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Cultural Specific Words (CWSs) in Media: Translation Procedures for a Glossary of Words from BBC News

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ABSTRACT

Cultural Words in English do not always perform the same function in Arabic because of the cultural differences between the two languages. Each language has its own culture, which causes cultural differences in meaning while translating words and texts. Cultural words, if not translated in an appropriate way in both the source language and target language (SL and TL), will cause misunderstanding between the two languages (literal translation). There is no full linguistic equivalent meaning in translating from SL into TL because of the cultural differences between the two languages. The translator who translates cultural words should be aware of the grammar and meaning and culture of the (SL and TL) to achieve a successful translation, and he should be aware of the techniques of equivalence and non-equivalence that have been used by scholars in the translation field. The research looks at the difficulties that translators go into when trying to translate terms in a descriptive-comparative analysis of these terms in source text (STs) and in target texts (TTs) in Media from English into Arabic. The research studies the useful translation strategies used in the translation of cultural (terms, concepts, idioms, and words) from English to Arabic for a glossary of words from BBC News and found out the quality of translation (accuracy, acceptability) for Arabic culture.

Keywords: Culture; Culture-specific Terms; Equivalent; Accurate; Acceptable

1. Introduction

Translation and culture are intricately interconnected since culture serves as the foundation of language. As for language, it is used in many contexts, depending on cultural factors. The semantic interpretations of words that are transferred across different cultures undergo varying degrees of alteration. Occasionally, variations in meaning might arise due to little or substantial variances in values, which can provide challenges in the process of translation. The translator is required to evaluate the cultural context of each sentence, as certain the actual meaning of the phrase which may not always align with its literal interpretation—and effectively communicate this meaning in a manner that is coherent within the target language and the target culture.

The cultural context has a crucial role in shaping the meanings of texts, especially in the domain of media translation, which includes both the source and target languages. The process of translating a seemingly straightforward phrase may include accounting for cultural subtleties, which, if overlooked, might lead to an interpretation that is diametrically opposed to the original meaning. Engaging in translation without a comprehensive comprehension of the cultural context might pose risks, especially in situations where the precise meaning of words and phrases is of utmost importance. Numerous organizations and practices exhibit distinctiveness within certain cultures, lacking counterparts in alternative civilizations. Cultural variations give rise to divergent belief systems and varying degrees of devotion to objective truth. Each of these diverse psychological constructs rooted in different cultures is associated with terms that have distinct meanings exclusive to their respective languages that are not present in other languages. How can the unique cultural attributes be effectively conveyed or interpreted? The ability to generate an interpretation is limited to those who possess a comprehensive understanding of both the cultural nuances inherent in the source language and those present in the target language [1].

2. Literature Review

2.1. Cultural Specific Words (CSWs)

Cultural Specific Words (CSWs) are a highly essential lexical category since they, among other things, ensure that language is always evolving. Many linguists have begun to study and analyze the phenomenon of identifying patterns and categories of "Cultural Specific Words" and developing strategies and guiding principles to deal with and communicate them after realizing the vitality that these words give to their respective languages. The section on literary and scientific "Cultural Specific Words" in H. W. &

F. G. Fowler's book The King's English is considered one of the first efforts to "Cultural Specific Words." Through instances of "Cultural Specific Words" from the era, these writers attempted to define and describe the phenomena. Alain Rey made an additional effort to characterize the phenomena and concluded that there are no set standards for what constitutes a "Cultural Specific Word" [2]. According to Rey, the idea of (CSWs) was regarded as a pathological word construction for a very long period. He goes on to give many definitions that support this point of view, such as those provided by renowned dictionaries like Merriam-Webster, which, up until this point, had defined "Cultural Specific Words" as "a meaningless word coined by a psychotic." From a literary perspective, "Cultural Specific Words" are new words that are "variations on existing words or combinations of parts of existing words," according to André Lefevre [3]. Because it addresses the diachronic and derivational aspects of the phenomena, Lefevre's formulation poses several challenges.

