

APPROPRIATE STRATEGIES TO TRANSFER NEOLOGISMS FROM ENGLISH INTO ARABIC

Abobaker Ali Brakhw¹ & Rabea Mansur Milad²

¹Research Scholar, Department of English Language, Faculty of Education, University of Sebha, Sebha, Libya

²Research Scholar, Department of English, University of Almergib, Al-Khoms, Libya

Received: 01 Apr 2019

Accepted: 21 May 2019

Published: 28 May 2019

ABSTRACT

Every day many objects and processes are created in technology and many new ideas, expressions and slang emerge from the media. In a linguistic context, these invented words are called 'neologisms', which refer to newly coin lexical units or existing lexical units that acquire a new sense. Nowadays, newspapers, journalistic and scientific texts employ a large number of neologisms, which their meanings are not existed in the dictionaries, in their contexts. These newly coined expressions or words in these texts become one of the most difficult words to transfer from English into Arabic. In this case, the task of the translators is very complicated and challenged, especially if they deal with two different cultures such as western culture and Arab culture. In this paper, the researcher collected some newly coined words from different kinds of texts (media, science, politics, and literature), which emerge recently. Then the researcher conducted a semantic and comparative analysis to illustrate the appropriate way to fully convey the intended meaning of those newly expressions from English into Arabic. Through the analysis of the data, the study found that the translators can employ some strategies to convey a neologism such as: Arabicization, derivation, omission and explanatory translation strategies. The results of the study also revealed that explanatory and descriptive translation are more appropriate to convey newly coined word from English into Arabic.

KEYWORDS: Neologisms, Translation, Transfer, Newly Words

Transliteration

Consonants

ء ّ ر r			غ gh
ز b ب		z	ف f
ت t	س s	s	ق q
ث th	ش sh	sh	ك k
ج j	ص s	s	ل l
ح h	ض d	d	م m
خ kh	ط t	t	ن n
د d	ظ z	z	ه h

ð dh

ع و °

ë ï

ى y

Vowels

á a

long vowel و ū

ā

Long vowel آ ī

(kasra) i

(dhamma) u

(fatha) a

This transliteration is extracted from *Dictionary of Islamic Terms* (Al-Khaḍrawy, 2004,

p. 13) and from *Journal of Qurānic Studies*, which is published by School of African and Oriental Studies, University of London. In addition, the symbols of (š) - (î) were taken from *the International Organisation for Standardisation*. This transliteration will be adopted in the course of this study.

INTRODUCTION

Peoples, throughout the world, speak many languages and have various cultures. Without a shadow of doubt, this variety of languages needs professional translators to help people to communicate with each other. In this respect, translator plays an important role as a mediator between two languages and cultures. Nowadays, a rapid development in all sectors of lifestyle cause to invent and recreate many words in all languages to accompany these rapid developments in our life. Every day many objects and processes are created in technology and many new ideas, expressions and slang come from the media. In a linguistic, these invented words are called ‘neologisms’, which can be defined as ‘newly coined lexical units or existing lexical units that acquire a new sense’ (Newmark, 2003: 140). Nowadays, neologisms, the case with many issues, are considered one of the most controversial issues in the field of translation.

The new terms or words are often created by joining existing words or by giving words new and unique suffixes or prefixes, e.g. the coinage (nuclearist), in the political field, means a supporter of the nuclear arms race. In addition, neologisms may be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sound. Neologisms usually become common as a result of imitation, through mass media. They usually become accepted parts of the language, but sometimes disappear from common use just as readily as they appeared. There are many sources or types of neologisms such as: science, science fiction, literature, politics, corporate branding, design, popular culture, advertising and linguistics. Apparently, newspapers, scientific, literary and journalistic texts employ a large number of neologisms in their contexts, which become one of the most difficult texts to transfer from English into Arabic.

