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**The Arabic Translation of Buzzwords in Political Discourse Within an
Ideological and Media Perspective**

Dissertation Submitted in Partial Fulfilment of The Requirements for the Degree of Master in
Language Sciences

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Declaration

I declare that the substance of this paper is the complete result of my own research and that, as appropriate, the work of other researchers is referred or recognized as such.

I am informed that any person who commits plagiarism will be punished by disciplinary measures imposed by the University authority in accordance with the applicable rules and regulations.

Rahil CHABBI

Date: June 15th, 2023

Signed:

Acknowledgments

Throughout my academic journey, I had the opportunity to explore and develop my passion for the English language and linguistics. With the grace of Allah and my dedicated efforts, I now present this humble yet significant work to the jury responsible for its examination and approval. I also extend my gratitude to my family, friends and most importantly, to myself. In order to thank them on the contributions they provided, which made me the person I am today.

I express my sincere gratitude to my supervisor, Ms. Aloui Asma, for her initial encouragement and support in pursuing this study. I also extend my thanks to the evaluating jury Dr. Zidane and Mrs. Merad for their examination of my work. I am indebted to Ms. Bensoltane Meriem for her unwavering presence and support during moments when I felt discouraged. Special appreciation goes to Dr. Ibersiene-Achili Nora, the Head of Language Sciences, for guiding and inspiring me to pursue linguistics and making my Master's years enjoyable. I am grateful to Mr. Akroun for his constant encouragement and motivation despite the obstacles faced. Finally, I extend my appreciation to all the other teachers who played a role in enhancing my abilities.

I also intend to thank my parents, sister and brother, for all the kind wishes and patience they provided during my path until this moment, my grandmother especially for her blessings and Duaa.

Dedication

To all the women who do not yet realize they are the most powerful ones in the room

To those who dare to dream and achieve

We are able of anything our eyes seek to have

Abstract

This dissertation examines the relationship between translation, politics, and ideology in English political discourse. Three main research questions are set to investigate the strategies used in order to successfully convey the meaning from English into Arabic, how our beliefs and the spread of ideologies are closely intertwined with media representations and finally how do the Arabic audience receive and interpret the English political buzzwords. In this matter, the information documented all along this humble work is cited and declared by official sources, drawing on multiple samples of political speeches from American sources such as: Fox News, The White House site, Aljazeera, Al Arabiya...etc. Furthermore, this study is conducted using a qualitative method, which contributes in the analysis of the extracts of multiple samples of political buzzwords from varied political speeches, which are translated from English to Arabic and compared for any inconsistencies in meaning or context. The aim of this dissertation is to examine the ways in which media influence the translation of political buzzwords and the implications of these translations for political discourse and ideology, considering the main focus which is the Arabic audience and culture. Across three chapters, the study answers the research questions and offers important insights into the intersection of translation, politics, and media in the Arabic context. Ultimately, the findings resulted from this research present a valuable contribution to our understanding of the ways in which translation and ideology shapes political discourse in contemporary societies, and how media affects our understanding on multiple levels.

Keywords: Translation, critical discourse analysis, buzzwords, political speeches, socio-cultural nuances.

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List of Abbreviations

- **PDA:** Political Discourse Analysis
- **CDA:** Critical Discourse Analysis
- **TL:** Target Language
- **SL:** Source Language
- **ST:** Source Text
- **TT:** Target Text

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General Introduction

Nowadays, politics is considered the main subject of everyday conversations, yet these conversations are exchanged across the world due to media's existence, which serves to connect cultures, languages and people. In order to achieve a coherent and cohesive exchange of politics, translation is the fundamental tool for such purpose. However, this type of exchange is not that simple, since socio-cultural norms are a huge obstacle that faces translators in accomplishing their task successfully. In addition, language manipulation used in political field among members of politics aim to spread certain ideologies, which creates another hidden meaning to language use that translators have to decode and understand using multiple techniques of translation.

Within this context, my objective of research is to analyze the data using both Fairclough and Venuti's theories to understand the way American politicians used these buzzwords as expressions to achieve their political goals regarding their context of use; and to investigate the process translators opt for in translating political buzzwords from English into Arabic language.

Despite the fact that translating idioms is considered a challenging task, yet political buzzwords have another interesting side in this dissertation, because of their relation to the American political context. Donald Trump the former President of the U.S.A who is well-known for his use of buzzwords in his presidential speeches to create excitement, echo and popularity, is the best example in order to understand how does the mechanism of translating buzzwords from an English American context to an Arabic culture works, which is an intriguing topic of research.

Statement of the Problem

Political buzzwords are a topic of debate when it comes to their translation, due to their cultural meaning which in some cases will lose its value and significance. In addition, such political expressions are highly popularized, which makes it a crucial and sensitive topic to tackle because of their association with politics. As translation has multiple techniques to convey meaning, in buzzwords the choice of method is the responsibility of the translator, in either ways the process is accomplished, but the quality is the point of debate.

Arabic language is rich in vocabulary and grammar; however, this variation cannot be enough sometimes for the translator to convey the same meaning. Furthermore, English language can mainly opt for using metaphors, for such reason the cultural nuances are difficult to transmit when it comes to exchanging knowledge. Moreover, the fact that the one who is going to be affected by differences and difficulties is the audience, in our case the Arabic audience is in risk of misunderstanding.

Research Questions

As translation is considered the cornerstone that analysis and other procedures of this research are based on, my purpose is to find answers to the questions below:

- What translation strategies are employed by Arabic translators to convey the meaning and connotations of English political buzzwords?
- How do media representations of translated English political buzzwords shape our understanding of political discourse, and how do these representations intersect with ideological perspectives?
- How do the translated English political buzzwords impact the perception and interpretation of the Arabic-speaking audience?

Aims of the Study

The study is significant because it aims to highlight the critical and highly affective role of translation in conveying meaning. It also, aims to bridge the language and cultural gap that often arises in translating political content. Focusing on these buzzwords used in political discourse is intended to improve communication and understanding between individuals speaking English and Arabic. Furthermore, The study is sought to explore the subtleties and meanings contained in these buzzwords, and acknowledged that direct translation could not fully capture their meanings and effects. The research aims to understand the political, social and cultural contexts of these terms and to provide accurate and culturally sensitive translations that convey the intended message and provoke similar responses across languages. Finally, the study aims to promote greater intercultural understanding and facilitate a meaningful dialogue on political issues between English and Arabic speakers.

Significance of the Study

The importance of studying the translation of political buzzwords from English into Arabic lies in the potential to promote effective communication, cultural understanding and meaningful political discourse. Political buzzwords often have specific meanings, provoke emotional responses, and shape public opinion. However, these nuances may be lost or altered when translated directly into other languages. By examining these buzzwords and their cultural impact, researchers can provide accurate translations that retain their intended meaning and influence in Arabic. This does not only strengthens intercultural understanding, but also facilitates a better discussion on political issues, ensures the accurate transmission of key terms in both languages. These efforts contribute to

promoting inclusive and informed public discourse, overcoming language barriers and allowing more successful engagement between the English and Arabic communities. In addition, research into the translation of political buzzwords can help policy makers, journalists and translators navigate the complexity of political communications, effectively communicate messages across linguistic boundaries, and promote intercultural dialogue.

Organization of the study

This research is composed of three chapters, the first chapter is theoretical, the second chapter is methodological and the last one is analytical. In the theoretical chapter politics, translation, ideology, media, buzzwords and theories of Fairclough and Venuti are introduced and explained in details. The methodological chapter covers everything about the selected methodology, data collection procedures, data analysis procedures and tools. The last chapter is dedicated for the analysis of six political buzzwords applying a twofold analysis, followed by the discussion and the findings.

Chapter One

Theoretical Background of the Study

1. Introduction

In this chapter, the main key words of the research are well explained in details, beginning with politics, discourse, political discourse and political discourse analysis. Then, mentioning the main properties of political domain that serve in understanding the subject of the dissertation. Finally, concluding with discussing both ideology and Fairclough's theory that had a significant role in conducting the research.

In the second section, a historical background was written about translation and its origins. Then, it moved to explain the multiple types of translation and how each one serve in achieving good translation results. Furthermore, Venuti's theory had a place in the discussion along with the challenges that any translator faces, plus their crucial role in providing credible and accurate version of target text.

The last and third part tackles the definition of buzzwords, their origins and history. It continues to explain the way these buzzwords are translated and how, plus the challenges found in the process of their translation and methods by which they are translated correctly without any cultural or linguistic gaps. Then, several methods are mentioned in order to translate and interpret these buzzwords accurately. Concluding with an introduction on media and its role in politics and translation domains.

1.1. Section One: Political Discourse Analysis

1.1.1. An Introduction to Political Discourse Analysis

1.1.1.1. Politics

According to Van Dijk (2004), it is a term that defines a domain, in which a struggle for power is established between two parts, the ones who assert and the others who resist. This power is expressed through language, this language is considered a tool for asserting certain ideas to either convince the audience to be a part of this groups or to reject and prevent the circulation of these ideas by the audiences themselves.

1.1.1.2. Discourse

Fairclough (1989) believes that discourse is the written or spoken interaction, debate or communication between multiple members, in which they express ideas, exchange knowledge, impose ideologies or transmit a message. He also thinks that discourse can take multiple forms depending on the context this discourse is being performed in. Discourse according to Fairclough can be studied through analysing several levels through which the interaction act was held in and discourse was constructed in. He also explains that these factors allow analysts and communicators to show a better performance of interaction and understanding interaction in order to express and exchange the information correctly.