The term may have been impacted by how the occurrence is portrayed in literature. Another quite different understanding of "Cultural Specific Words" comes from Peter Newmark [3]. Since he characterizes "Cultural Specific Words" as "newly coined lexical units or existing lexical units that acquire a new sense," his explanation may be categorized under the linguistic paradigm [3]. Newmark gives a list of many "Cultural Specific Words" that, although succinct and understandable, raise numerous problems about the standards for identifying such words. Maria Teresa Cabré offers another insight into the phenomena that help to define it [4]. She develops four "parameters" or criteria to recognize "Cultural Specific Words": a psychological criterion, a lexicographic criterion, a diachronic criterion, and a criterion based on a word displaying consistent evidence of formal or semantic instability [4]. Although none of these criteria by itself can adequately characterize the phenomena in issue, as Cabré herself acknowledges, the sum of all these criteria may be used to create a multifaceted definition of neologisms. The phenomena of (CSWs) have not been thoroughly or in-depth studied in Arabic studies so far.

The majority of studies on Arabic translation in general and terminology in particular deal with the phenomenon's surface as one of the various term formation processes. Despite being acknowledged as a process, "CSWs" have not yet been classified as a study area in Arabic translation studies. This is illustrated by the obvious dearth of research papers on (CSWs) written in Arabic. Modern Arab translators also often use monotypes when working with foreign neologisms, particularly English. As in words nano in nanophysics and eco in the financial ecosystem, which is translated as and, respectively, transliteration seems to be the approach most often employed to translate neologisms into Arabic. To build a

curriculum and teach translation/interpreting trainees, there hasn't been a thorough examination of the phenomena.

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2.2. Translational Equivalence

Problematic is the idea that a translation should be equivalent to the original text in the source language. A precise equivalent or impact is difficult to accomplish for three basic reasons:

First off, Hervey, Higgins, and Haywood argue that a text can't be consistently interpreted by the same individual on two separate occasions [5].

Second, translation is a question of the translators' subjective perception of the original language text.

Third, it could be impossible for translators to know how audiences reacted to the original work when it was published.

2.3. Translational Non-Equivalence

According to Baker [6], Nonequivalence at the word level is the situation when a term from the source text does not have a direct counterpart in the target language.

The following typical non-equivalence issues are listed by Baker [6]:

1) Culture-specific concepts: The target culture may have no idea what the SL term is trying to convey.
2) The destination language lacks lexicalization of the notion from the source language.
3) The SL term may convey an idea that is understood in the target culture but is simply not lexicalized, meaning that no TL word has been "allocated" to describe it.

The word's origin language has a complicated meaning structure. Semantically, the SL term could be complicated.

2.4. Translation Procedures and Culture-Specific Words

2.4.1. Translation Procedures According to Newmark's Typology

Numerous models of translation processes have been put out by various academics to research and analyze the language changes that a translator makes during the translation process. As a result, because it is an all-inclusive model, the current research uses Newmark's model of translation procedures. Translation processes are employed for sentences and other smaller units of language, according to Newmark, who said that "while translation methods relate to whole texts." The following translation techniques will be employed in this research for analytical reasons, even if there are other translation methods. So, translation procedures are divided into several categories, as follows:

(1) Literal Translation

According to Newmark [7], literal translation is one in which "the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are translated singly, out of context." As an example, the Arabic equivalent of the English saying "Tell me who you go with and I'll tell you who you are" is " قل لي مع من تذهب وسأخبرك من انت " [8].

(2) Transference

Transference, in the words of Newmark [9], is "the process of transferring an SL word to a TL text". For instance, "Jihad" is the translation of the term " جهاد " [10].

(3) Naturalization

According to Newmark [7], naturalization is the process of adapting an SL phrase to the TL's pronunciation and word forms. As an example, the Arabic term for philosophy is " فلسفة ".

(4) Cultural Equivalent

The cultural equivalent technique, according to Newmark [9], is a close translation of an SL cultural phrase into a TL cultural term. For instance, "Best regards" is rendered as its Arabic counterpart, " وعليكم السلام ورحمة الله وبركاته " [10]. The culture equivalent technique has limited applications since it lacks accuracy.

(5) Equivalent in Function

The functional equivalent technique, according to Newmark [9], "requires the use of a culture-free word, sometimes with a new specific term". For instance, the Arabic word for "dress" is rendered as " ثوب " in this sentence [11].