STATEMENT OF THE PROBLEM

All agree that translators encounter many problems during the process of rendering the meaning of the source language into the target language. One of these problems is neologisms. Furthermore, numerous scientific, journalistic, and literary articles, mostly used neologisms and sophisticated language. According to Aziz & Lataiwish (2000: 105) “the

language of mass media has developed a special style, which often aims at conveying information in a thrilling or even dramatic way to attract the attention of the reader."Every day, a lot of new words coined or used in many contexts and their meanings are not found in the dictionaries. In this case, the task of the translators is very complicated, especially if they deal with two different cultures such as western and Arabic. Translators should transfer these freshly invented words into the objective language by adopting entirely tangled means, which involves many factors, such as text type, creative traditions, literary norms and conventions that are familiar to the reader of a specific society. Nevertheless the English glossary firmly growing and developing, no dictionary can overtake with the new entries and give more or less whole list of lately words. Moreover, there are numerous short-lived lexical units created ad hoc by the English speaker in the process of oral and written communication. Therefore, when new words come into being to denote new objects or phenomena, they naturally cannot have regular equivalents in another language. In this case, when the translator coming across the newly coined word he has to interpret its meaning to choose the appropriate way of rendering it in his translation. In this respect, the problem is to determine what are the appropriate ways to transfer neologisms, which are used in various texts? And what are the strategies and the procedures should the translator follow to render neologisms into target language?

METHODOLOGY

To achieve the aims of this research, the researcher will follow three phases for this research. In the first phase, the researcher will collect new words from different kinds of journalistic texts (media, science, politics, and literature), which emerge recently. In the second phase, the researcher will determine the intended meaning of the new words in the source language (SL). In the final phase, the researcher will apply various strategies of translation to convey the exact meaning of the new words into Arabic. In addition, the researcher will also employ textual analysis to clarify the accurate and appropriate strategies to convey the entirely intended meaning of the newly chosen words from English into Arabic.

LITERATURE REVIEWS

Definition of Neologism

Levchenko (2010, p.11) asserts that the neologism is a newly coined term, word, or phrase that may be in the process of entering common use, but has not yet been acceded into mainstream language. The Neologisms are often directly attributable to a specific person, publication, period, or events. Moreover, Newmark (2003, p.140) reinforces that neologisms are conceivably the non-literary and the professional translators major problem. New objects and processes are continually created in technology. New ideas and variations on feelings come from the media in fact. Neologisms cannot be precisely measured, with so many hesitations between acceptance and oblivion and many are short-lived, individual creations.

Niska (1998) discusses the concept of translational creativity, and he believes that neologisms are tokens of a creative process, a novel relational product, growing out of the uniqueness of the individual on the one hand, and the materials, events, people, or circumstances of his life on the other. Cabre (1999:204) argues that "neology, seen as a way of creating new designations, is obviously necessary in special subject fields in which the emergence of new concepts entails constant neological activity." He reports the opinions of such classical lexicologists as Rondeau (1983) and Guilbert (1975) on the concept of neology, "Neology deals with the study of the linguistic phenomena that appear at a given time in the development of a language in use. These phenomena can be seen at all descriptive levels of language, in the phonetics, phonology, morphology, syntax or the lexicon". Likewise, Choi (2006:189) describes neologisms as "words that have been

newly created. “He continues, “new words and phrases that are used commonly in speech but not included in dictionaries are also regarded as neologisms”. He also explains the way these neologisms are composed:

“All languages will continue to grow and develop in order to express new situations and new concepts. With more rapid social change, neologisms will spring up at faster rates, leading to more new words every single day. Thus, 1) new words and phrases will be created, 2) new loanwords will be brought in from foreign languages and 3) new meanings will be given to existing words. This trend will likely continue into the future.”

Types of Neologism

Newmark (2003) states that there are some kinds of neologism which we may find in English text. The following are only the main and the important ones.

New Coinages

It is clear that there is no such thing as a brand new word: if word does not derive from various morphemes then it is more or less phonaesthetic or synesthetic. The computer term ‘byte’, sometimes spilt bite, is also internationalism, the origin of the ‘Y’ being obscure. Nowadays, the main new coinages are brand or trade names (Bisto, Bacardi, Schweppes, Persil), and there are usually transferred unless product is marketed in the TL culture under another name; or the proper name may be replaced by a functional or generic term, if the trade name has no cultural or identifying significance.