1.1.1.3. Political Discourse

It is defined by its actors who have the same political background in order to discuss, exchange or talk of professional politicians or political institutions, such as presidents, prime ministers, politicians, members of government etc. on the local, national and international levels. Political discourse includes both the speaker and receiver; and it does

not consist of professional actors only, it may also be among citizens themselves (Van Dijk, 2004).

1.1.1.4. Political Discourse Analysis

It is concerned with understanding political discourse and the way it is being used as a tool of abusing or resisting power. PDA is related closely to language, culture and cognition due to the nature of the field and its effect within society. It also integrates critical discourse analysis methods of analysis; and places discussion and decision making in uncertain context, risk or disagreement (Dunmire, 2012).

1.1.2. Properties of Political Domain

Van Dijk (2004), provides in his book an overview of the political domain, by characterizing its properties, such as political systems, values, ideologies, institutions, actors, discourse and knowledge. Some of these properties are mentioned as follow.

1.1.2.1. Political Ideologies

As Van Dijk (2004), explains, political systems exist within the framework of social and economic power organization. Meanwhile, political ideologies reflect the cognitive representations that shape social beliefs of groups and individuals. According to Van Dijk, these ideologies provide a framework for understanding and interpreting key aspects of political systems, including values, attitudes and principles related to power, equality and other properties. However, he believes that political ideologies play an important role in shaping consciousness and guiding the audience within a given political system.

1.1.2.2. Political Process

According to Van Dijk (2004), political process refers to a range of actions in politics. These actions include governance, legislation, opposition, solidarity etc. These actions represent the continuous process that shapes political systems and their decision making in presenting certain political ideas, which is understood and interpreted according to its audience.

1.1.2.3. Political Discourse

It has a crucial role in political actions and interaction, because it includes multiple forms like speeches, debates, interviews etc. Through these forms, politicians express their ideas and opinions, influence the audience and convey political messages. Political discourse has a significant impact on the outcomes of elections, campaigns and politics in general (Van Dijk, 2004).

1.1.2.4. Political Cognition

Van Dijk (2004), believes that people's understanding of politics influence political actors, their actions and the way they communicate, which includes social knowledge and understanding of political events. Public opinion has an essential role in influencing how individuals perceive and evaluate political matters. Similarly, ideologies serve as a cognitive framework in forming the way people interpret political messages.

1.1.3. Fairclough's Three Dimensional Model of Critical Discourse Analysis

Working on political buzzwords analysis requires a theory that serves the expectations of the analysis, for this reason, Fairclough's theory was the appropriate choice to conduct this study.

Norman Fairclough is a British professor of linguistics who has made a major contribution to the study of language and power. He is a pioneer in critical discourse analysis (CDA), and is recognized as a leading figure in this field. CDA is a method of investigating how discourse contributes to the formation of knowledge, ideology and power dynamics. Fairclough's research has had a profound impact on understanding the role of language in society and has had an impact on many academics in this field (Fairclough, 1991).

Fairclough (1991), views language as a social practice, he emphasizes that language goes beyond vocabulary and grammar. On the contrary, it is an integral part of the daily life of people and is constantly implemented by members of society. This conviction inspired Fairclough's writings, in particular the ideas of Michael Halliday and in particular the work of Michel Foucault, as well as linguistic theory and social theory. Through the integration of insights from these fields, Fairclough's critical discourse analysis approach explores the complex interaction between language, power, and social structure.

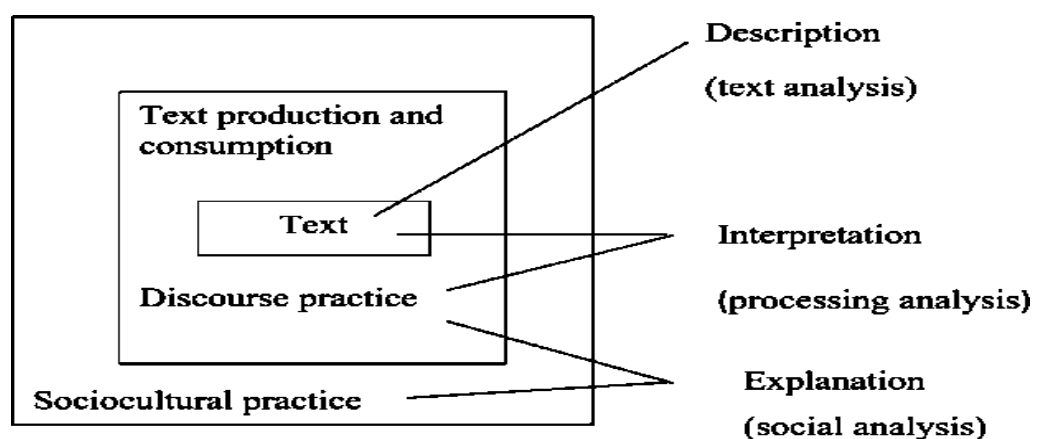


Figure 1: Fairclough's 3D Dimensional Model of CDA (1991)

(Fairclough, 1991)

Fairclough argues that power in language can be understood in two ways: power in speech and power behind speech. The power of discourse means the relationship of power adopted and negotiated in the context of a particular language, the power behind the discourse means the social and ideological structures that shape and influence the discourse. This framework recognizes the interaction between language, power dynamics, and a wider social and ideological context (Fairclough, 1991).

Fairclough recognizes language as a social practice and claims to have a relationship with text, interaction and context. Fairclough introduced the three-dimensional model (1995), to promote critical discourse analysis (CDA) and emphasize these links. This model is the framework for the implementation of the CDA and focuses on the three stages of discourse analysis: description, interpretation and explanation. Through these phases, the discourse is systematically studied to enable a complete understanding of its linguistic, social and contextual dimensions (Fairclough, 1991).

Fairclough's (1991), description consists of analyzing the linguistic characteristics of text, such as grammar, syntax, vocabulary, phonological elements, rhetorical questions, and images. The interpretation focuses on understanding how the speaker is generated, distributed, and consumed by readers or audiences. He examines the interaction of discourse and considers it to be a practice of discourse. The explanation investigates the relationship between the interaction of discussions and the wider social context. This includes placing discourse within its social framework and considering it as a social practice incorporated into social structures and power dynamics.

1.1.4. Introducing Ideology

Eagleton (1991), delves in his book into the nature and significance of ideology. He explains how ideology involves the ideas and beliefs that shape our perspectives towards social and political issues. It helps the audience to have a vision on various domains, such

as economics, religion, culture and power dynamics. The author adds, that ideology serves individuals and groups in identifying their similar interests and common ideas, opinions or perspectives. Moreover, it plays a significant role in political movements and impacts how the audience interact in society.

Eagleton (1991), continues, ideology can either unify or divide society, when it comes to different groups with opposing ideologies causing social disturbances and conflicts. Furthermore, ideology is a factor in shaping individuals identities and relationships within society, it also affects political and economic systems through their establishment and operation.

1.2. Section Two: Translation

1.2.1. An Overview of Translation

Venuti (2000), believes that to translate means to transfer or change from one structure of symbols into another. Translation is the field of cross-cultural interaction, scholars believe that translation dates years back to BC era, which means that its existence was established as a form of communicative human interaction. According to Venuti (2000),

Translation studies is the academic discipline related to the study of the theory and phenomena of translation. By its nature it is multilingual and also interdisciplinary, encompassing any language combinations, various branches of linguistics, comparative literature, communication studies, philosophy and a range of types of cultural studies including post-colonialism and postmodernism as well as sociology and historiography (p.1)

The author explains the diversity found within the field of translation, which contributes covering all levels of language translation in any context. This diversity creates

challenges for translators to master translation; and to be as neutral/faithful as possible in the process of translating.

According to Language Network (2021), translation term was first known to the ancient Greek, but the process itself was done in the Mesopotamia era, on the Sumerian famous poem of Gilgamesh, that was translated into the Asian language. From the early 1900s to the 1990s, translation theory predominantly drew from the German literary and philosophical traditions, as Venuti (2000), explains, “Friedrich Schleiermacher and Wilhelm von Humboldt treated translation as a creative force in which specific translation strategies might serve a variety of cultural and social functions, building languages, literatures, and nations” (p.11) However, these notions faced opposition from critics like the modernists, who challenged these perspectives. Conversely, there were scholars who advocated for "foreignizing" translation, aligning with Schleiermacher's theory. Ezra Pound, for instance, shared similar German-influenced perspectives on translation. Then in the early twenties, two main tendencies were in competition, formalists who focused on the technique that matches new languages; and functionalists who focused on the basic function of translating cultural and political agendas (Language Network, 2021). In the thirteen's, Ortega (1937), comes to support the German traditions, despite its limitations and constraints, he continues to defend it saying that “translating is useful in challenging the complacencies of contemporary culture because it fosters a “historical consciousness” that is lacking in the mathematical and physical sciences”(Ortega 1937 as cited in Venuti, 2000).

However, in the seventies, translation incorporated machines into its practice which led to the advent of new forms of translation such as machine translation and computer-aided translation (CAT) to cover all the diversity of fields and languages in the world.

1.2.2. Types of Translation

1.2.2.1. Translation

According to Nida (1991), translation is a tool of inter-human interaction, which permits people to exchange written information despite their cultural differences. The author believes that translating means conveying the equivalence of meaning from TL to the SL. He also thinks that this operation is the process of matching multiple parts of speech and at the same time re-producing dynamic character of the communication. Nida insists on the consideration of text and context due to their significant role in producing a correct cultural form of the translation of the source text.

Catford (1965), defines translation as “ a process of substituting a text in one language for a text in another.” (p.1) Thus, translation is viewed as an operation applied on language. Nida (1991), in his point of view sees translation as the equivalence of ST to TT. He also, distinguishes full and partial translation, depending on the intended submission the translation process takes.