(6) Empirical Equivalent

According to Newark, "Descriptive equivalent" refers to giving the TL a detailed explanation of the ST statement [7]. Descriptive equivalent, in contrast to functional equivalent, concentrates on characterizing the cultural manifestation. Translation requires the use of both functional and descriptive equivalents. For instance, the English term "Aluminum Basin" is the word " طشت " [8].

(7) Synonymy

When there is no exact counterpart for an SL word in the TL, Newmark uses the term "synonymy" to describe an approximate equivalent [7]. Newmark asserts that this approach is used when there is no obvious counterpart and when the term has little context value [7]. For instance, the English word "beautiful dresses" is used to translate the "ثوب جميل" [8].

(8) Through Translation (Loan Translation)

Through translation, also known as loan translation, is defined as "the literal translation of common collocations, names of organizations, and the components of compounds" by Newmark [7]. For instance, the Arabic word "المدرسة الثانوية" is used to translate the phrase "secondary school" [8].

(9) Transpositions or Shifts

Translation shifts, according to Newmark [7], are grammatical modifications from the SL into the TL. He divides them into four categories. The first category is a shift in grammar brought on by the ST and TT's different grammatical structures. For instance, the Arabic word "معلومات" is used to convert the solitary English noun "information" into the plural. Due to the TL's absence of the SL's grammatical construction, the second form of shift is to alter the SL's grammatical structure. When the literal translation of ST is technically correct but sounds odd in the target language (TL), the third form of shift is utilized. The fourth sort of shift is when a TL lexical structure is used in lieu of a ST grammatical structure.

(10) Modulation

Modulation, according to Newmark [9], describes a shift in the ST's message inside the TL text as a result of divergent SL and TL perspectives. For instance, a noun equal in meaning is created for the English word "she lived with her stepmother" in the phrase. (عاشت مع زوجة ابيها).

(11) Recognized Translation

A recognized translation, according to Newmark [7], is the usage of an official translation of an institutional term. For instance, the Arabic word "البنك الأهلي " is used to translate the term "national bank".

(12) Label for Translation

The definition of a translation label given by Newmark is "a provisional translation, usually of a new institutional term". For instance, "Dar-ul-Islam" is translated as "دار الإسلام " in Arabic [10].

(13) Compensation

The definition of compensation given by Newmark is "when loss of meaning, sound effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence" [7]. For instance, the formal Arabic phrase "سعدنا بلقائكم" is translated as "We are happy to meet you, sir" in English [8]. In order to express the formality of the Arabic statement, the word "sir" is added in this case.

(14) Expansion and Reduction

In many situations, expansion and reduction are carried out instinctively. Due to the absence of a clear counterpart in the TL, expansion refers to utilizing extra words in the TT to re-express the meaning of an SL term.

Reduction, on the other hand, entails leaving out irrelevant ST components [7].

(15) Paraphrase

Specifically, when there are important implications, according to Newmark [7], paraphrasing is employed to convey the meaning of a component of a text. For instance, the Arabic translation of the expression "All this was water on the Mater's mill" is " كان هذا كله مفيدا لخطط الام " [11].

(16) Couplets

As stated by Newmark [7], the couplets translation technique happens when a translator employs two separate methods to address the same issue. For instance, " متصفح كوكل " is how the term "Google" is rendered into Arabic. In this example, the transcription and paraphrase processes are both applied.

(17) Notes, Additions, Glosses

Writing notes properly, in the words of Newmark [7], entails "supplying additional information in a translation". This process can need to be used by a translator in order to add cultural, linguistic, or technical details to the text. There are three places where notes may be added: within the text, at the bottom of the page, or at the conclusion of a chapter or book.