Newmark (2003, p:142-143) also added that, in fiction, any kind of neologism should be recreated; if it is derived word it should be replaced by the same or equivalent morphemes if it is also phonaesthetic, should be given phonemes producing analogous sound-effects.

Derived Words

The great majority of neologisms are words derived by analogy from ancient Greek (increasingly) and Latin morphemes usually with suffixes such as -ismo-ismus, -ija, etc., naturalized in the appropriate language. However, this word – forming procedure is utilized primarily to denote (non-cultural) scientific and technological rather than cultural institutional terms, the advance of these internationalisms is wide propagate.

Newmark (2003, p, 143) suggests some procedures for the translator before he tries to transfer the newly derived words; (a) the translator has to assure that the newly word is not in competition with another and he has to consult the appropriate IOS (International Standards Organization) glossary to find out whether there is already a recognized translation, (b) the translator has to assure that the referent yet exists in the TL culture, (c) the translator has to determine the importance of the newly words and therefore, whether it is worth ‘transplanting’ at all, and if he believes himself to be the first translator to do so, he should put it in inverted commas.

Phrasal Words

According to Newmark (2003, P: 147) the new phrasal words are restricted to English’s facility in converting verbs to nouns (e.g. ‘work out’, ‘trade-off’, ‘check-out’, ‘laid-back’). Those words are translated by their semantic equivalents. Therefore, Newmark (2003) observes that phrasal words: (a) are often more efficient than their translation; (b) usually occupy the peculiarly English register between ‘informal’ and ‘colloquial’, whilst their translations are more formal.

The Creation of Neologism

Newmark, (2003, p: 149) said that in non-literary texts, you should not normally create neologisms, but you can create one only; (a) if you have authority; (b) if you compose it out of readily understood Graeco-Latin morphemes. In this sense, the role of the translator, as Newmark, (2003, P: 149) describes is to account for (not necessarily translate) every SL word, and the translator therefore have to guess the word's meaning: the external and internal evidence (i.e., the linguistic and situational contexts & the composition of the word), in some cases, they may adding footnote to explain the word for the client. Newmark (2003) argues that the translator has the right to create neologisms in some cases: (a) in a literary text, it is the duty of the translator to regenerate any neologism he faces on the basis of the SL neologism. (b) when translating a popular advertisement, the translator can create a neologism, usually with a strong phonaesthetic effect, if it appears to follow the sense of its SL 'counterpart' and is pragmatically effective. (c) the translator can transfer an SL culture word, if for one reason or another he thinks it important. Newmark (2003, p: 149) adds that if the translator recreates an SL neologism using the same Graeco-Latin morphemes, he has to assure himself: (a) that no other translation already exists; (b) that both the referent and the neologism are not moldy, and that they are probable to concern the SL audience.

ANALYSIS OF TRANSLATING SOME NEWLY WORDS FROM ENGLISH INTO ARABIC

The researcher choose some newly words which recently were invented and used in the media, newspaper and scientific texts. The process of analysis will follow three phases. Firstly, the intended meaning of newly word will be illustrated in the source language. Secondly, the alternative of transferring the meaning of newly word will be explained in this stage. In this stage, various procedures and strategies might be tested. In the last phase, the appropriate strategy of translating the newly word into Arabic will be clarified. To achieve the aims of this study, translating of ten newly words will be reviewed in order to determine and extract the appropriate strategies to convey the meaning of the neologism into Arabic.

'on – trend'

Like any accessory, your car must be on trend and fashion forward (Sunday Times, 2010).

The new word "on trend" is a blend between the proposition 'on' and the word 'trend'. According to Collins English Dictionary the neologism 'on trend' is adjective which refers to latest fashion. The above sentence which contains the new word can be translated literarily into Arabic as:

مثل كل الأكسسوارات سيارتك يجب ان تكون على آخرموضة أو موديل.