Achieving a successful process of translation depends on the speaker’s knowledge and about the SL and TL, through respecting his/her audience, their ideas, backgrounds and beliefs. These conditions are well considered when it comes to the concept of equivalence (Nida, 1991).

Furthermore, four main stages of translation process are mentioned below, in order to convey meaning from ST into TT (Tou, A.B. as cited in Asroni, 2015).

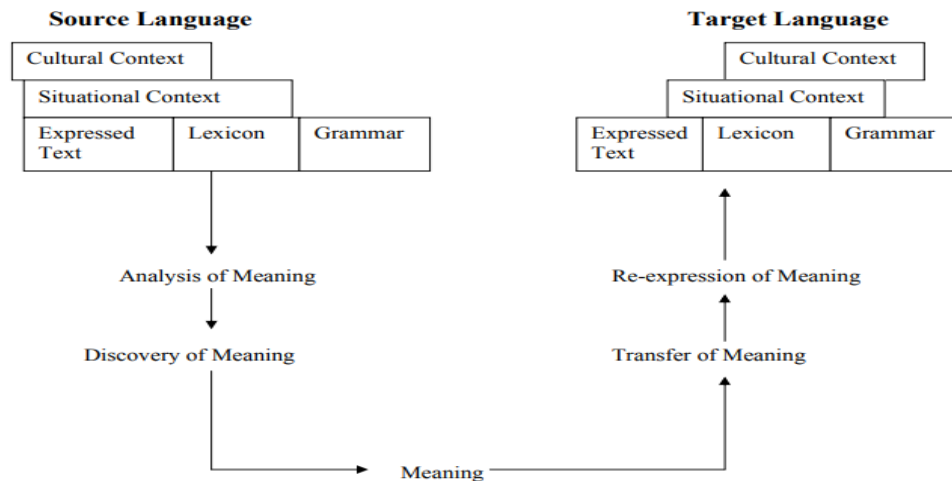


Figure 2: Four Main Stages of Translation According to Tou, A.B. (1989)
(Asroni, 2015)

1.2.2.2. Interpretation

“Interpretation is a communication process, designed to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts [*sic*], landscapes and sites” (Ververka & John, A. 1994, as cited in Interpretation Canada, 1976). Thus, a lot of people know the word ‘interpretation’, but its meaning can be different for each person, depending on their background, education or experience in the interpretive profession (Ververka & John, A. 1994).

According to Ververka and John (1994), an effective interpretation has to involve knowledge on the audience’s background, how they receive and understand spoken information, in order to achieve a correct operation of interpretation.

1.2.2.2.1 Simultaneous Interpreting

It is an activity that serves in facilitating oral and sign language communication. It is known as the process of interpreting for someone in different language while the speaker is not interrupted; and it is one of the most known types of interpretation, yet the hardest (Chen & Dang, 2010).

Multiple advantages are found within simultaneous interpretation. For instance, making international events with multiple languages more efficient through reducing time and cost. This process makes the event progress smoothly regardless of the speaker's language, resulting in shorter event durations and decreased resource requirements. It also, enhances convenience for listeners, so participants can directly hear the presentation in TL original language without any interruption for translation (Chen & Dang, 2010).

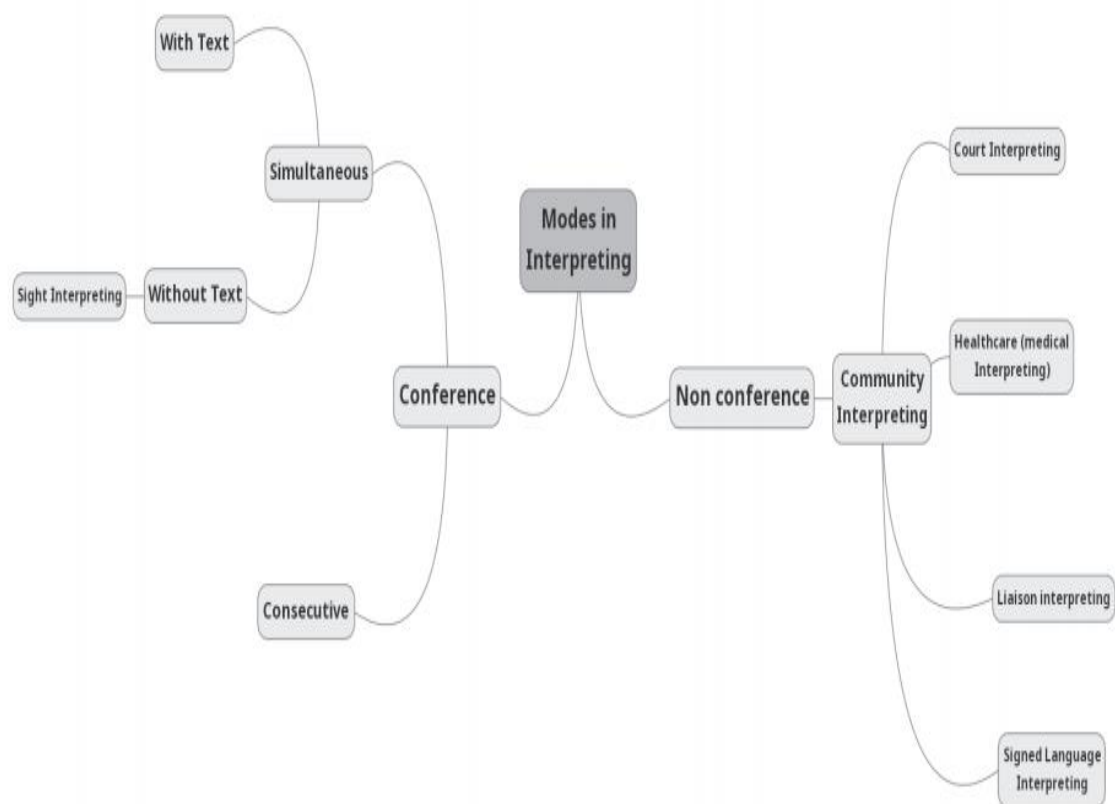


Figure 3 Preliminary Classification of Modes in Interpreting (Fragkou, 2021)

1.2.2.2.2. Consecutive Interpretation

In consecutive interpretation the interpreter works on a portion of speech, which can be as short as few sentences or as long as several minutes speech (Al-Ogaili, 2022).

Johns (2009), explaining the process of consecutive interpretation, “listen to the totality of a speakers comments or at least a significant passage, and then reconstitutes the speech with the help of notes taken while listening: the interpreter is thus speaking consecutively to the original speaker, hence the name” (Johns, 2009 as cited in Al-Ogaili, 2022), Thus, three stages are distinguished in consecutive interpretation. First, understanding not only words, but also ideas that are being transmitted. Taking notes of the key terms and thoughts during the period of delivering the speech allows the interpreter to understand the message correctly. Second, analysing the discourse, through identifying the main ideas and provide their appropriate relevance in interpretation. Finally, the interpreter comes to the stage of expressing his/her analysis of the speech they have just heard. The interpretation is not required to be academic, making sure the audience understand well the message can be enough (Al-Ogaili, 2022).

1.2.2.3 Human Translation

Humans were the first to start the process of translation, starting from traditional ways arriving at nowadays translation. However, multiple theories and evaluations were to support the human translation from vanishing. The best example of human translation is freelance translation, which no matter how the world is developed, still relies on people who are experts in the domain of translation in order to translate several discourses (Hutchins, 2001).

1.2.2.4. Machine Translation

Technology has developed systems to aid humans in translating discourses without consuming long time or committing many errors. The first system existed back to 1950, people thought that machines would increase productivity in technical translation more than humans, which led to a kind of competition between both approaches that exists until today (Austermuhl, 2014) .

1.2.3. Challenges in Translation

As a rich field of study, translators encounter several challenges that may confuse them during their translation process. For such reason, the role of the translator is essential in fulfilling the quality of translation, Catford (1965), confirms and defines two types of translatability, linguistic and cultural untranslatability.

Linguistic untranslatability is caused due to the absence of lexical or syntactical elements in the target language, which causes misleading, wrong and deceptive correspondences. Furthermore, cultural untranslatability is caused due to the lack of situational features in the TL culture for the SL text. In other words, utterances with cultural roots cannot be translated from one culture to another on both phonological and graphological levels. However, translation is not a mere linguistic task, as other works, translators' works must have its creativity and originality (Catford, 1965).

1.2.4. The Role of the Translator

The translator is the person who masters languages, in order to guide and translate people's speeches to facilitate communication and transactions. According to Venuti (2004), promoting understanding between two parts or more is not the only task of a translator, he/she must be invisible during the process of translation, which is a crucial act for the credibility and validity of the translation results. In addition, encountering cultural

obstacles during the process of translating must be treated carefully. For example, explaining in details the procedures and steps that were taken to achieve equivalence between both cultures, languages and contexts. As a result, this explanation will create a sense of trust and demonstration of the importance and contributions the translator has done for the aim of successfully transmit the correct meaning. Moreover, Venuti elaborates that the statue of a translator demands a rich knowledgeable background about the target language, its culture and traditions to disclose cultural and linguistic differences, because varied notions are found between any two languages or more, which creates misunderstanding and false accusations.

The position of a translator in intercultural communication is crucial, despite the fact that several systems, machines and programs were established for more productivity concerning time management, yet the presence of human translation is more valuable and necessary for better quality (Venuti, 2004).

1.2.5. Venuti's Theory the Translator's Invisibility

In order to serve the needs of this paper in conducting an analysis on the translation of political buzzwords from English into Arabic, Venuti's theory was the suitable choice.

