

Arab Journalistic Translators' Familiarity with the Arabic Language Academy's Terminology Work of Arabicization

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ABSTRACT

This paper aims to investigate the stances and perceptions of Arab journalistic translators about the terminology work of Arabicization and to what extent they are familiar with the Arabicized terms, which are proposed by the Arabic Language Academy (ALA) in the Arab region. The Arabicization task has been concertedly shouldered by language academies in several Arab countries, such as Cairo, Iraq, and Jordan. In this study, Arab journalistic translators' attitudes, familiarity, and employment of the proposed Arabicized terms in journalistic translation have been investigated. In this study, the adopted methodology follows the quantitative approach to collect and analyse the data of a small-scale survey among Arab journalists and translators in various media outlets in the Arab region. The respondents of the conducted survey included Arab journalists, journalistic translators, script editors, and interpreters at Arab press agencies in several Arab countries, including Jordan, Qatar, and Egypt. According to the survey findings, the proposed Arabicized terms by the Arabic Language Academy are not broadly circulated among Arab journalists and translators in the Arab press. Moreover, the results confirmed that Arab journalistic translators are not completely familiar with the academy's Arabicized terminologies. Therefore, they do not use them in English-Arabic journalistic translation. To enhance the ALA's terminology work of Arabicization, more effective endeavours should be directed towards circulating the academy's Arabicized terminology among journalistic translators in the media sector in the Arab region through establishing cooperation and coordination channels between the academy and the Arab press agencies.

Keywords: Arabicization; journalistic translation; Arabic Language Academy; Arabicized terminologies; Arab press

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INTRODUCTION

“Arabicization” comes to light whenever there is a lack of translational equivalence or equivalent effect when translating a specialized term from a particular foreign language into Arabic. To put it into perspective, the native Arabic term هاتف [haatif, lit. ‘telephone’] is a standard Arabicized form for the English ‘telephone’. Another example is the word لِقَاح [liqaah, lit. ‘serum’] or مَصَل [masl, lit. ‘serum’], which is the standardized Arabic equivalent for the English term ‘serum’. Both Arabicized terms لِقَاح and مَصَل are successfully incorporated into Arabic, effectively disseminated among the users of Arabic, and they are interchangeably used in the Arabic language. In its broader sense, however, Arabicization involves the task of institutionalizing and developing the Arabic language. The terminology work of Arabicization (i.e., the Arabicization task) has progressively been carried out by several Arabic Language Academies (ALAs) in several Arab countries, including Iraq, Jordan, Cairo, among other Arabic language academies in the Arab region. The primary goal is to create and introduce suitable English-Arabic translational equivalents in proper Arabicized forms into Arabic (Sallo, 1994). The Arabic Language Academy, abbreviated in this study as (ALA) is an official language institution, which shoulders the Arabicization process in the Arab region. Contemporary Arab linguists like Farghal and Shunnaq (1999, p. 23) described Arabicization as a type of naturalization in translation, which customarily occurs either at the word level or the sound level to convert and assimilate a foreign word or term morphologically and phonetically, respectively into Arabic. From Abdo and Awwad’s perspective (2019), Arabicization is one strategy of translation among other methods, such as literal translation and borrowing. Further Arabicization examples include the Arabicized word مصطلحات [mustalahaat, lit. ‘terminology’], which is Arabicized from the English word ‘terminology’. Another example is the Arabicized term فلترَة [faltarah, lit. ‘filtration’], which is Arabicized from the English word ‘filtration’ (Al-Asal and Smadi, 2012: 22).

Reflecting on the history of Arabicization and during the second Hijri century (9th century A.D.), Arab linguists and translators translated scientific terminology from Greek and Latin into Arabic. Such efforts were encouraged by Al-Ma’mun Caliph, who founded the first Baghdad Arabicization school in history (also called Dar Al-Hikmah), [lit., The House of Wisdom] during the Abbasid reign in Mesopotamia, Iraq (Munday, 2001). Moreover, abundant translated scientific material was produced by well-known Arab translators like Al-Jawaharii and Hunayn Ibn Ishaq. They produced an Arabic translation, which “adequately conveyed the meaning of the original text” (Baker, 1997, p. 321). To put into a broader perspective, Arabicization is viewed an institutionalized task, through which, laborious efforts are undertaken by Arabicization institutions in the Arab region, namely Arabic Language Academies (ALAs), whereby the main goal involves introducing new words/terms into Arabic to enrich its vocabulary reservoir. Arabic language academies, which were originally modeled from European language academies, notably L’Académie Française (Cooper, 1989), apply translation methods and Arabicization techniques to incorporate Arabicized equivalents into the Modern Standard Arabic (Ghoniem, cited in Al-Asal & Smadi, 2012).