2.4.2. Translation Evaluation According to Newmark (1988)

According to Newmark [7], translation can be evaluated on the basis of several factors, including:

- Accuracy: the degree to which the translation corresponds to the original meaning of the source material. It is the most essential factor in determining the quality of a translation.
- Clarity: the quality of the translation is determined by its clarity and the coherence of the text, ensuring the absence of any ambiguity or uncertainty.
- Brevity: using as few words as possible without losing the meaning of the text.
- Cultural Transfer: The presentation of the translation should be aligned with the cultural norms and practices of the target language.
- Preserving the character of the text: Preserving the spirit, style, and artistic character of the text in translation
- Harmony: presenting the translation in one tone without contradictions in the use of vocabulary and style.
- Grammar: Matching the translation with the rules of the target language in terms of wording and spelling

2.4.3. Quality of translation According to Drugan (2013)

Drugan identifies three dimensions that contribute to the evaluation of parameter translation quality [12].

1. An aspect of accuracy: Accuracy is a term used in evaluating translation to refer to whether the source language text and the target language text are equivalent or not. The concept of equivalence leads to the same content or message between both. A text can be referred to as a translation if it has the same meaning or message as the other text without any changes.

2. Aspects of acceptability: The second aspect of quality translation is related to the problem of acceptability. The term acceptability refers to whether a translation has been disclosed in accordance with the rules, norms, and culture that apply in the target language or not. The concept of acceptance is very important because even though a translation is accurate in terms of its content or message, the translation will be rejected by the target reader if the way of disclosure is contrary to the target language's norms and culture.

3. Aspects of readability: In the context of translation, the term legibility is basically not only about the readability of the source language text but also the readability of the target language text. This is in accordance with the essence of every translation process, which always involves both languages at once.

3. Materials and Methods

This research looks at the difficulties that translators go into when trying to translate terms with ideological connotations from English into Arabic. The research tried to provide a response to the following query in order to fulfill the aforementioned objective: What issues arise when ideological media-related terminology is translated from English to Arabic on BBC News? And Finding Solutions and translation strategies to deal with cases of non-equivalence in Culture-specific terms and concepts in translation from English language to Arabic language. In this research, I will employ comparative cultural research and a qualitative analysis of a glossary of words (10 terms) in relation to Arabic culture., as it is well-suited for analyzing data from English-language source texts (BBC English news) and their corresponding translations in Arabic-language target texts (BBC Arabic news). The research is limited to investigating the receptive translation of a glossary of cultural terms used in media discourse, specifically within the political, social, scientific, philosophical, and cosmic domains as presented by BBC. To analyze the translation process, Newmark's typology for cultural items serves as the primary framework, while the evaluation of translation accuracy and acceptability follows Newmark's criteria. The study includes an examination of three English dictionaries to analyze the translation of cultural terms from English and a parallel examination of three Arabic dictionaries for their Arabic equivalents. The analysis is conducted through comprehensive tables, comparing the source language (SL) terms with their corresponding meanings in Arabic, as identified in

dictionaries of both languages. Based on the findings, a proposed translation is presented, selected from dictionaries in alignment with the study's analytical framework.

The criteria for the selection of these terms are because these terms are considered foreign to Arab culture and are often used in Arab news bulletins and channels in order to be compatible with media uses in a way that is consistent with Arab culture and to avoid entrenching foreign ideas in the mind of the Arab speaker in a way that is compatible with Arab heritage. So, there are other reasons, including the Arab public's frequent use of means of communication, including other satellite and news channels, on a daily basis at work and at home via phone and television, and here comes my role as a translator in trying to clarify the true meaning of translating these terms through Arabic language dictionaries and their meanings in use in Arab culture. For example, the term "ideology" does not exist in the Arab heritage at all, and its uses remained and were not translated, but rather were borrowed. That is, using it as it is in the English pronunciation, corresponding to it in the Arabic letters, that is, writing and pronouncing it as it is in the English language (ideology). Therefore, I used Arabic dictionaries to find the closest word that indicates this term in a way that is compatible with the Arab heritage, using the word "Alfakrania," which is appropriate with the root of the word in the Arabic language. In the same way, I analyzed and translated the rest of the political and social terms (utopia, anthropology, ideology, propaganda, and extremism).

These problems of (culture- specific terms) are mostly related to: 1) unfamiliarity with cultural expressions 2) failure to achieve the equivalence in the second language, 3) ambiguity of some cultural expressions, and 4) lack of knowledge of translation techniques and translation strategies. In light of these results, the researchers recommend narrowing the gap between cultures through adding more courses that deal with cultural differences, cultural knowledge, and cultural awareness, especially in the academic programs that prepare translators.