Venuti (1995), discusses the translator's invisibility that offers a comprehensive and critical analysis of translations from the 17th century to the present day, highlighting the dominance of language as a translation strategy and its influence on the selection of foreign works that are incorporated into English literature, which helps in conducting better results in this study. The book also explores the cultural implications of ethnocentricity and imperialism of domestic values, both obvious and hidden in translation texts at the time.

Venuti (1995), discussed the concept of invisibility in relation to two strategies of translation: domestication and foreignization. These strategies include not only the text being translated, but also the approach taken during the translation process itself.

Venuti (1995), expressed concern about the practice of domestication in translation, which was to reduce the foreignity of the source text to match the cultural values of the target language, often the cultural values of the Anglo-Americans. He argues that this approach may lead to the loss of ethnic focus and cultural diversity. Venuti draws parallels between this process and power dynamics observed in post-colonial contexts. Domestication is associated with Schleiermacher's translation concept, which places a priority on a smooth and unobtrusive reading experience, and brings the author closer to the reader. The author suggested that domestication also meant choosing texts that are more compatible with this translation technique and preferring works that are consistent with domestic literary canons.

On the contrary, Venuti defines foreignization as a method of selecting foreign texts and adopting a translation method that differs from the standard and expectations of the target language. Venuti (1995), describes the strategy of foreignization, which calls into question the cultural norms of target language by drawing attention to the differences in language and culture of foreign texts and effectively transports readers to different cultural contexts. It is a deliberate effort to resist assimilation and maintain the alien nature of translated works. This approach aims to highlight and preserve the foreign identity of the source text and protect it from the ideological rule of target cultures. By maintaining linguistic and cultural differences, foreign method resists the tendency to assimilate foreign works to the predominant cultural norms of the target language (Venuti, 1995).

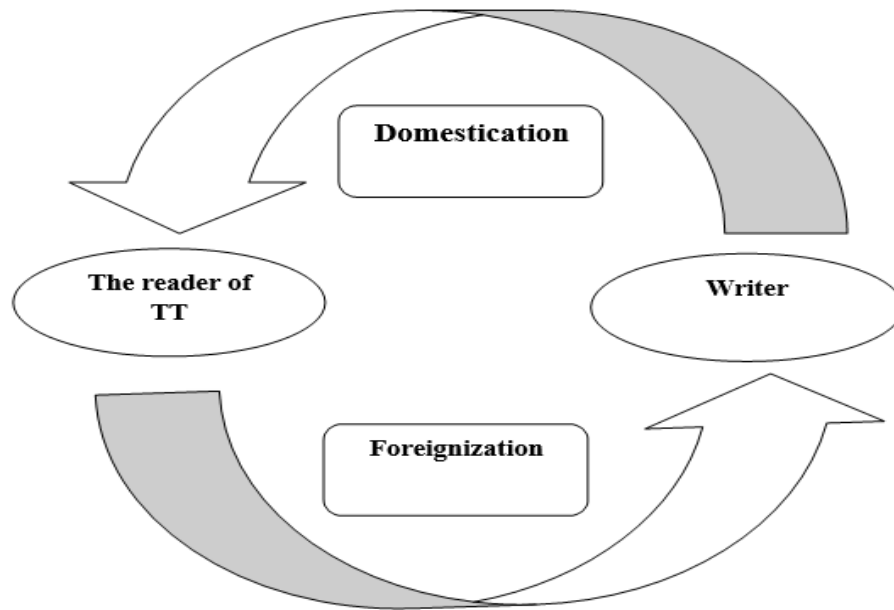


Figure 4 Schleiermacher's Notion of Domestication and Foreignization Strategies (1813)
(Bashar & Mokaram, 2022)

In translation, the domestication and foreignization strategies revolve around the degree to which translated works are assimilated to target audiences' language and culture, in contrast to highlighting the characteristics and features of the original text. These approaches address the basic question of how translation must be based on target languages and cultures, rather than retaining the unique characteristics of the original text as it is in the case of translating buzzwords from English into Arabic (Venuti, 1995).

1.3.Section Three: Buzzwords

1.3.1. Introducing Buzzwords

Oxford dictionary defines a buzzword as “A word or phrase, especially one connected with a particular subject, that has become fashionable and popular and is used a lot in newspapers, etc” Noticing public speakers or politicians using more often

buzzwords, which makes their speech more accurate to the context it is being said in. A buzzword also can be seen as an expression, which becomes popular during a specific time (Hallgren & Weiss, 1946).

As Nietzsche (1954), says “Against that positivism which stops before phenomena, saying ‘there are only facts,’ I should say: no, it is precisely facts that do not exist, only interpretations” (pp.457-458). Which explains the control time has over any other type of powers, words and acts, which will not mean the same as it meant at that exact moment. At that specific moment, the meaning of the word is considered a fact, but after that it becomes interpretation. People will see it differently; and that is the case of buzzwords, which are said at a specific moment of truth. However, after that moment buzzwords will be interpreted differently by multiple persons each has their own vision and perspective. The importance of time in understanding meaning is very powerful, because the meaning will change through time; and people will interpret the same word but in different time zone, which gives it another new meaning than the original.

So the origins of buzzwords and their history is rooted years ago; however, their meaning is determined by the context it is used in and the person using it (Hallgren & Weiss, 1946).

1.3.2. Translating Buzzwords

The emergence of Internet technology has given rise to the creation of buzzwords that convey specific meanings within specific network media. According to Jie (2022), this linguistic expression have witnessed a growing presence, reflecting elements of popular culture within a given country; and thereby serving as a lens through which societal development can be observed. In order to enhance the efficacy of cross-cultural communication and faithfully render the essence of online buzzwords, translators must

apply appropriate translation strategies such as free translation that consider the factors of timeliness, entertainment value and simplicity. On this level, the vivid and contextually accurate translation is valid and ensured, which facilitates the effective intercultural exchange in several contexts (Jie, 2022).

Jie (2022), adds, scholars and translators dedicated their efforts to explore and examine effective approaches for the translation of Internet buzzwords embedded with target text culture. Their primary objective is to ensure the accurate acceptance and comprehension of such translation by the target language audience. In the translation process, the foremost and crucial task is to fully understand the literal and implied meanings of these Internet buzzwords, thereby transmitting accurate information. As a result, it becomes evident to convey the essence of these linguistic expressions through appropriate translation strategies and flexible methods, enabling an accurate portrayal of the original intent behind them, which facilitates the cross-cultural exchange and interaction.

Wang, Huang, & Xiao (2022), believes that the common methods of translating buzzwords are related to the ones used in translating any other type of texts. For instance, literal translation focuses on the lexical and rhetoric structures, which is considered as a good method when it comes to translating buzzwords. Free translation as well, uses interpretation in such cases, for example it would consider the time, place and context of using the buzzword and try to interpret it based on these levels instead of using the exact word in the target language. They continue, deleting or adding certain explanations instead of directly translating the word or finding the accurate word in the target language is called imitation, which is used most of the time as a method of translating buzzwords. Finally, using varied methods intends to change the focus of the translated idea in order to obtain a better version that suits the source text in more accurate way in the target text. It

makes it more creative to find a better translation instead of the literal or contextual choice, such method uses the interpretive translation.

However, the use of buzzwords is popular in contexts in which flair and rhetoric are more important than truth and substance (Wang, Huang, & Xiao, 2022).

1.3.3. The Impact of Translating Buzzwords

According to Wang, Huang, & Xiao (2022), Translating buzzwords in any other language has to benefit the audience more than the translator himself/herself, through providing a large sight of comprehension, by which such expressions are uttered in order to spread certain messages. Using different methods to translate buzzwords convey the same circle of meanings that is established in source text. It also allows the audience to understand the notions, ideologies and hidden messages being transmitted to them indirectly through using buzzwords, which affects the pillars of their beliefs about the outside world. In addition, the process of translation provides a deep understanding of cultures through language exchanging; and strengthens the learning of basic knowledge of each language.

Furthermore, translating cross-cultural terms and expressions requires skilled and experienced translators, the more they practice the more they discover new information about new culture. This experience provides researchers, analysts and translators; most importantly, with a rich background to serve in better conditions and situations the difficulties encountered during any process of translation. For researchers and analysts it provides them with an overview of the richness and flexibility of languages when it comes to different levels of grammatical structures, vocabulary and rhetoric (Wang, Huang, & Xiao, 2022).

Finally, this exchange between cultures creates a certain degree of awareness among people, this awareness can be political, social, cultural, linguistic. For such reason,

translation is established to properly contributes in connecting the world despite the distances and differences within nations. Furthermore, Buzzword's translation is not only for understanding a certain context, but also for spreading global awareness and knowledge about everyday's events (Wang, Huang, & Xiao, 2022).

Translating buzzwords has a good impact on the public understanding of its meaning, without causing any linguistic or cultural gaps that lead to misunderstanding or false interpretations (Wang, Huang, & Xiao, 2022).

1.3.4. Introducing Media

Media is a broad concept that includes various forms of communication like print, broadcasting, and digital media. It plays a central role in shaping public debates and our understanding of the world. The media provides information and news, which can influence public opinion and political decisions. However, it can also selectively present information and frame topics, leading to biases and impacting public attitudes. Media also influences cultural norms and values (Strömberg, 2015).

Strömberg (2015), continues, the media has a significant impact on society by shaping social norms, influencing self-perception, and challenging dominant cultural narratives. It can also promote alternative perspectives and values. Moreover, the media has an important economic role, being a profitable industry that employs millions of people worldwide. However, its economic power can lead to conflicts of interest and compromise its objectivity as an information source. In conclusion, the media is a complex and influential concept that affects our world view and has both positive and negative implications depending on its usage.