THE TERMINOLOGY WORK OF ARABICIZATION BY ARABIC LANGUAGE ACADEMIES

The Arabic Language Academy, abbreviated in this study as (ALA) is an official language institution, which shoulders the Arabicization task in the Arab region. In this regard, the academy has exerted concerted efforts to regulate, modernize, and safeguard Arabic from foreignization influences. The ALA particularly shoulders translation and Arabicization activities, mainly from

English (ST) into the Arabic language (TT) to assimilate new Arabicized forms into Arabic. In other words, to tackle the foreignness of terms in Arabic (because of literal translation or outright lexical borrowing), the Arabic Language Academy, Arabicized as مجمع اللغة العربية [*majma' al-lughah al-'Arabiyyah*, [lit. the academy of the Arabic language] has unceasingly endeavoured to coin native terminologies with the main goal of domesticating and naturalizing the foreign terms into Modern Standard Arabic so that the foreignness of English terminology is eliminated to a certain extent. The Cairo Arabic Language Academy, for instance, has employed translation and Arabicization methods to properly assimilate English terms into Arabic. The translation procedures, which are implemented in the translation process, include outright lexical borrowing (loan words), loan translation (calque), and word-for-word translation. The implemented Arabicization methods include transliteration or transcription, loan translation, composition, and derivation (Rokiah & Ghada, 2017).

The ALA's terminology work of Arabicization has been primarily motivated by linguistic purism. Their primary goal stems from the need to preserve the national identity of Arabic after a very long period of Ottoman domination and the use of Turkish as the only official language in the Arab region during that period. Therefore, Arabization has been the main mission of the academy to re-spread the official use of the Arabic language at Arab institutions and among users of Arabic (Arab Encyclopedia, 2017). As has been mentioned above, the academy's goal has been largely driven by the necessity of minimizing the foreignization impact on Arabic, which is mainly brought by the influence of English and French (Darwish, 2009). Accordingly, the ALA has strived to uphold Arabic against foreignization and protects the cultural and linguistic legacy of a deep-rooted language. The Arabicization process is usually conducted using methods of translation and Arabicization to render English (ST) terms, particularly scientific and technical terminology into Arabic (TT). It is perhaps worth mentioning here that these Arabic language academies have notable committees of reputable experts and scholars of Arabic, as well as professors in linguistics, who have made major contributions to the Arabicization task in the Arab region.

Furthermore, the academy's role in the Arabicization process is two-fold. These academies are fundamentally "prescriptive" in their mission. Their prescriptive role involves publishing prescriptive dictionaries and glossaries, which have purported to officiate and prescribe meanings of words, terms, alongside their pronunciation. On the other hand, the academy often plays a "descriptive" role in maintaining, but not imposing, a standard spelling of proposed Arabicized neologisms. In a nutshell, the academies remain as the most representative language institutions in the Arab linguistic and cultural arena, because they have essentially emerged as "decolonizing institutions in a context of the struggle to fix the 'image' of Arabic through specific textual practices of representation" (Abdelhay et al., 2016, p. 1).

In the English-Arabic translation (i.e., Arabicization), which is regarded as an intricate process governed by certain norms. In the English-Arabic translation process, foreign words and terminologies, mainly from English, are Arabicized (rendered into Arabic) according to the norms of the Arabic language. This means that English words are either Arabicized in their original phonetic forms or they are modified to conform to Arabic phonological and morphological norms. Bader (1994) clarifies that most of these English terminologies are scientific and technical words and concepts. Toury (1995) perceives translation as a norm-governed activity – such governing norms quite often determine the type and extent of translational equivalence. In the translation of specialized texts, special vocabulary, i.e., "terminology" is of paramount importance and, therefore, it is quite impossible to develop any field of knowledge without understanding its exclusively associated terminology (Crosbie, 2014). Although the profession of translation has not

attained complete status in many countries (Kang & Shunmugam, 2014), official language institutions in the Arab cultural arena carry out English-Arabic translation of foreign words, i.e., English terminologies undergo a process of Arabicization. This means that these words are translated from English into Arabic following a translation process called ‘Arabicization’. These Arabicization institutions include Arabic Language Academies (ALAs) and the Arabicization Coordination Bureau in Rabat, Morocco. So far, these academies have laboriously shouldered the terminology work of Arabicization in the Arab region. Throughout the undertaken Arabicization work, these academies have successfully addressed various linguistic problems in translating (Arabicizing) terms from foreign languages, primarily English into Arabic. Their long-established mission is to institutionalize Arabic and enrich its linguistic reservoir with modern terminologies that are related to the ongoing exposure to Western civilization, culture, and technology. The ALAs have concertedly endeavoured to address terminological issues, including the translation of foreign terminology and synonymy as they pose a major challenge that often presents itself to translators (Abdul-Ghafour et al., 2017).