(Mithlakul al-iksiswaratsiyaratukayajb an takuwn^o ala akhrmawđī aw mudyl)

In Arabic it's hard to find one to express the intended meaning of the newly word "on-trend", in linguistic this called non-lexical correspondence. Accordingly, it must be used explanation strategy to illustrate the meaning of this newly word for the target reader to grasp its meaning, so that the appropriate translation of the above sentence will be as:

مثل كل الأكسسوارات سيارتك يجب أن تكونعلى آخر طراز من الموضة.

(Mithlakul al-iksiswaratsiyaratukayajbantakuwn^o ala akhrṭirazmin al-mwđī)

Locavore

Surprisingly, I discovered that my grandfather was one of *locavore*.

The word 'locavore' created in '2013' which refers to 'a person whose diet consists only or principally of locally grown or produced food', (*Online Collins English Dictionary*). The word 'locavore' is a noun refers to any person whose eating only local food. The word is newly invented word which recently entered and used in English. The translator may not find the meaning of this word in the normal English dictionaries, unless he tries googling or check the meaning in the recent online dictionaries.

According to my knowledge, there is not word exist in Arabic which fully express the meaning of the word "locovore." This fact lead to encourage the Arab linguists to pay attention for neologisms in English and try to be up to date for any invented English words and create corresponding words to express their meaning in Arabic. The above sentence may be translated into Arabic as:

بشكل مفاجئ ، اكتشفت أن جدى هو أحد الأشخاص المفضلين للطعام المحلى.

(bishklmufaj° aiktashftanajadyhwaahad al-ashkhaş al-mufađilīn liṭ°am al-maḥly)

The new word "locavore" translated into Arabic as (mufađil al-ṭ°am al-maḥly - مفضل الطعام المحلى). It is clear that there is no one counterpart word in Arabic to fully convey the meaning of "locavore", so that, it is appropriate to use explanation or paraphrase translation strategy to transfer intended meaning of this neologism.

Brexit

Nowadays, the debate on the **Brexit** is very heated.

The above neologism, 'Brexit', is a noun which refers to the process of the departure or withdrawal the United Kingdom from European Union. This word is a blend of 'British' and 'exists'. In the above sentence, if the translator intends to translate the word 'Brexit' into Arabic, he must use explanation strategy to explain the meaning of this new word. If this invented word is transferred into Arabic by using transliteration as (brīkst - بريكست) uneducated people may not understand the intended meaning of this word. In Arabic, still there is no single word that can be used to express the intended meaning of the word 'Brexit', therefore, the appropriate translation of this word is (kharwjbrīṭanyamin al-itīḥad al-wrubī - خروج بريطانيا من الاتحاد الاوربي).

Haycation

The word 'haycation' refers to 'a holiday, or vacation spends on a farm or a vacation stays on a farm, which guests often help out with daily farm tasks, or also a working holiday at a farm', (*Online Collins English Dictionary*). The word 'haycation' is a noun blend of 'hay' and 'vacation' modelled on staycation, (pl. hayctions). In Arabic, there is no existing similar lexical word to be used in translating 'haycation', so that the translator should paraphrase or explain the word for the Arab audience as (عطلة عمل فى مزرعة - عطلة عمل فى مزرعة).

Listicle

My friend prefers to read all **listicles** in daily newspaper.

The newly word 'listicle' is a noun which refers to an article in the form of a list published in newspapers, magazines or online, or it is an informal term for an article made up of a series of facts-tips-quotation or examples around a particular theme. The above sentence can be translated literally into Arabic as:

صديقي يفضل قراءة كالمقالات القائمة في الصحف اليومية.

(ṣadiqī yufaḍl qiraʿat kalmuqalatal-qā'imī fī al-ṣuḥf al-ywmīyī)

The phrase "مقالات القائمة" still ambiguous and it needs more explanation for some Arab readers to understand the meaning of 'القائمة'. In this case, the translator should adapt paraphrasing translation to convey the deep meaning of the new word "listicle" as:

صديقي يفضل قراءة كالمقالات التي تحتوي على قوائم افضل او أحسن الاشياء او الاماكن في الصحف اليومية.