1.3.5. Conclusion

In conclusion, the study of political discourse analysis and translation highlights the significance of context and cultural background in the interpretation and translation of language. The use of buzzwords, which are popularized terms that have gained widespread usage in specific contexts, further underlines the importance of understanding the cultural and social implications of language use. While buzzwords can have positive effects in promoting communication and building solidarity among groups, they can also create barriers to effective communication and understanding when used inappropriately or without sufficient consideration of their connotations and implications. Therefore, it is essential for translators and analysts to adopt a critical approach to language use and to consider the broader social and cultural contexts in which language is used and translated.

Chapter Two

Research Methodology and Design

2.0 Introduction

This chapter presents the methodological process used in conducting this study, in order to examine the appropriate levels of reliability and credibility concerning data collection. It explains and justifies all the steps that have been taken throughout the research process, and ensures the originality of ideas and the absence of any actions of plagiarism. This chapter endeavours to fulfil the requirements of a correct research methodology, and achieve the desired goals by answering the research questions and presenting the final results.

The chapter explains the choice of method, which will guide the process of this study to answer the research questions concerning the Arabic translation of buzzwords in a political context within an ideological and media perspective. This method aims to make the reader understand the analysis conducted for the purpose of finding valid results that help us to assess the importance of connecting cultures and people, understanding the effect of politics over language; and finally, asserting the crucial role of translation in modern world. Furthermore, this chapter proposes the research questions and clarifies their aim and necessity in building the basic structure of this research. All the major points that will be discussed are mentioned in each question, which will be answered, justified and analyzed by the end of the study. Concluding this chapter with the illustration of the course of data collecting and emphasizing an overview on the way these data is conducted, translated, analyzed and presented.

2.1. Research Method Choice

The methodological structure is a crucial aspect of any research project, that is why choosing a correct method on which the study is going to be built is a critical decision to make; it involves selecting an appropriate research design, data collection methods and data analysis techniques in order to assure the success of the study. According to Cropley (2022), “Qualitative methodology raises particular problems for researchers, largely connected with rigour, and relies heavily on special criteria of validity such as soundness of reasoning or plausibility of conclusions”. The subject of the study does not call for the use of a quantitative method, due to its political nature that requires an analytical mechanism and a comparative approach. Because it works on two different languages on both the semantic and pragmatic levels. Furthermore, the choice of a qualitative methodology allows the researcher to produce a good quality of results and maintain the value of perspectives, ideologies, context at the same time, to fully grasp the participant’s experience. Cropley’s (2022), study found the following:

The core property of qualitative research is that it examines the way people make sense out of their own concrete, real-life experiences *in their own minds* and *in their own words* and subsequently analyses these understandings using the concepts of a behavioural science such as psychology, sociology, anthropology, politics, education, health sciences or, nowadays, business and management, decision making, or innovation, to give some examples. When asked about how they understand some particular aspect of their lives people usually answer in everyday language using everyday concepts. The data that result are referred to as “narratives” (p. 5)

Qualitative research highlights on the contextual richness of real-world settings, by understanding how people naturally behave in everyday situation. Hancock et al. (2007), suggest “Qualitative research is concerned with developing explanations of social

phenomena. That is to say, it aims to help us to understand the social world in which we live and why things are the way they are”(p. 7). The privilege this method offers allows the researcher to conduct any study in depth. In addition, it gives access to a broad array of topics which results in a huge amount of data for a better quality of studies. Unlike other methods of research, which compel a constrained process of research. For instance, the inability of providing an appropriate research atmosphere as it is the case of experiments. Time limitation as it is in historic studies, in which the researcher is limited to work on past events most of the time. As well as, the difficulty in obtaining high rates of responses as in surveys. Moreover, the qualitative method has multiple features that are considered as an allure to most researchers who deal with subjects such as the one of our study. For instance, the close vision this method provides to the researcher is to have a better exposure to people’s real lives, which means that people are free to express themselves and their ideas without any questionnaires that limit their minds or cut the flow of their ideas. The process that qualitative research takes, helps the researcher to obtain natural and actual data without any paradox, for example a statement or situation that appears self-contradictory but may contain a hidden truth or valid reasoning caused by the participant.

People have the ability to express what they believe and stand for regardless of any prejudice or misunderstanding, which makes it easy for us to draw on their way of living and their characteristics. This amount of data can be found in blogs, journals, social media, diaries, articles, etc. Such drawing is easy to understand since the participant is not obliged to answer a specific question on any specific subject, or to remember some details that happened in the past, it is simply because they were naturally thinking about it, and wanted to write it in order to share some interesting relevant perspectives. The role of the researcher here is to take advantage of such latitude to collect data material. Qualitative research method also focuses primarily on people’s perspectives, which is the fundamental

point needed in the research, because a researcher will not be analyzing the data only, but also presenting and justifying it. Regardless of other methods of research, qualitative research method intends to work with fresh material, new concepts, recent theories and sources etc. This process makes the research or the study flexible to meet all sorts of updates that can happen, it also provides a better viewpoint on several subjects that are discussed in the research since it coincides daily updates. Unlike other tools of research, which constrains the capacities of the researcher in and narrows down the contextual course that the data takes.

Finally, qualitative research method does not build its research upon one source of data, but on a huge quantity of sources and references in order to achieve reliability and quality concerning its input. The more variation is found the deeper a researcher can get into the topic he is working on, which results in huge data supply for better reviews (Yin, 2016).

Conducting research is not a mundane task to achieve, that will be written only on paper. Research has to be an original piece of work that contains reliable sources and information which will contribute to the field of the study. Applying the correct conditions of a proper original work is an essential task for any researcher. As far as the qualitative method is concerned, the process of finding information or building data can pose several challenges; for instance, the use of flexible research designs, which has a huge impact on the quantity of information the researcher obtains. Choosing the research design is mandatory whether be it explicit or implicit, the role of a research design is to maintain the originality and credibility of research study and data used to perform such study. The research design has to deal with the relativity of collected data with the intended topic of study, because collecting data does not mean gathering all the information found about the topic, on the contrary, the collection must have specific points to fill, otherwise it will lose

its relativity to the study. Selecting a research design differs from a researcher to another, which is considered as a personal choice, there are eight designs in qualitative method one can apply, each has its own features that serve the process of conducting a research study (Yin, 2016).

Overall, qualitative methods can provide a rich and nuanced understanding of a particular topic, and it also permits both the participant and research to adhere with the authenticity and credibility of information mentioned, which can be particularly valuable in this field of study, because understanding the experiences and perspectives of individuals is crucial for the sake of originality.

2.2. Aims of the Research Questions

The formulation of research questions is an essential step in any academic research, because it guides the direction and scope of the investigation. To ensure that the research questions are academic in nature, it is important to follow a structured approach that is clear, concise, and specific and endeavour to realize the objectives of the research. There are three questions that are established to lead the investigation of the translation of buzzwords from English to Arabic language and the ideological and media effect in a political context which is the topic of this study. Each question has a specific central point that relates to the main topic directly or indirectly, and each question is briefly justified.

- What translation strategies are employed by Arabic translators to convey the meaning and connotations of English political buzzwords?
- How do media representations of translated English political buzzwords shape our understanding of political discourse, and how do these representations intersect with ideological perspectives?

➤ How do the translated English political buzzwords impact the perception and interpretation of the Arabic-speaking audience?

The aim intended from the first question is to discover whether the process of bilingual transfer; and the strategies employed have any aligned features that can be shown in the translation or it has any certain gaps that affects the original meaning of the source text. When looking generally at the definition of translation, one can see that it refers to a key concept; *i.e.*, “faithfulness”, which means being faithful in conveying the meaning intended by the original author. Faithfulness implies also in respecting the contextual and cultural differences of the source text. However, the degree of faithfulness in the translation process can vary depending on multiple factors. For example, the translator's skills and experience, their cultural background, and the context and purpose of the translation. In some cases, this situation can affect the meaning of the source text; as a consequence, it can be considered as an aligning in favour of one language to the other (Yin, 2016). This kind of situation can be seen in the translation of political texts, which needs a deep understanding of the source text to accurately assimilate the meaning and to properly translate the nuances of the original messages. Translating such sensitive content needs an experienced translator, in order to avoid any misinterpretations that can lead to serious problems.

The second question that addresses a specific point, which is the media interpretation of the translation of buzzwords from English to Arabic language; and its relation with spreading ideologies. The process of translating this kind of expressions is highly delicate, due to their sensitive nature, since the translator has to take into consideration the cultural relativity within target language, updates of the term plus the accuracy in conveying the original meaning. Buzzwords by definition focalise on the sentence of ‘period of time’ which is an essential factor for a correct translation of a term.

Due to such conditions, the translator has to focus on the time zone of the term. For example, some buzzwords can have different meanings after just one week of their creation, because the purpose they were created for has been changed during that period of time. That purpose usually implies creating certain media attention to the main topic for a specific period of time and helps in spreading certain ideological perspectives. Therefore, the task of the translator lies in translating buzzwords so as the source text does not lose its meaning, and the target text remains functional under time changing circumstances. Plus, in some cases the translation results can be in favour of promoting some tendencies, especially in political context, which mainly use several tools in different domains to spread political ideologies and concepts, this fact cannot be neglected, due to some irregularities and violations that are committed by politicians who maintain power.