Arabic Language Academies (ALAs) have successfully published many bilingual dictionaries and specialized glossaries of Arabicized terms, particularly from English (ST) into Arabic (TT). Nonetheless, there is a lack of wide circulation and effective dissemination of the ALA’s Arabicized terminologies among Arab journalistic translators in the Arab press (Salman & Ebrahimi, 2021). In its Arabicization task, the Academy’s vision involves devising a standard Arabicization methodology to propose and assimilate new Arabicized terminologies into Arabic (Darwish, 2009). These academies have strived to preserve the purity of Arabic against foreignization due to the impact of foreign languages, mainly English and French, on Modern Standard Arabic (the written *Lingua Franca*). Sometimes, however, lexical borrowing as a translation method, is employed in Arabicization, which “is often the impetus for any subsequent contact-induced change”, which appears to be structural at times” as indicated by Horesh (2021, p. 655). According to ([anon] 1982, p. 63), “borrowing and code-mixing can be accepted by translators” as an enriching strategy or methodology; however, loans and borrowed terms should be used judiciously. From Elmgrab’s perspective, these linguistic influences have taken place, because “the colonial languages played as agents of ‘modernization’ or ‘westernization’, and they made for a kind of ambivalence or even split personality, individually and collectively” (Elmgrab, 2011, pp. 492-493). In this respect, Weinreich (1964) adds that an observer fluent in both Arabic and English will readily notice that the discourse is full not only of English loanwords, but also of English expressions inserted directly through code-switching or translated literally through loan translations (*calques*). Bader (1994: 91) clarifies that “the latter phenomenon has been especially conspicuous in the news media, where countless arbitrary, conscious or unconscious loan translations have contributed to transforming or even deforming written Standard Arabic”. In the German context, Lorenz et al. (2021, p. 2) point out that the use of English words and phrases in German is associated with prestige, modernity, and stylishness.

In their concerted institutional Arabicization efforts to curb foreignization and linguistic influences, Arabic language academies have, therefore, shouldered the responsibility of producing and publishing numerous Arabicized glossaries and bilingual dictionaries to modernize, institutionalize, and enrich the vocabulary reservoir of Arabic. Moreover, the academies have proposed proper translational equivalents for the foreign terms in Arabicized forms. In the Arabicization process conducted by Arab linguists and translators in the Arabic Language Academy, literal translation is often applied to render English terminologies, particularly technical and engineering terms. For example, the Arabicized term *تربين* [terbeen, lit. ‘turbine’] is a

transliterated form of the English ‘turbine’. The English term ‘turbine’ is transliterated from English into Arabic using Arabic sounds and letters.

Furthermore, native Arabicized terminologies were coined based on the inherent Arabic rules of morphology like derivation and composition. It is perhaps worth mentioning that Arabic, throughout its history, has made major contributions to the world’s rich translation tradition as a non-western language and culture. Arab scholars have pointed out that Arabic, through its long history, contributed to enriching the world’s body of knowledge and science; scientific and philosophical concepts were taken from Arabic and translated into English. Accordingly, the Arabic language Academy (ALA) has fruitfully undertaken the terminology work of Arabicization because Arabic can surely uphold its purity and integrity while absorbing and hosting foreign terms and structures from different languages by subjecting them to its linguistically inherent patterns and moulds (Aal, 1994).

PROBLEM STATEMENT

This study primarily discusses the familiarity of Arab journalistic translators in the Arab press with the Arabicized terminologies produced by Arabic language academies in the Arab region. The problem of terminology methodologies and management in Arabic, as well as terminology dissemination and coordination, has been highlighted earlier by Darwish (2009: 156), who indicates that Arabic terminology work today is “a task fraught with insurmountable intricate difficulties”. He adds that although the linguistic aspect is a common denominator among many linguists and language agencies, the fact that the Arab World “is divided into 24 sovereign states with 24 different political systems and social structures poses one of the most difficult and crucial hurdles to overcome such a chaotic situation of Arabic terminology dissemination and organization”. Furthermore, Darwish (2009: 156) has emphasized that in the absence of clear guidelines towards Arabicization, Arab linguists, language academies, Arab lexicographers, planners, and translators do not have a unified, clear policy towards the application of translation and Arabicization strategies in the Arabicization process. According to Sayadi, (1985) and Darwish (2009), Arabic language academies’ terminological work of Arabicization has been successfully carried out; however, some Arabicized terms are not widely accepted and effectively circulated among Arab journalists and journalistic translators in the Arab press. This study aims to investigate the reasons behind the unpopularity of some Arabicized terms among Arab journalistic translators in Arab press agencies and news outlets. According to (Aal, 1994: 83-88), Arab journalists are “the most active social group in introducing new words and concepts into Modern Standard Arabic.”

Although the Arabic language academy is an officially acknowledged institutional language regulator in the Arab arena, it does not enjoy the high-profile status it deserves, particularly among those who stand at the receiving end of such enormous Arabicization efforts, i.e., Arab journalists, editors, and journalistic translators in the Arab press. From Bahumaid’s perspective, the academy has a low-key profile in the Arab cultural scene (Bahumaid, 1994, p. 138) and, therefore, he suggested that “the academies should conduct regular, large-scale surveys” to assess the traits, which render its proposed Arabicized terms more or less appealing to the users of Arabic. More importantly, the absence of coordination channels between the academy and the Arab media has created the most disquieting gap in the infrastructure of the academy’s Arabicized terms’ acceptance and circulation among Arab journalistic translators (Bahumaid, 1994). According to Al-Qasimi (2004), the academy has not been keen on establishing or maintaining