(ṣadiqī yufaḍl qiraʿat kalmuqalatal-tī taḥtawī ʿala qawā'im afḍl aw aḥsn al-ashya' aw al-āmakinfī al-ṣuḥf al-ywmīyī).

Quintastic

In August 2011, President Barak Obama became a **quintastic**.

This neologism is a noun which a blend of the adjective 'fantastic' and the prefix 'quin'. The word 'quintastic' is an informal way of referring to a person who aged fifty or over but remains sexy, smart, energetic and successful, especially someone famous.

In the above neologism, if the translator intends to transfer it into Arabic, he will face a complicated case, because at this time, there is no existing one word in Arabic language which fully express the intended meaning for the newly word 'quintastic'. The translator may translate this newly word as 'واسيم - wasīm', this translation doesn't fully describe the intended meaning of this word, because it doesn't refer to the age of the person, in contrast of the word 'quintastic' which refers to the person aged fifty or over but he still handsome and energetic. Similarly, if the translator has used the word 'الشخص الناجح - al-shakḥ al-najīḥ' it doesn't convey all the boundaries of the meaning of the word 'quintastic'. The solution for this dilemma is to clarify the word by using more than one word to render the intended meaning as:

الشخص الواسيم والنشط والناجح هو في عمر الخمسين

(al-shakḥ al-wasīm wa al-nashṭ wa al-najīḥ wa hū fī ʿumr al-khamsīn)

Therefore, the comprehensive translation for the above sentence is as:

الرئيس الامريكى باراك اوباما اصبح الشخص المشهور والواسيم والناجح وهو في الخمسينات منالعامر 2011 في شهر اغسطس

(fīshahragḥuṣus 2011 al-raʿīs al-amrīkybarākawbāmaaṣbaḥ al-shakḥ al-mashhwrwa al-wasīmwa al-najīḥwahwafy al-khamsīnatmn al-ʿumr).

Twintern

It is a blend of the word 'twitter' and 'intern' which refer to a person, usually a student or recent graduate, employed by a company to promote its products or services on twitter or other social media. In transferring the meaning of this word, the translator should use explanation strategy or descriptive translation to describe the intended meaning for the audience. A literal or transliteration translation will not achieve communicative translation because the word 'twintern' has newly and recently entered English language and still some people don't understand its meaning. Therefore, the appropriate translation of the word 'twintern' into Arabic as:

الشخص المروج لمنتج على شبكات التواصل الاجتماعي.

(al-shakhṣ al-murawj li muntjalāshabakat al-tawaṣl al-ijtima[°]i)

Catfish

The above new word refers to a person who set up a false profile on a social media or networking sites in order to deceive others or for fraudulent purposes. This neologism is a noun which was invented in the last few years and its blend between 'cat' and 'fish'. Therefore, it is a bit hard for people and even for a translator to grasp its intended meaning because they may not find its meaning in the English dictionaries unless they use updated online dictionaries or recent specialized dictionaries. In this case, depending on the context to understand the meaning is more helpful. As translator, adapting literal or Arabicization translation is not workable here. Again, the appropriate solution is explanation or descriptive strategy which guarantee to convey the full meaning of this word as:

الشخص المخادع على شبكات التواصل الاجتماعي.

(al-shakhṣ al-mukhad[°]alāshabakat al-tawaṣl al-ijtima[°]y)

Discussion on the Analysis

Taking a close look at the above analysis of the translating some newly words shows that transferring neologism from English into Arabic is one of the thorny problems in the field of the translation. It abandons the saying that the fresh translators and students need to make more effort to overcome the difficulties of rendering the new words into Arabic. The analysis shows that there are two main problems in the process of transferring the neologism into Arabic. Firstly, the interpretation of the intended meaning of the new words, because most of the neologisms can not find their meaning in the dictionaries. Therefore, the translator will struggle to find the intended meaning of the newly words by looking into the context of the text, searching on the newly online dictionaries and encyclopaedias and also checking into recent texts in the magazine, newspapers and journals in the specific field. Secondly, the way to convey the intended meaning into Arabic. The translator will face dilemma, which strategies should be adapted to fully transfer the deep meaning of the new words. From the analysis, it is clear that literal translation or Arabicization is not the appropriate strategies to convey the meaning of the neologism, because the deep meaning still does not clear for the audiences. The study found that paraphrase, explanation and descriptive translation is the appropriate way or strategies to transfer the intended meaning of the new words which recently invented.