The third question aims at uncovering the reality behind political discourses, speeches, interviews etc. Many people may be unaware of the actual reason behind the implicitness and subtlety of political content which implies a myriad of oblique messages *i.e.*, politicians and political groups use a high chosen level of words to catch their audience's attention either for gaining support, votes, media popularity or mainly to spread their ideologies and create stereotypes. Multiple devices and methods are widely spread among members in the political domain, in which they seek for personal benefits, these devices can be related to many levels of language especially, since the first and main tool of conveying their ideas and beliefs is language. This very point will be discussed thoroughly in the third question, in order to understand the mechanism of political language and how it is used to manipulate public audience, especially in our case of the Arabic audience. The use of discursive devices in political content can be a powerful tool for creating and reinforcing stereotypes. By understanding how these devices work, audiences can know better how to evaluate the messages they are receiving and make

informed decisions about the issues being discussed, so they cannot be used as a tool of propaganda.

The later questions are supported with multiple hypotheses that come as follow:

- People in charge construct the translation of their material over public opinion, critics and expected reactions from the audience.
- Ideology is indirectly related to media since they are closely intertwined, considering that ideologies are spread through media, and the later is led by ideology.
- Translation strategies help in providing better understanding of cultures and languages.

2.3. Data Collection Procedures

My research focuses on political buzzwords and their translation from English into Arabic language. To collect data for this study, I employed a thorough and rigorous methodology. Firstly, I conducted a comprehensive search of various online sources in English, including news articles, opinion pieces, and political speeches. Using keyword searches, I identified commonly used political buzzwords and phrases, as well as trending topics and themes, since the topic of buzzwords is a recent topic of research that has not been covered amply. This allowed me to compile a list of English political buzzwords that are frequently used in contemporary discourses, which led me to choosing the American text sources due to the fact that buzzwords are mainly used among American politicians rather than politicians of other countries; and that it is well-known with Donald Trump mainly. Then, I resorted to the services of a professional translator who is fluent in both English and Arabic. Noting that translation is a complex and nuanced process, and there may be variations and inconsistencies in the translations obtained, which I am not eligible to do. Using a professional aid is a basic and necessary act so the work would be credible

and authentic. Through this approach, I was able to collect a diverse range of data from various sources, providing a comprehensive view of the use and translation of political buzzwords between English and Arabic. The data collected from this research will be analyzed and presented in the third and last chapter to provide insight into the ways in which political buzzwords function in both languages, and how they are interpreted and translated across cultures. Ultimately, I recognize that there may be challenges and limitations to translating political buzzwords between English and Arabic, because of the cultural and linguistic differences. However, I will take all necessary steps to ensure that the translations obtained are as accurate and reliable as possible, and that any variations or inconsistencies are identified and addressed in my analysis.

2.4. Data Analysis Procedures

In this study, I employed a qualitative method to analyze the data collected through the multi-faceted approach outlined earlier; and I employed the APA seventh edition for academic and technical purposes. I focused more on how the collected data was analyzed and studied. Firstly, I organized the collected data into categories and themes based on the identified buzzwords and topics. Which means that each buzzword was used in a specific time, place and context that needs to be analyzed in particular rather than in general to grasp the core meaning of each word. I; then, conducted a close reading of the data through investigating the background of the person who created it, also the background of the event this buzzword was used in. In order to identify linguistic patterns and trends in their use in both English and Arabic political discourses. Next, I performed a content analysis of the translated buzzwords to identify any cultural or linguistic nuances that may have been lost in translation, since such results are well known in the field of translation. This analysis involved comparing the translations obtained with the original English buzzwords and identifying any potential contradictions or inconsistencies that may distort the core meaning of the term. Additionally, I

conducted a discourse analysis of the collected data to gain insights into how these buzzwords are used in political discourse, and to identify any potential ideological or cultural implications of their use, which a professional aid will not convey completely.

Overall, the data analysis procedures employed in this study were designed to provide a comprehensive view of the use and translation of political buzzwords between English and Arabic, based on the huge differences among both languages, while taking into account the nuances of language and culture. The insights gained through this analysis will contribute to a deeper understanding of the ways in which buzzwords function in political discourse and how they are interpreted and translated across cultures, plus their effect in transmitting and spreading certain ideologies found in the overall text.

2.5. Credit

This part is dedicated to credit the efforts and work of the professional translator, who contributed in translating the buzzwords used in this paper. Ms. Tayeb BENYAHIA, who has a bachelor's degree in translation / interpretation; and graduated from University of Algiers (1984). He worked in different national and international companies as a certified translator (Arabic-French- English), since he passed the competition organized by the Minister of Justice in 2009 .

2.6. Conclusion

This chapter is designed to investigate the use and translation of political buzzwords between the English and Arabic languages. Through this chapter, multiple steps were explained. Firstly, the method choice which is the basic step into conducting any study, a qualitative method of analysis was employed, which involved an analysis of the translated buzzwords, discourse analysis of the collected data and a grounded theory approach to

identify emergent themes and concepts. The results of this analysis revealed linguistic patterns and trends in the use of political buzzwords in the target language, identified potential cultural and linguistic nuances in the translations of these buzzwords, and shed light on the ideological and cultural implications of their use in political discourse. Then proposing the research question and their aims, each one points on a specific angle of this research, plus the research hypotheses that will support some ideas about the investigation done on the topic. Concluding with the data collection and analysis procedures which explains in details the steps of gathering and studying data used in this dissertation.

Eventually, the findings of this study will provide valuable insights into the use and translation of political buzzwords between the English and Arabic language. These findings can be used to inform and improve communication strategies between cultures and languages, and to deepen our understanding of the role of language and culture in political discourse, and to show how translation strategies are employed in transferring such sensitive terms. Future research in this area may seek to expand on these findings by investigating the use and translation of political buzzwords in other languages and cultures, and by exploring the potential impact of these buzzwords on political attitudes and beliefs, as well as spreading them.

Chapter Three

Results Analysis and Discussion

3.0 Introduction

Throughout the American presidential speeches history, the competition of elections has always been fierce, strong and especially smart. Candidates had to choose their words in order to attract the audience's attention to vote for them. This step required a well-built structure of speeches through manipulating words that made it interesting when it is performed in front of the public. Through time, politicians, candidates and members of political groups started creating idioms, expressions and phrases that provoked enormous attention and popularity. Buzzwords was the term deployed to refer to such expressions.

This chapter is designed to put into analysis six selected buzzwords that represent several speeches, topics and backgrounds, three are used by the former president of the U.S.A.; Donald Trump, and three are respectively used by Barak Obama, Joe Biden and the Governor of Florida DeSantis. The analysis process begins with introducing the selected samples, then applying Fairclough's theory of CDA, followed by Venuti's theory that is related to translation field; and finally, providing a discussion and presenting the findings.

3.1. Introducing the Corpus of Analysis

3.1.1. To Drain The Swamp

It was popularized by Donald Trump during the 2016 election campaign. Here is a passage from the speech: "If I'm elected president, we are going to drain the swamp in

Washington D.C. In the contract, I put forward a tough new ethics reform that will put the people back in charge of our government” (Factba.se, 2016).

3.1.2. Make America Great Again

‘MAGA’ is a popular American political slogan of Donald Trump's 2016 presidential campaign. It is the abbreviation of ‘make America great again’. The following passage is extracted from his speech: “Your voice, your hopes, and your dreams, will define our American destiny. And your courage and goodness and love will forever guide us along the way. Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And, yes, together, we will make America great again. Thank you, God bless you, and God bless America” (The Washington Post, 2016).

3.1.3. Yes, We Can

It was by Barack Obama during his 2008 presidential campaign. The next passage is extracted from his speech: “It was a creed written into the founding documents that declared the destiny of a nation: Yes, we can. It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: Yes, we can. It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: Yes, we can” (British Library, 2008).

3.1.4. Fake News

This slogan was mentioned first by Donald Trump in the CPAC (Conservative Political Action Conference) in 2019. Here is the sample: “...the dishonest media did not explain that I called the fake news the enemy of the people the fakeness [*sic*] they dropped off the word fake and all of a sudden the story became the media is the enemy they take the

word fake out and now I'm saying oh no this is no good but that's the way they are ...”
(Trump White House Archived, 2019).

3.1.5. To Build Back Better

It was used by Joe Biden during the 2020 electoral campaign. This is an extract of the speech: “times are tough now in America ,but we've been here before, we can do this we can build back better; and I'm looking forward to getting started as soon as we can” (Biden, 2020).

3.1.6. Woke Ideology

This slogan was used by Florida’s Governor Ron DeSantis in 2020 in his inaugural speech; and here’s the sample: “ we have protected the rights of parents. We have respected our taxpayers and we reject woke ideology. We fight the woke in the legislature. We fight the woke in the schools, we fight the woke in the corporations. We will never ever surrender to the woke mob. Florida is where woke goes to die” (Staff, 2019).

3.2. Analysis of the Corpus Samples

3.2.2. Analysis Using Fairclough’s 3D Dimensional Model of CDA

3.2.2.1. To Drain The Swamp

3.2.2.1.1. Text Analysis

The speaker uses a metaphorical language, which is a literary device used to indirectly point to something without a direct expression. In this case the word ‘swamp’ symbolizes a corrupt or inefficient system, which is not allowed or

preferred by the speaker. The text suggests a desire to eliminate corruption and call for change by using the word ‘drain’ which has some intuitions of eradicating something or drying some roots. However, it is still ambiguous since it does not specify who or what constitutes the ‘swamp’ or the way it should be drained. Therefore, a deeper analysis is required to understand clearly the intended message.

3.2.2.1.2. Discourse Practice

The phrase was popularized as a political slogan in 2016 in the U.S. presidential election. Its use is intended to criticize the political establishment and promise to eliminate corruption from the government. Moreover, the interpretation and use of the slogan can vary among individuals and groups, which leads to divergent understandings and potential manipulations.