effective cooperation and coordination channels between the academy and the Arab press as a vital language-related media outlet. There are not effective follow-up mechanisms and organization between Arabic language academies and the Arab press to disseminate and popularize the academy's Arabicized terms among Arab journalists (Salman & Ebrahimi, 2021). The authors have emphasized that the academy's Arabicized terms are not well-received by journalistic translators in a number of Arab news agencies and networks. The Arabicized forms of the academy are not frequently used in journalistic translation in various media outlets. The Arab journalists and translators in the study pointed out that the academy's proposed Arabicized terms/words are not popularly used because the academy's Arabicized terms are at times difficult to understand. The translators add that they are unusual linguistic forms of Arabic. The findings substantiated the fact that effective mechanisms and coordination channels of term circulation and dissemination in the Arab press are lacking, and they are very limited if any (Salman, G., & Ebrahimi, M., 2021). Examples of these unpopular Arabicized terms include the unpopular Arabicized term اللوحة الأم [al-lawha al-uum, lit. 'motherboard'] for the English word 'motherboard', which is Arabicized by Cairo Arabic Academy (Cairo Academy of the Arabic Language, 2002). Another example is the Arabicized term ورم [worm, lit. 'worm'] to designate the English scientific term WORM (Write Once, Read Many). These Arabicized terms are somewhat difficult to understand in an Arabic context (Rokiah, A., & Ghada, S., 2017).

It is worth mentioning that an effective circulation of ALA's Arabicized terms among journalistic translators in the Arab press is a key factor in the dissemination of these terms (Al-Douri, 2018). The author went on to say that if the ALA's Arabicized terms are popular and widely used by journalistic translators and journalists in the Arab press, this shows that the academy's work of Arabicization has been fruitfully productive, and the terms are useful in journalistic translation in the press. Arab journalists and journalistic translators, from Aal's (1994) perspective, are the most vigorous social group to introduce and assimilate new, proposed Arabicized terms into Modern Standard Arabic. This can only be accomplished by implementing the Arabic language academy's Arabicized terminology in journalistic translation in the Arab press. Therefore, the rationale behind investigating Arab journalist and journalistic translators' perspectives about the academy's terminology work of Arabicization is because Arab journalists play a key role in supporting the academy's terminological work of Arabicization. Arab translators in the press can effectively contribute to enhancing term circulation and popularity of the proposed Arabicized terms proposed by the Arabic Language Academy.

More specifically, this study aims to explore Arab translators' perceptions about the Arabic language academy's terminology work of Arabicization, as well as their suggestions to provide more viable opportunities and effective cooperation channels to achieve with term popularity and dissemination in the media. According to (Salman, G., & Ebrahimi, M., 2021), the Arabic language academy can set up a coordination committee, thereby maintaining cooperation links with Arab media outlets.

OBJECTIVES OF THE STUDY

- 1- To investigate Arab journalistic translators' familiarity with the proposed Arabicized terms by the Arabic language academy.
- 2- To what extent do Arab journalistic translators use the academy's Arabicized terms in journalistic translation in the Arab press.
- 3- To explore Arab translators' perceptions about the Arabic language academy's terminology work of Arabicization and the adequacy of the proposed Arabicized terms.

METHODOLOGY AND PARTICIPANTS OF THE STUDY

This study uses a quantitative research methodology to collect and analyse the data via distributing a small-scale survey to collect quantitative data from Arab journalistic translators, journalists, script editors at various Arab media agencies in several Arab countries, including Jordan, Qatar, and Egypt. Therefore, close-ended questionnaire has been developed and originally introduced by the researchers to collect the data of this study. The design of the questionnaire was originally carried out by the authors to investigate Arab journalists and translators' familiarity with the proposed Arabicized terms by the Arabic language academy and to what extent Arab journalistic translators use these Arabicized terms in English-Arabic translation of news and reports. The questionnaire also investigates Arab journalistic translators' perceptions and attitudes toward the huge, concerted Arabic academy's terminology work of Arabicization. Moreover, the questionnaire investigates whether journalistic translators use their own Arabicized coinages in English-Arabic translation when they cannot find appropriate Arabicized terms in the ALA's published dictionaries and glossaries of Arabicized terminology. The questionnaire also investigates the translators' perspectives and attitudes towards improving the dissemination and popularity of the academy's Arabicized terminologies in the Arab press. Accordingly, four main constructs were included in the questionnaire, mainly related to the ALA's terminology work of Arabicization and effective implementation of the academy's proposed Arabicized terminologies in English-Arabic journalistic translation in the Arab press. The questionnaire investigates 1) the journalistic translators' familiarity with the ALA's terminology work of Arabicization; 2) implementation of ALA's Arabicized terms in journalistic translation; 3) the dissemination of the ALA's Arabicized terms in the Arab press; 4) Arab journalistic translators' perceptions about the ALA's terminology work of Arabicization, whereby a number of recommendations were advanced by translators to enhance the terminology work of the Arabic language academy and ensure that the Arabicized terms are used in journalistic translation in the Arab press.

The survey questionnaire has been administered to the respondents via their email addresses. The respondents were selected according to their experience in the field of journalistic translation and their specialization as English-Arabic-English journalistic translators, interpreters, and script editors currently working at various Arab media outlets. More specifically, the approached respondents have had more than five-year experience in media translation as a criterion for selection in this study. Therefore, the total number of Arab journalistic translators, who represented the total community of translators in the selected Arab agencies and networks in this study, is 89 journalistic translators (see Table 1). The questionnaire has been sent to the journalistic translators via their email addresses. However, only 28 translators and journalists cooperated with the researchers by sending back their completed responses after obtaining permission from their heads of departments at the mentioned Arab news agencies and newspapers.