CONCLUSIONS

Needless to say that neologism is a natural linguistic phenomenon and no language can avoid it in its structure. All languages should have the ability of changing to cater the rapid change in the society in time, policy, culture and economy. From this study, we can conclude that neologisms tend to occur more often in cultures that are changing rapidly and also in situations where there is a crowd of media and fast propagation of information. The new words are often created by blending of existing words or by giving words new meaning. Many papers and researches have addressed the problem of translating neologisms from English into Arabic, but most of them they did not establish a concrete procedures or strategies to transfer new words into Arabic in a comprehensible way for all audience. From the analysis, it has been pointed out that the explanation and descriptive translation are the appropriate strategies which lead to render all the intended meaning of the new words and they are safe translational strategies to use when the two languages are culturally different, like English and Arabic language. However, the Arab linguists should establish institution which gather the experts in linguistic and professional translators to deal with a huge number of neologisms in English and try to find or create a counterpart in Arabic language.

REFERENCES

1. **Alawneh, T. M. Y.** (2007). *Translation of Neologisms of the Two Palestinian Intifada the First (1987-1993) and the Second (2000-2005)*. An-Najah National University, An unpublished MA Thesis. Nablus, Palestine.
2. **Al-Khadrawy, D.** (2004). *Dictionary of Islamic terms: Arabic-English, English-Arabic*. Damascus & Beirut: Al-Yamama for Printing and Publishing.
3. **Aziz, Y. and Lataiwish, M.** (2000). *Principle in translation*. Benghazi: Dār al-Nahḍā' al- 'Arabiyyā.
4. **Baker, M.** (1992). *In other words. A course book on translation*. London & New York: Routledge.
5. _____ (2001). *Routledge encyclopedia of translation studies*. (2nd Ed) London & New York: Routledge.
6. **Cabre, M. T.** (1999). *Terminology, Theory, Methods and Application*. Amsterdam. John Benjamins Publishing Company.
7. **Choi, J.** (2006). "Interpreting Neologisms Used in Korea's Rapidly Changing Society". *Meta*, 51.
8. **Farghal, M. & Shunnaq, A.** (1999). *Translation with Reference to English and Arabic: A practical Guide*. Irbid: Dar Al-Hilal for Translation.
9. **Hartmann, R.R.K., & James, G.** (Eds). (1998). *Dictionary of lexicography*. London, UK: Routledge.
10. **Levchenko.** (2010) *Neologism in the Lexical System of Modern English: on the mass media*.
11. **Newmark, P.** (2003). *A textbook of Translation*. London: Longman.
12. **Niska, H.** (1998). *Explorations in translational creativity: Strategies for interpreting neologisms*. Stockholm: Stockholm University.
13. **Venuti, L.** (1998). *Strategies of Translation*. In M. Baker (ed.). *The Routledge Encyclopedia of Translation Studies*. pp. 240 - 244. London & New York: Routledge.

14. [https:// www.collinsdictionary.com](https://www.collinsdictionary.com)
15. <http://www.shvoong.com>. **GrP2007**. Translating neologisms in journalistic texts.
16. [http://en. wikipedia. org/wiki/Airchain](http://en.wikipedia.org/wiki/Airchain)
17. [http://www. proz. Com](http://www.proz.com) [http://www. read. write. Think](http://www.read.write.Think)
18. [www. shvoong. Com](http://www.shvoong.com)
19. [http://www. slides hare. net](http://www.slideshare.net)