3.2.2.2.3. Socio-cultural Practice

The phrase of ‘draining the swamp’ raises public emotions and frustrations about perceived political corruption and system degradation. It reflects the desire for change and rejection of existing power structures, which provokes the social stand-point to defend and fight against it. However, the effectiveness and consequences of such a metaphorical use can be complex and dependent on specific political agendas, ideologies and underlying power dynamics.

3.2.2.2. Make America Great Again (MAGA)

3.2.2.2.1. Text Analysis

The expression Make America great again conveys a nostalgic feeling, indicating that America once was great and that it should return to its former glory. It uses rhetoric and implicit comparisons to emphasize the need for change and improvement. However, the meaning of greatness is subjective and may vary depending on individual perspectives and political ideologies.

3.2.2.2.2. Discourse Practice

During the 2016 presidential campaign, Make America Great Again became a political slogan. It is associated with a specific political candidate (Trump), and it represents the promise of resolving perceived problems and restoring the perceived greatness of the past country. The phrase is used to inspire supporters and distinguish between changing the existing political system and the current political system.

3.2.2.2.3. Socio-cultural Practice

It invokes a feeling of national identity, patriotism and an expectation of improvement. It reflects the feeling that the country has declined in some way and needs to be revitalized. However, the interpretation and implementation of this slogan varies considerably, and its influence can be affected by various social, cultural and political factors.

3.2.2.3. Yes, We Can

3.2.2.3.1. Text Analysis

Yes, we can is a concise and motivational slogan, which conveys optimism, possibilities, and collective action. It stresses the conviction that objectives can be achieved through determination and cooperation. The text itself is easy to understand, because it encourages positive thinking, and invokes self-awareness and unity.

3.2.2.3.2. Discourse Practice

During the 2008 U.S. presidential campaign, Yes, we can was associated with the presidential candidate Barack Obama. It represents an appeal for change, hope and full participation in the political process. The word was used to gather supporters, convey a sense of common responsibility, and inspire people to work together towards common objectives.

3.2.2.3.3. Socio-cultural Practice

Yes, we can reflects the themes of collective action, empowerment and faith in a better future. It reflects a desire for progress, inclusion and unity. The term resonates with those who seek positive change and who believe that communities and countries can overcome challenges by cooperating.

3.2.2.4. Fake News

3.2.2.4.1. Text Analysis

The slogan Fake news refers to inaccurate or incorrect information presented as legitimate news. In recent years, it has gained ground in social media and online information dissemination. The text itself has negative meanings, suggesting deliberate fabrication or distortion of facts for various purposes, such as misleading the public or promoting a specific agenda.

3.2.2.4.2. Discourse Analysis

Fake news is a widespread term used in public discourse, often used by politicians, media organizations, and the general public to criticize the credibility and accuracy of some news stories. It is used to question the reliability of information and may be weaponized to discredit opposing views or alternative narratives.

3.2.2.4.3. Socio-cultural Practice

The term Fake news emerged in a rapidly evolving media landscape, that made information to be spread and manipulated easily. It reflects concerns about the reliability and integrity of news sources and the challenges faced by disinformation and propaganda campaigns. The phrase is linked to debates on media literacy, information verification and the erosion of trust in traditional media.

3.2.2.5. Build Back Better

3.2.2.5.1. Text Analysis

The slogan Build back better conveys the message of reconstruction and improvement after crises and challenging times. It suggests that the intention is not only to restore what has been lost, but also to create a stronger and stronger resilient thing. The text emphasizes the idea of progress, development and positive changes after suffering.

3.2.2.5.2. Discourse Practice

Build back better has become an important political slogan and political goal, especially in the context of the recovery after disasters and also the economic recovery. It is often used to convey commitments to address systemic issues, promote sustainability and improve social well-being through strategic planning and investments.

3.2.2.5.3. Socio-cultural Practice

Build back better reflects the response to social challenges such as natural disasters, economic downturns and social inequality. It takes advantage of the desire for resilience, innovation and a more sustainable future. This phrase can be seen as an appeal to collective action, including both government and community involvement, in order to create a more inclusive and prosperous society.

3.2.2.6. Woke Ideology

3.2.2.6.1. Text Analysis

The term woke originated from African-American vernacular English (AAVE), which evolved to describe higher awareness and understanding of social and political issues, especially those relating to systemic oppression and inequality. It conveys a social and cultural consciousness that is often associated with progressive and activist perspectives. The text itself has gained popularity and expanded beyond its original cultural context.

3.2.2.6.2. Discourse Analysis

The term woke ideology is widely used in social and political debates, often related to race, social justice, and identity. It is used to describe people who are well known and actively involved in advocating social change and challenging oppressive structures. However, the term has also been criticized in some contexts, selected or misinterpreted. The debate and interpretation of this term have been challenged until now.

3.2.2.6.3. Socio-cultural Practice

Woke ideology emerged in the wider discourse of social activism; it calls for equality and justice. This reflects an increase in recognition and criticism of systemic inequalities based on race, gender and other intersection identities. The term reflects efforts to challenge dominant narratives and raise social awareness, but it is also subject to different interpretations and joint choice in a specific social, cultural and political context.

3.2.3. Analysis Using Venuti's Translator's Invisibility

3.2.3.1. To Drain The Swamp

The former president Donald Trump intended to use the slogan drain the swamp in order to emphasise on a radical change and a will to reform the roots of the government starting from the core capital of the U.S.A. According to the context, he had put the slogan within the words 'new ethics' and 'we're going to renegotiate' which are used in order to create an aura of hope, future plans and a massive change that is about to happen when he wins the presidential chair. Furthermore, the words 'reduce', 'cut', 'stopped', 'unleash' and 'cherish and defend' are intentionally applied to produce a certain energy of eradication, development and an awareness of the current terrible situation, which requires and immediate action of change.

After opting for a professional aid of an experienced translator, the result of translating the buzzword drain the swamp was "سوف نقتلع جذور السوء". Clearly the Arabic translation provides a metaphorical translation rather than literal, this choice was made by the translator, which shapes the metaphor's effectiveness in conveying the intended meaning and cultural connotations. He chose to use an alternative expression that resonates more strongly in the target language, since any other form or way of translation will not provide the Arabic audience with the actual and correct meaning of the English slogan.

Moreover, having the full paragraph in which the slogan was used, helped the translator in grasping the message the buzzword was referring to, after some questions I asked, he explained the process of translation and he strongly confirmed that the context is a key feature of translating, especially in the case of buzzwords. He added that domesticating the process is a better way for a successful transmission of the meaning to the Arabic audience.

3.2.3.2. Make America Great Again (MAGA)

In the speech of Trump during his 2016 campaign, the affirmation, conformation and sense of loyalty were strongly present. The use of the personal pronoun 'you' had a huge impact, through addressing the audience directly and adding 'we will' which enhances the sense of solidarity between the audience and the speaker which is; eventually, the ultimate goal of any given politician.

The translator opted for "سوف نسترجع لبلادنا عزتها". This equivalence is contextual rather than literal, yet a literal Arabic translation could be "سنجعل امريكا رائعة مجددا". When I asked the translator about this, he responded saying that in the speech, the degree of confirming solidarity between the politician and the audience was very strong, as a result the second translation will not fulfil that degree in the target language.

This choice is always up to the translator as Venuti mentions in his theory, in order to transmit not only a correct form but also the same degree of meaning.

3.2.3.3. Yes, we can

The former president of U.S.A Barack Obama delivered his campaign speech in 2008 where he used the slogan yes, we can which gained a lot of prominence. As observed in the speech Obama mentioned several stories before saying yes, we can these stories are of value and aim, they referred to suffering, hard times, real situations of any American citizen, but then it ends with the buzzword yes, we can as a support and hope sign.

The translation was "ارادتنا عزيزتنا". This translation was due to the consideration of conveying the same sense of optimism, determination and collective action in the target language. Venuti's theory encourages an examination of whether the translator should aim for a literal translation of the

phrase as it was supposed to be “نعم نستطيع” or the adaptation that captures the same motivational sentiment while using culturally resonant expression.

The translator's decision can optimize the value of the translated phrase in inspiring and mobilizing individuals in the target culture, which is an example of the challenges that encounter any translator in the process of conveying the best results using the appropriate strategies.

3.2.3.4. Fake News

This slogan was employed by Trump, when he was asked about some rumours about him, he answered publically in one of his speeches. Then it became a slogan for all the lies and rumours said about any topic or person. Trump started telling the real version of his, and in some moments he would say fake news but the actual meaning was not only about the news in specific or stories, he also intended to call his enemies in that way.

The translator opted for “الاخبار التهريجية المغرضة” which is a general translation of the buzzword, yet to be more specific considering our context, the speaker intended a deeper meaning of the slogan, which the Arabic translation could not transmit fully. This type of cases is hard to deal with considering the cultural backgrounds of both languages. Trump says in his speech: “... I'm against the people that make up stories etc” which clearly identifies that the slogan “fake news” is not only about the news and stories, but also about the media, press, propaganda seekers etc who are persons and not objects, tools or topics.

This foreignization of the term in translation causes some inconsistencies in meaning for the Arabic audience, who will not grasp the full meaning, which creates a gap among both audiences, as this case was a debate in Venuti's theory.

3.2.3.5. Build Back Better

In the 2020 speech campaign of the current President of U.S.A Joe Biden, the slogan build back better was mentioned. In his speech, he intended to show and express solidarity by using the personal pronoun ‘we’ as if the audience and him are one hand in making America prosperous again. In addition, the expression of ‘I’m looking forward’ to expresses an intention of leadership through winning the presidential chair, which explains his intentions in gathering his powers with his audience.