TABLE 1. The population of survey respondents

Arab Media Outlet	No. of Arab journalistic translators	Received responses
Al-Jazeera Media Network - Documentary Channel	3	3
Al-Ahram Newspaper	5	1
BBC Arabic	9	1
Jordan News Agency PETRA	8	2
Al-Jazeera Media Network/Arabic Channel	13	11
Al-Raya Al-Qatariyah Newspaper	1	1
Media Office - Supreme Education Council in Qatar	7	2
Abu Dhabi Media - The National Newspaper	5	1
Qatar News Agency	23	4
Al-Jazeera Media Network - Newsroom	9	1
Al-Jazeera Mubasher	6	1
Total	89	28

As illustrated in Table 1, the respondents of the study included Arab journalists, script editors, interpreters, and journalistic translators. They mainly engage in English-Arabic translation of news in Arab news agencies, newspapers, and media networks, including Jordan News Agency (PETRA), Qatar News Agency (QNA), Al-Jazeera Media Network (the Arabic channel, the documentary channel, Al-Jazeera Mubasher, and the Newsroom), BBC Arabic, Al-Ahram Newspaper, Al-Raya Al-Qatariyah Newspaper, and Abu Dhabi Media/the National Newspaper. The small number of respondents of the survey represented a small category of journalists and translators, whom the researchers managed to contact and who were enthusiastic to cooperate. Therefore, the respondents participated in the study after obtaining official permission from their heads of departments at the selected Arab news agencies and newspapers. It might be worth mentioning that effective circulation of the ALA's terms among Arab journalists and translators can contribute to effective use of these terms in translation to support the terminology work of Arabicization carried out by the Arabic Language Academy. This can surely contribute to enhancing the Arabicization work and ensuring that the ALA's proposed Arabicized terms are popularly circulated among journalistic translators in the Arab press. This quantitative study involves a small-scale questionnaire survey and, therefore, informed consent or an ethical clearance, i.e., prior approval of the Ethics Board was not necessary. The study did not involve reporting experimental findings of human or animal subjects. This study was conducted in an ethically responsible way by administering the questionnaires to the respondents via their email addresses after obtaining consent from the selected news agencies. Regarding the data analysis of the study, it was conducted by utilizing the Statistical Package for the Social Sciences (SPSS, Version 22) to generate the results of the descriptive frequency analysis for the four main conceptual themes or constructs of the questionnaire (as mentioned in the methodology section).

DATA ANALYSIS AND DISCUSSION OF FINDINGS

The questionnaire investigates information about the popularity and circulation of the Arabic language academy's Arabicized terminology in the Arab press. The questionnaire was administered to a selected batch of Arab journalists and journalistic translators in several press agencies and news networks in a number of Arab countries. Based on thorough analysis and

interpretation of the obtained data, the metalinguistic aspect of language might be observed through translators' explicit comments about Arabic and its use in Arab news agencies, thereby uncovering Arab journalists and journalistic translators' ideologies, perspectives, and their translation practices in the media translation sector (Ragni, 2022).

TRANSLATORS' FAMILIARITY WITH ALA'S ARABICIZATION EFFORTS IN THE ARAB REGION

The first construct of the questionnaire aims to investigate Arab journalists and journalistic translators' familiarity with the English terms in Arabicized forms that are included in the academy's periodically published English-Arabic dictionaries and glossaries. Based on the results in Table 1 regarding the translators' familiarity with the ALA's terminology work of Arabicization, Arab journalistic translators stated that they are not entirely familiar with the Arabicization work of the academy. Also, they are not completely familiar with the specialized bilingual dictionaries and publications, which are periodically published by the academy. Arab journalists and journalistic translators are only familiar with the aim of the academy and its terminological work because they do not often consult the academy's specialized glossaries and dictionaries for proper Arabicized terminology. However, the results highlighted that Arab journalistic translators are completely familiar with the ALA's main task as an important Arabicization institution in the Arab region.

TABLE 2. Translators' familiarity with ALA's terminology work of Arabicization

Statement	YES		NO	
	Frequency	Percentage	Frequency	Percentage
Are you familiar with the academy's terminology work of Arabicization?	18	64.3%	10	35.7%
Are you familiar with the Arabicization efforts carried out by the academy?	17	60.7%	11	39.3%
Are you familiar with ALA's journals and publications?	4	14.3%	24	85.7%
Are you familiar with its aim & mission?	14	50.0%	14	50.0%
Arabicization is the academy's primary task?	18	64.3%	10	35.7%
ALAs were established in several Arab countries?	22	78.6%	6	21.4%
Are you aware of other ALA activities rather than Arabicization?	11	39.3%	17	60.7%
Do you often visit the academy's website?	3	10.7%	25	89.3%
As a journalistic translator, have you ever been invited to ALA's seminars or conferences?	1	3.6%	27	96.4%
Are you familiar with ALA's Arabicized terms?	7	25.0%	21	75.0%
Are you familiar with ALA's bilingual and mono-lingual dictionaries?	3	10.7%	25	89.3%
Do you know the ALA's vision in relation to Arabicization?	17	60.7%	11	39.3%
Total	28			

The results in Table 2 showed that only a few journalistic translators are interested in reading about the academy’s activities other than Arabization. Translators have not received invitations to participate in the ALA’s conferences or seminars related to its terminology work of Arabization and dissemination of its proposed Arabized terminologies. The results have also substantiated that very few translators visited the academy’s website and accessed its activities online to remain informed and updated. Moreover, a small number of Arab journalistic translators have used the ALA’s dictionaries, glossaries, and references in journalistic translation in the Arab press. Nevertheless, the respondents showed familiarity with the academy’s mission, which aims to modernize and enrich Arabic by proposing suitable Arabized equivalents of foreign terms, mainly from English into Arabic.

