Arab Journalistic Translators' Familiarity with the 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.

INTRODUCTION

Translation is regarded as an intricate process, which is governed by certain norms. Translation norms can be either professional or expectancy standards. For professional norms, these are associated with translation as a process. From Chesterman's perspective, expectancy norms are related to the form of the translation product (Chesterman, 1993). In the same vein, 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

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complete status in many countries (Kang & Shunmugam, 2014), official language institutions in the Arab cultural arena carry out translation tasks (i.e., Arabicization of foreign terminology), mainly from English into Arabic. 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).

In their terminology work of Arabicization, Arabic Language Academies (ALAs) have successfully published many dictionaries and 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). For instance, "code-switching into the opposite direction can be widely encountered in spoken and written German" as there are numerous lexical borrowings (e.g., Teenager, flirten, etc.). In this regard, the use of English words and phrases in German is associated with prestige, modernity, and stylishness according to (Lorenz et al., 2021, p. 2).

In their concerted institutional Arabicization efforts to curb foreignization and linguistic influences, Arabic Language Academies (ALAs) 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 translation and Arabicization process, loans and calques were produced by the academy through the application of literal translation, outright lexical borrowing, or loan translation. Also, 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. Arabic has given much of its knowledge, education, facts, and discoveries to Western science and knowledge by translating Arabic scientific and philosophical material, after being translated from Greek and Latin, into the most dominant language today, which is English. Therefore, 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).

ARABICIZATION

"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. In its broader sense, 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, etc. so that suitable translational equivalents in proper Arabicized forms can be introduced and assimilated into Arabic (Sallo, 1994). 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. Given the translation history and tradition in the Arab region, pioneering Arab translators used to naturalize, i.e., Arabicize foreign terminology from other languages during the second Hijri century according to the Islamic calendar (i.e., 9th century A.D.), under Al-Ma'mun Caliph's ruling period, 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). Arab translators, e.g., Ibn Na'imah al-Humsi and Yuhanna Ibn al-Batriq Arabicized knowledge and sciences from Latin and Greek into Arabic by introducing new Arabicized words/terms. Other Arab interpreters, e.g., Al-Jawaharii and Hunayn Ibn Ishaaq produced "fluent target texts, which adequately conveyed the meaning of the original text" (Baker, 1997, p. 321). To recap, Arabicization, however, can be viewed from a broader perspective as a significant institutionalized and development task, through which, laborious efforts are undertaken by key Arabicization institutions, namely Arabic Language Academies (ALAs) to introduce and incorporate new words/terms into the highly formalized Arabic system. These academies, which were modeled from the Language Academies of Europe with the explicit reference to the example of L'Académie Francaise (Cooper, 1989, p. 7), have applied translation and Arabicization methods to introduce proper Arabicized equivalents into the Modern Standard Arabic, which is widely used at national and international levels as the language of thought and science (Ghoniem, cited in Al-Asal & Smadi, 2012, p. 20).

ARABIC LANGUAGE ACADEMY

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 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 Academy of the Arabic Language, 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.

Moreover, 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).

LACK OF EFFECTIVE CIRCULATION OF ALA'S ARABICIZED TERMS IN THE ARAB PRESS

To date, the Arabic language Academies have successfully dealt with a huge number of English terms by Arabicizing these terms and incorporating them into Arabic. However, Some of the ALA's coined terms turned out to be inaccurate Arabicized forms; they are inadequate and confusing at times (Bahumaid, 1994). In support of Bahumaid's perspective, Fahmi (as cited in al-Qinai, 2000, p. 21) provides the following example:

> The unfortunate coinage of the word جماز /dʒʌmmaz/ for 'tram', which is similar in pronunciation to جمباز /dʒumbaz/ 'gymnastic', a thing which may justify the unpopularity of the word جماز / dʒʌmmaz / in comparison with its Arabicized loanword ترام /tɪram/ 'tram'.

Although the Arabic Language Academy, (Arabicized as majma' al-lughah al-'Arabiyyah, مجمع اللغة العربية) 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. In this respect, Salman and Ebrahimi (2021) emphasized that the academy's Arabicized terms are not well-received by journalistic translators in the Arab press. 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 often difficult to understand because they are unusual linguistic forms of Arabic. The findings have also substantiated the fact that effective mechanisms of term circulation in the Arab press are lacking, and they are very limited if any. 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 Arabization has been fruitfully productive, and the terms are useful in journalistic translation in the press. Last but not least, Arab journalists and journalistic translators, from Aal's perspective, are the most vigorous social group to introduce new Arabicized terms into Modern Standard Arabic. This can only be accomplished via implementing the academy's Arabicized terms in journalistic translation in the Arab press (Aal, 1994).

METHOD AND PARTICIPANTS OF THE STUDY

This study used a quantitative research methodology to collect and analyze 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. This paper aims to investigate the stances of Arab journalistic translators' stances and perceptions about the Arabicization efforts and the familiarity of Arabicized terms, which are proposed by the Arabic language Academy in the Arab region. To this end, a close-ended questionnaire was used for collecting the data of the study. The questionnaire has been designed and developed as a survey instrument by the researchers to collect data from the respondents of the study. This study primarily aims to reflect on the Arab journalistic translators' perceptions toward the academy's terminology work of Arabicization to create "a representative account" of the participants' recognition of the concerted Arabic academy's efforts. Therefore, the findings of the study are expected to contribute to triggering "deepened understanding" into the familiarity and dissemination of Arabicized terms among Arab journalists and translators in the media sector (Ganuza et al., 2020, pp. 468-469).