Looking at the result of the professional translation, “ الانطلاق على اسس اكثر ” “صلابة و استدامة” which is a cultural rendering rather than a metaphorical or literal one. When I asked for the reason of using such equivalence, the translator said that he needed to understand some history relations and events in order to be able to understand the intended meaning of this buzzword. Through the explanation, he referred to a question that says: Build back what? which made him unable to have an idea about what the president meant by this idiom, then after some research on the history of America’s economy and social status years ago, he was able to see what Biden wanted to convey, that he wanted to develop America and make it the greatest nation as it used to be.

This type of translation requires considering how to convey the sense of reconstruction and improvement in a way that resonates with the target culture's aspirations and challenges. The translator may choose to adapt the phrase to capture similar concepts and motivations in the target language, or to completely abandon the original text to create a new one that suits the cultural background of the audience in target text.

3.2.3.6. Woke Ideology

In DeSantis' inaugural speech in 2020, he used a slogan which became very popular nowadays. The word woke became a source of attention in America due to the sensitive meaning it holds. The term 'woke' is originated in African American Vernacular English (AAVE) and carries specific cultural connotations related to social awareness and activism.

The translation of this word in the Arabic language is “سياسة المظاهر الخادعة و” الوعود الكاذبة” The translator opted for using a full explanation since its equivalence does not exist in target language. The word woke as it was conveyed in the speech intended the manifestation against some American corrupted regimes, which the Governor emphasized on multiple occasions and in each speech of his. Yet this slogan was not only used in politics, it also went viral and became a symbol for manifesting against any refused ideology, ideas, groups, agendas etc.

The translator faced a challenge in capturing the nuances and cultural specificities of the term. Venuti's theory prompts us to consider whether the translation should retain the term woke to preserve its original meaning and cultural context or whether it should be adapted or substituted with a term that resonates more strongly in the target language. The translator's choices can influence how the term is understood and received, potentially shaping the development of social activism discourse in different linguistic and cultural contexts (Venuti, 2004). The way the translator chose to explain the idiom shows an example of the obstacles a translator can face during the translation process. Since the target language misses a similar idiom or similar word in its dictionary, the best solution in this case is to explain the idiom in target language keeping the same ideas and perspectives in order not to lose its value.

3.3. Discussion and Results

In our comprehensive study, we explored several important examples of both political analysis and translation techniques from English into Arabic, including the use of metaphors, rhetoric and implicit comparison, motivational themes, questioning reliability, the appeal to collective action and the creation of new idioms, through studying their translation into Arabic and the analysis of their political position regarding society, culture and discourse, through applying both Fairclough's and Venuti's theories. First, I examined the effectiveness of translating English metaphors into Arabic, how their meaning is preserved and properly conveyed into the target language without losing the value of its meaning, which is the translator's own choice. Second, I explored how rhetoric and implicit comparisons are translated, through understanding the contextual meaning of the idiom in its original text, then conveying a similar translation in the target text. Third, the research delved into the impact of translating motivational themes, and how can a translator keep the same degree of motivation in the target language. Fourth, I investigated how opposing viewpoints, through using idioms that express a question of reliability, are conveyed similarly and equally in the target language, by focusing on the general meaning of the term. Such a case is an example of the obstacles a translator can face when it comes to socio-cultural nuances. Fifth, translation is a rich field, which can deal with idioms that call for a collective appeal of action. The translator intends to focus in similar cases on the cultural variation rather than the literal meaning, which makes it a successful step in order to achieve the correct equivalence in target language. Sixth and finally, the translator can encounter new terms that are not found in the target language. In such a case, the best solution to transmit the meaning can be through explaining it in the target language rather than using other techniques.

However, the political domain is full of hidden messages that spread ideologies through applying buzzwords as a technique to gain popularity, attention and also maintain control over the audience's perspective, in order for members of politics to achieve their goals in creating a conflict over power. My research explains the case deeply and in detail, through providing six examples of political buzzwords and translating them from English into Arabic to explore how the world is connecting and communicating. Despite the linguistic differences and varied cultural backgrounds. In addition, to understand how the audiences perceive ideologies that are spread through the media, which is the common communication tool for sharing and receiving information across the world.

Finally, this study and chapter specifically was dedicated to answer the research questions. By applying Venuti's theory I was able to know the multiple strategies that are employed by Arabic translators to convey the meaning and connotations of English political buzzwords, these strategies were well explained and analyzed in order to answer the first question of the research. Furthermore, applying Fairclough's theory of CDA allowed me to understand how do media representations of translated English political buzzwords shape our understanding of political discourse, and how do these representations intersect with ideological perspectives, which was clarified enough in details to answer the second question of the research. Finally, the third and last question, which investigates how do translated English political buzzwords impact the perception and interpretation of the Arabic-speaking audiences is answered through the discussion of the results of this research.

3.4. Conclusion

In brief, this chapter was first presented with a brief introduction, then moved to present the findings. Moreover, an analysis of the findings was dedicated, which was framed within Fairclough's critical discourse analysis (CDA), revealing the underlying

power structures and ideological influences embedded in persuasive techniques, and emphasizing the importance of critical awareness and interpretation.

Venuti's translation theory provided valuable insights into persuasive communication. Uncovering power structures, ideological influence and highlighting cultural and linguistic manipulation within language use. By considering translation as an analogy for communication, I examined how political messages are adapted and transmitted, revealing the influence of cultural norms and the potential for ideological biases. I came to the conclusion that confirmed the fact that conducting this study led to successful results that answered the research questions.

General Conclusion

This dissertation is aimed at analyzing the cultural nuances found within the process of translating English political buzzwords into Arabic. Six political buzzwords are collected and studied in order to serve the objectives of this study, by choosing the American political context as a framework for research. Furthermore, based on Fairclough's 3D model of CDA, I investigated the socio-cultural, discourse and text of the findings in order to understand how political discourse manipulates using language to achieve certain political goals. Moreover, this theory aids in discovering the reflection of such discourse on society, through analyzing the dimensions of text as signs, discourse as structure and utterances' reflection on both culture and society. In addition, translating political content requires a rich background of both source text and target text. For such reasons, this research opted for a professional translator to translate the selected findings that were extracted from political speeches of American politicians. Moreover, Venuti's theory of translator's invisibility was of suitable choice to apply when it comes to analyzing the Arabic translation of buzzwords. Venuti argues that the translator has to make his/her choice of being subjective or objective in their translation. Additionally, their choice does not consist of their invisibility only, but also on the technique they choose in order to convey the same significance from SL to TL, which was applied in the analysis of this paper and led to the anticipated results. Like any other study, this research was prone to some limitations. First, the lack of political buzzwords that could be suitable for the objectives of this paper. Second, analyzing the findings needed a double analysis, since the topic required such a decision, for such, some difficulties were found in finding two theories that go together and produce good quality results. Therefore, the analysis was limited to what we saw.

Considering today's lifestyle and technologies, the urge to exchange ideas, ideologies and perspectives has become a must. Therefore, this paper is considered a tool for studying and understanding the prominent fields of politics, translation and media to help in spreading awareness of the advantages and consequences of such exchange. Yet, the audience has to be critical when it comes to news, events, movements etc, due to what they can refer to or promote.

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Appendices

Appendix A

The Buzzword ‘To Drain the Swamp’

At the very top of the list is one of the most important promises of all: If I'm elected president, we are going to drain the swamp in Washington D.C. In the contract, I put forward a tough new ethics reform that will put the people back in charge of our government. We're going to renegotiate our terrible, and I mean terrible trade deals and illegal immigration stopped the massive inflow of refugees reduce surging crime, cut taxes big league, cut regulations even bigger league, unleash job producing American energy, cherish and defend faith and religious liberty.

Appendix B

The Buzzword ‘Make America Great Again’

Your voice, your hopes, and your dreams, will define our American destiny. And your courage and goodness and love will forever guide us along the way. Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And, yes, together, we will make America great again. Thank you, God bless you, and God bless America.

Appendix C

The Buzzword ‘Yes, We Can’

It was a creed written into the founding documents that declared the destiny of a nation: Yes, we can. It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: Yes, we can. It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: Yes, we can. It was the call of workers who organized, women who reached for the ballot, a president who chose the moon as our new frontier, and a king who took us to the mountaintop and pointed the way to the promised land: Yes, we can, to justice and equality. Yes, we can, to opportunity and prosperity. Yes, we can heal this nation. Yes, we can repair this world. Yes, we can.

Appendix D

The Buzzword 'Fake News'

I saw one story recently where they said nine people have confirmed there are no nine people I don't believe there was one or two people nine people and I said give me a break because I know the people I know who they talked to there were no nine people but they say nine people and somebody reads it they think oh nine people they have nine sources they make up sources they're very dishonest people in fact in covering my comments the dishonest media did not explain that I called the fake news the enemy of the people the fakeness they dropped off the word fake and all of a sudden the story became the media is the enemy they take the word fake out and now I'm saying oh no this is no good but that's the way they are so I'm not against the media I'm not against the press I don't mind bad stories if I deserve them and I tell I love good stories but we won't I don't get too many of them but I am only against the fake news media or press fake fake they have to leave that word I'm against the people that make up stories and make up sources they shouldn't be allowed to use sources unless they use somebody's name let their name be put out there let their name be put out a source says that Donald trump is a horrible horrible human being let him say it to my face let.

Appendix E

The Buzzword ‘Build Back Better’

Times are tough now in America, but we've been here before, we can do this we can build back better and I'm looking forward to getting started as soon as we can.

Appendix F

The Buzzword ‘Woke’

We have protected the rights of parents. We have respected our taxpayers and we reject woke ideology. We fight the woke in the legislature. We fight the woke in the schools, we fight the woke in the corporations. We will never ever surrender to the woke mob. Florida is where woke goes to die.