IMPLEMENTATION OF ALA’S ARABICIZED TERMS IN JOURNALISTIC TRANSLATION

In this section of the questionnaire, the study aims to discuss to what extent Arab journalistic translators use the ALA’s Arabized terms in their work of journalistic translation in the Arab press.

TABLE 3. Implementation of ALA’s Arabized terms in journalistic translation

Statement	Never		Rarely		Undecided		Occasionally		Frequently	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
I use ALA’s Arabized terms in journalistic translation.	13	46.4%	3	10.7%	4	14.3%	7	25.0%	1	3.6%
I often consult ALA’s specialized dictionaries.	16	57.1%	4	14.3%	4	14.3%	4	14.3%	0	0.0%
I use transliterated forms instead of using proper Arabized terms.	17	60.7%	6	21.4%	1	3.6%	1	3.6%	3	10.7%
I do not often opt for loan translation.	12	42.9%	1	3.6%	2	7.1%	3	10.7%	10	35.7%
I use ALA’s native forms in translation.	8	28.6%	9	32.1%	2	7.1%	4	14.3%	5	17.9%
I help disseminate ALA’s terms in the Arab press.	9	32.1%	7	25.0%	3	10.7%	8	28.6%	1	3.6%
I encourage the use of ALA’s terms in journalistic translation.	10	35.7%	4	14.3%	4	14.3%	9	32.1%	1	3.6%
ALA’s terms are useful in translation.	8	28.6%	7	25.0%	6	21.4%	6	21.4%	1	3.6%
The academy’s specialized dictionaries are unavailable online.	1	3.6%	3	10.7%	6	21.4%	10	35.7%	8	28.6%
	16	57.1%	4	14.3%	2	7.1%	4	14.3%	2	7.1%

I use ALA's Unified Arab Dictionary because it is useful.										
I opt for creating new terms in translation.	1	3.6%	6	21.4%	5	17.9%	12	42.9%	4	14.3%
I use other online dictionaries and references.	0	0.0%	2	7.1%	4	14.3%	9	32.1%	13	46.4%
I do not use ALA's glossaries of Arabicized terms.	6	21.4%	1	3.6%	2	7.1%	13	46.4%	6	21.4%
I opt for lexical borrowing.	3	10.7%	8	28.6%	6	21.4%	7	25.0%	4	14.3%
I encourage using appropriate Arabicized terms proposed by the academy.	2	7.1%	3	10.7%	9	32.1%	7	25.0%	7	25.0%
Total	28									

Based on the statistical results in Table 3, the findings of the survey showed that Arab journalistic translators do not frequently use the ALA's Arabicized terms in English-Arabic journalistic translation in the press. Translators do not have the practice of consulting the ALA's specialized English-Arabic dictionaries and glossaries to find suitable Arabicized equivalents. Arab journalistic translators do not believe that the ALA's terms are useful in translation. For them, the ALA's Arabicized terms are sometimes awkward forms, which are difficult to understand. Therefore, they prefer to coin their terms or use other Arabicized equivalents taken from various English-Arabic dictionaries and references. For example, translators do not frequently use the ALA's term (الشبكة الدولية) [*al-shabakah al-dawliyyah*, lit. 'the international net'] to designate the English 'Internet' (Cairo Arabic Language Academy, 2002). This term has been Arabicized by Cairo Academy in its glossary of Arabicized scientific and technical terms. Translators mentioned that they often opt for transliterated forms, i.e., borrowed equivalents, such as (الإنترنت) [*al-intarnīt*, lit. 'the Internet'] for the English term 'Internet'. They emphasized that even though this Arabicized form is lexically borrowed from English and assimilated into Arabic through phonetic transliteration, it remains clearer for the audience. Nonetheless, the findings showed that translators exhibited contradictory practices and preferences in translation. The findings of the survey also revealed that Arab journalistic translators have only encouraged the use of borrowed equivalents in translation when they cannot find readily available Arabicized equivalents for the English terms in the academy's published dictionaries and glossaries.

CIRCULATION OF ALA'S ARABICIZED TERMS IN THE ARAB PRESS

The third construct of the questionnaire discusses to what extent the ALA's proposed Arabicized terms are circulated and popularized in the Arab press. Based on the results in Table 4 about achieving effective dissemination of the academy's arabicized terminology in the Arab press, the respondents emphasized that the Arabic language academy should establish channels of mutual coordination between the academy and various Arab press agencies and news networks to circulate and popularize among journalistic translators so that they can fruitfully implement the academy's Arabicized terms in the translation of news and reports in the Arab press.