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

The rationale behind selecting Arab journalists and journalistic translators is because they play a key role in supporting the academy's Arabicization efforts and in disseminating the ALA's Arabicized terms in the Arab press. Journalistic translators can contribute to enhancing term circulation and dissemination by using these Arabicized terms in their work of journalistic translation, mainly from English (ST) into Arabic (TT). It might also be worth mentioning that effective circulation of the ALA's terms among Arab journalists and translators makes them effectively use these terms in translation to support the terminology work of Arabicization. This can surely contribute to enhancing the Arabicization work and ensuring that the ALA's proposed Arabicized terms are popular 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.

Regarding the data analysis of the study, it was conducted by utilizing the statistical application package, i.e., the well-known Statistical Package for the Social Sciences (SPSS, Version 22). This software has shown usefulness and effectiveness, particularly in analysing quantitative data of questionnaires (Neuman, 2007). Therefore, it was used in this study to generate a descriptive frequency analysis for the four main conceptual themes or constructs of the questionnaire, including 1) translators' familiarity with the ALA's Arabicization efforts, 2) implementation of the ALA's Arabicized terms in journalistic translation, 3) circulation of the ALA's Arabicized terminologies in the Arab press, and 4) journalistic translators' attitudes about the ALA's terminology work of Arabicization. The results of the questionnaire were used in presenting and interpreting the quantitatively numerical data of the study.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

The administered questionnaire to a selected batch of Arab journalists and journalistic translators in several news agencies and networks includes four main constructs as mentioned above, which are mainly related to the ALA's terminology work of Arabicization and effective implementation of the academy's Arabicized terms in journalistic translation in the Arab press. In the analysis and interpretation of data, the metalinguistic aspect of language might be observed through translators' explicit comments about Arabic and its use in the media, which uncovered the Arab journalistic translators' ideologies and experiences in the media translation sector (Ragni, 2022).

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

The first construct of the questionnaire explores the degree of familiarity of the ALA's proposed Arabicized terms among Arab journalistic translators in the Arab press. These translators work at various Arab news agencies and media outlets in several Arab countries as has been mentioned in the methodology and participants' section of this paper. Based on the statistical results in Table 1 regarding the translators' familiarity with ALA's Arabicization work, Arab journalists and translators 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 published by the ALA periodically. However, journalistic translators are familiar with the aim of the academy and its Arabicization work. The results showed 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 Arabicization. Translators have not received invitations to participate in the ALA's conferences or seminars related to its terminology work of Arabicization and dissemination of its proposed Arabicized 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 Arabicized 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 Arabicized terms in their work of journalistic translation in the Arab press.

TABLE 3. Implementation of ALA's Arabicized terms in journalistic translation

Statement	Never		Rarely		Undecided		Occasionally		Frequently	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
I use ALA's Arabicized 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 Arabicized 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 Arabicized forms 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%
I use ALA's Unified Arab Dictionary because it is useful.	16	57.1%	4	14.3%	2	7.1%	4	14.3%	2	7.1%
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 Academy of the Arabic Language, 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 statistical data analysis in Table 4, the results revealed that Arab journalists and journalistic translators do urge the academy to disseminate their Arabicized terms to various Arab press agencies and networks to ensure effective circulation of these terms among journalists and translators in the Arab press, which would result in implementing the Arabicized terms in journalistic translation.

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 consider the academy's terminology work of Arabicization is successful and the ALA's terms are useful in journalistic translation. Table 5 illustrates the frequency results of the translators' perceptions towards the Arabicization work, which is shouldered by ALAs in the Arab region. In this regard, Arab journalists and translators have forwarded useful suggestions and recommendations to further enhance the academy's terminological work of Arabicization. It is also worth mentioning that more effective channels of cooperation and coordination between the press and the academy should be established to disseminate and publicise proper 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 Arabicized terms in the Arab press.	0	0.0%	0	0.0%	1	3.6%	10	35.7%	17	60.7%
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 native 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 مجمع اللغة العربية 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 journalistic translators in Arab press agencies, concluded that Arab translators are not completely familiar with the ALA's proposed Arabicized terms and, therefore, they do not use them in English-Arabic journalistic translation. 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, translators do not frequently use these Arabicized terminologies in journalistic translation. The findings also indicated that the ALA's Arabicized terms are not popular among Arab translators and journalists 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 ALA and press agencies. More importantly, the bulk of the ALA's terminology work of Arabicization has been directed towards Arabicization per se, but not to popularize the proposed Arabicized terms and disseminate them among journalistic translators in the Arab press. Therefore, translators have employed the academy's terms in translation to a very limited extent, which is not adequately supportive of such Arabicization efforts in the Arab region. Accordingly, useful suggestions and recommendations were forwarded by Arab translators and journalists through providing substantial feedback and insights into the ALA's terminology work of Arabicization to enhance the dissemination of these terms among journalistic translators. Establishing effective channels of information exchange and providing regular updates of the terminology work of Arabicization is crucial for the ALA to popularise its proposed Arabicized terms and huge institutional efforts of Arabicization in the region. Furthermore, e-references, databases, and online platforms should be established to disseminate the ALAs' glossaries of Arabicized terminologies. The websites of these academies should be effectively utilised to publish updated dictionaries and 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 popularising the academy's Arabicized terms among translators in the media sector in the Arab region.

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