TABLE 4. Dissemination of ALA’s Arabicized terms in the Arab press

	Strongly Disagree		Disagree		None		Agree		Strongly Agree	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
ALA’s terms are widely circulated in the press.	7	25.0%	11	39.3%	8	28.6%	1	3.6%	1	3.6%
Term dissemination in the press is effective.	5	17.9%	5	17.9%	5	17.9%	11	39.3%	2	7.1%
The Arabicized terms are distributed to Arab press agencies.	0	0.0%	2	7.1%	1	3.6%	5	17.9%	20	71.4%
There is mutual coordination between the ALA and the press.	0	0.0%	1	3.6%	2	7.1%	10	35.7%	15	53.6%
ALAs terms are widely used in journalistic translation.	0	0.0%	0	0.0%	1	3.6%	13	46.4%	14	50.0%
There is a lack of cooperation between the ALA and the Arab press.	1	3.6%	1	3.6%	4	14.3%	15	53.6%	7	25.0%
Dissemination of ALA’s terms in the press is not effective.	1	3.6%	1	3.6%	4	14.3%	15	53.6%	7	25.0%
The media translation policy dictates the use of different Arabicized terms.	1	3.6%	5	17.9%	6	21.4%	8	28.6%	8	28.6%
The media editorial policy dictates certain guidelines.	1	3.6%	6	21.4%	3	10.7%	10	35.7%	8	28.6%
The agency’s editorial policy guidelines affect the dissemination of ALA’s terms in the press.	1	3.6%	10	35.7%	11	39.3%	2	7.1%	4	14.3%
Total	28									

According to the illustrated results in Table 4, translators emphasized that the main obstacle in the circulation of the academy’s Arabicized terms in the Arab press involves the lack of effective circulation mechanisms and the absence of coordination channels between the academy and Arab press agencies. Translators encouraged the academy to establish more effective channels of cooperation and coordination with the media to ensure effective dissemination of ALA’s Arabicized terms in the press. In this regard, journalistic translators emphasized that the circulation of the ALA’s Arabicized terminologies in the press can generally help the users of Arabic be familiar with these terms and, in turn, the terms will be used in writing and translation. Regarding the translation guidelines or policy of some Arab media agencies, Arab translators pointed out that the agency’s editorial policy must be strictly followed concerning using the ALA’s Arabicized terms. Often, editorial decisions by a particular press agency override mainstream tendencies (Al-Hamly & Farghal, 2013). In this regard, journalistic translators emphasized that the editorial policy of the Arab media agency or network sometimes dictates the use of different Arabicized terms other than the academy’s proposed forms.

TRANSLATORS' PERCEPTIONS ABOUT THE ALA'S TERMINOLOGY WORK OF ARABICIZATION

This is the fourth construct of the questionnaire, which explores to what extent Arab translators and journalists support the terminology work of Arabicization and the terms are appropriate Arabicized forms, which are useful in journalistic translation. Table 5 illustrates the frequency results of the translators' perceptions and attitudes towards the Arabicization work, which is shouldered by Arabic language academies in the Arab region. More importantly, Arab journalists and translators have forwarded a number of suggestions to enhance the academy's terminological work of Arabicization. In this regard, they pointed out that more effective channels of cooperation and coordination between the Arab press and the academy should be established to disseminate the academy's Arabicized terms among journalists and journalistic translators in the Arab press.

TABLE 5. Translators' perceptions about the ALA's terminology work of Arabicization

Statement	Strongly Disagree		Disagree		None		Agree		Strongly Agree	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
ALA's terms are appropriate Arabicized forms.	0	0.0%	4	14.3%	15	53.6%	8	28.6%	1	3.6%
ALA's terminological work is fruitful.	3	10.7%	8	28.6%	13	46.4%	4	14.3%	0	0.0%
ALA has channels of information exchange with the Arab press.	0	0.0%	0	0.0%	0	0.0%	14	50.0%	14	50.0%
ALA & Arab press often cooperate to achieve effective circulation of the Arabicized terms in the press.	0	0.0%	0	0.0%	0	0.0%	13	46.4%	15	53.6%
ALA has press representatives in every news agency.	1	3.6%	0	0.0%	1	3.6%	16	57.1%	10	35.7%
ALA strives to maintain cooperation channels with the Arab press.	1	3.6%	0	0.0%	1	3.6%	12	42.9%	14	50.0%
ALA is not well-advertised in the Arab media.	2	7.1%	0	0.0%	2	7.1%	4	14.3%	20	71.4%
ALA should attract more attention to its proposed Arabicized terms.	1	3.6%	0	0.0%	1	3.6%	7	25.0%	19	67.9%
ALA should conduct regular surveys to assess the traits of the Arabicized terms.	1	3.6%	0	0.0%	1	3.6%	14	50.0%	12	42.9%
Journalists play a key role in achieving term acceptance among the users of Arabic.	0	0.0%	0	0.0%	1	3.6%	17	60.7%	10	35.7%
Journalists can make major contributions to Arabic.	0	0.0%	0	0.0%	0	0.0%	9	32.1%	19	67.9%
Journalistic translators act as models in adopting suitable	0	0.0%	0	0.0%	1	3.6%	10	35.7%	17	60.7%

Arabicized terms in the Arab press.										
Using native forms rather than borrowed terms in translation is crucial.	0	0.0%	0	0.0%	1	3.6%	13	46.4%	14	50.0%
Translators should receive specialized training in relation to translation & Arabicization methods.	0	0.0%	1	3.6%	0	0.0%	10	35.7%	17	60.7%
Translators should delimit using lexical borrowing.	2	7.1%	3	10.7%	6	21.4%	9	32.1%	8	28.6%
ALA has a low-key profile in the Arab arena.	0	0.0%	1	3.6%	3	10.7%	9	32.1%	15	53.6%
ALA should be established in all Arab capitals.	0	0.0%	3	10.7%	0	0.0%	10	35.7%	15	53.6%
Total	28									

Based on the results, there is a consensus among Arab journalistic translators in their assessment about the circulation of the academy's Arabicized terms, as illustrated in Table 5. From Aal's perspective (Aal, 1994), Arab journalists and translators represent the most active social group in introducing new and native coinages into Modern Standard Arabic. In doing so, they play an influential role in translation and Arabicization concerted efforts in the Arab region, and they act as example setters for adequate translation practices in the Arab media. Moreover, Arab journalists and translators in the press can effectively contribute to eliminating the foreignization of Arabic, i.e., the linguistic influences of foreign languages, such as French and English over the Arabic language. In this regard, Arab scholars have always believed that outright lexical borrowing encourages foreignizing Arabic. Therefore, safeguarding Arabic against foreignization has been a priority for the ALA in its endeavours to modernize Arabic. According to the results, translators agreed that they should use natively produced Arabicized forms to replace borrowed forms, i.e., loans and/or calques in journalistic translation. Nevertheless, the results showed that journalistic translators could not decide whether the academy's proposed terms are suitable in journalistic translation. They, however, agreed that the ALA's terminology work of Arabicization has been fruitful in reviving Arabic and enriching its linguistic reservoir.

Regarding the collaboration channels between the academy and the Arab press, translators emphasized that there is a lack of coordination between the ALA and Arab media agencies and networks in the Arab region. Journalists and translators particularly indicated that most of the ALA's periodical terminology glossaries and specialized dictionaries are not in soft copies and, therefore, cannot be easily accessed online. Moreover, such important references and publications cannot be accessible on the academy's website in many cases. Translators and journalists highlighted that they play a key role in modernizing Arabic and introducing new Arabicized forms because they are at the receiving end of these huge Arabicization efforts, thereby finding easy access to the ALA's glossaries and publications is crucial in media translation. Concerning how popular the ALA is in the Arab cultural scene and as a major Arabicization institution, translators mentioned that the academy has not received the publicity it deserves in the Arab media. The Arabic Language Academy is an essential language regulator and, therefore, to improve the academy's popularity and achieve effective dissemination of the proposed Arabicized terms, Arab

translators and journalists recommended that the ALA's low-key profile should be enhanced by establishing closer coordination and cooperation channels with the media in the Arab region.

CONCLUSION AND RECOMMENDATIONS

The findings of the conducted small-scale survey, which was administered to Arab journalists and journalistic translators in a number of Arab press agencies and news networks, showed that Arab journalistic translators are not completely familiar with the academy's Arabicized terms because they do not often consult the ALA's specialized glossaries and bilingual dictionaries published by the academy. Therefore, their role in implementing these terms in journalistic translation is insignificant. Moreover, the lack of cooperation and organization channels between the academy and the press has further contributed to the poor dissemination among Arab journalists and translators in the Arab press. Although Arab journalists and translators were appreciative of the academy's terminology work of Arabicization and the huge, concerted efforts of the academy to modernize Arabic, journalistic translators do not frequently use these Arabicized terminologies in English-Arabic translation. Furthermore, the findings revealed that the ALA's Arabicized terms are not popular among Arab translators because they have not been effectively distributed to various language-related sectors, including Arab press agencies and media outlets. This can be attributed to the lack of coordination channels and dissemination mechanisms between the academy and Arab press agencies and networks. More significantly, Arab journalistic translators perceived that the bulk of the ALA's terminology work of Arabicization has been directed towards Arabicization per se, but a little has been achieved to popularize these proposed Arabicized terms and disseminate them among journalists and translators in the Arab press. Journalistic translators, therefore, implemented the academy's Arabicized terms in translation to a very limited extent, which is not adequately supportive of the laborious Arabicization efforts in the Arab region. Also, useful recommendations were forwarded by Arab translators and journalists in the selected press agencies, which provided substantial feedback and valuable insights into enhancing the ALA's terminology work of Arabicization. Based on the translators' perceptions, establishing effective channels of information exchange between the academy and the Arab press, and providing regular updates of the academy's Arabicized terms is crucial for the academy to circulate these terms among Arab journalists and translators. Furthermore, e-references, databases, and online terminology platforms should be established to disseminate the academy's glossaries and bilingual dictionaries of Arabicized terminologies. Arab journalists and translators also recommended that the websites of the Arabic academies should be effectively utilized to publish the academy's updated terminology glossaries. From the researchers' perspective, the academy's terminology work of Arabicization should not be ended with Arabicizing foreign terminology; rather, further concerted efforts should be directed towards disseminating and popularizing the academy's Arabicized terms among translators in the media sector in the Arab region.

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