3.1. Data Collection

3.1.1. Agnosticism

As a BBC channel refers to this context "when it comes to belief how tenable a position is "I don't know"? According to a 2013 You Gov poll, 18% of young people when asked about belief in some "spiritual greater power" answered exactly that. The noisy debate between atheists and religionists has drowned out those that fit into neither camp - the Agnostics".

"beyond "I don't know" what does it mean to be an Agnostic and is it a viable theological and philosophical position when it comes to the biggest questions of life?" https://www.bbc.co.uk/search?q=Agnosticism&page=1

"عندما يتعلق الأمر بالاعتقاد بمدى قابلية موقف ما" لا أعرف "؟ وفقًا لاستطلاع You Gov عام 2013، أجاب 18٪ من الشباب عند سؤالهم عن الإيمان ببعض" القوة الروحية الأكبر"على ذلك بالضبط. الجدل الصاخب بين الملحدين والمتدينين قد طمر أولئك الذين لا يتناسبون مع أي من المعسكرين - الملحدون."

"ما وراء" لا أعرف "ماذا يعني أن تكون ملحدًا وهل هو موقف لاهوتي وفلسفي قابل للتطبيق عندما يتعلق الأمر بأكبر أسئلة الحياة؟"
https://www.bbc.com/arabic/tv-and-radio.q=
Agnosticism-42414864

3.1.2. Anarchism

"Anarchism and David Graeber, Free Thinking Bullshit Jobs, Toward an Anthropological Theory of Value, Debt: The First 5000 Years: the titles of some of David Graeber's books give a sense of his take on the world and his concerns. Matthew Sweet talks with archaeologist David Wengrow - co-author with Graeber of The Dawn of Everything: A New History of Humanity and looks at Graeber's involvement with the Occupy movement and the influence of anarchist ideas."

https://www.bbc.co.uk/search?q=Anarchism&page=1

"الأناركية وديفيد جرير - التفكير الحر: أعمال هراء، نحو نظرية أنثروبولوجيا للقيمة، الدين: أول 5000 عام: تعطي عناوين بعض كتب ديفيد جرير إحساسًا بتأثيره على العالم واهتماماته. يتحدث ماثيو سويت مع عالم الآثار ديفيد وينغرو - مؤلف مشارك مع غرير لكتاب The Dawn of Everything: A New History of Humanity وينظر في مشاركة Graeber مع حركة احتلوا وتأثير الأفكار الفوضوية."

https://www.bbc.com/arabic/topics/=Anarchismc404v
r23x4dt

3.1.3. Exoplanet

"Exoplanet discovered around neighbouring star: The researchers used the radial velocity method for their detection. The technique can detect "wobbles" in a star caused by the gravitational pull of an orbiting Exoplanet."

"These wobbles also affect the light coming from the star. As it moves towards Earth its light appears shifted towards the blue part of the spectrum and, as it moves away, it appears shifted towards the red."

https://www.bbc.com/arabic/topics/ Exoplanet
c08gmd9rp97t

"اكتشاف كوكب خارج المجموعة الشمسية حول نجم مجاور : استخدم الباحثون طريقة السرعة الشعاعية لاكتشافهم. يمكن لهذه التقنية اكتشاف "التذبذبات" في النجم الناتجة عن سحب الجاذبية لكوكب خارج المجموعة الشمسية يدور حوله. وتؤثر هذه التذبذبات أيضًا على الضوء القادم من النجم. أثناء تحركه نحو الأرض، يبدو ضوءه منزاحًا نحو الجزء الأزرق من الطيف، وعندما يتحرك بعيدًا، يبدو منزاحًا نحو الجزء الأحمر."

https://www.bbc.com/arabic/topics/ Exoplanet
c08gmd9rp97t

3.1.4. Anthropology

"Mark Whitaker reports from Washington DC on the recent policy of the United States Army to embed

anthropologists and other social scientists with combat brigades in Iraq and Afghanistan".

"The hope is that they will teach the military to behave in more 'culturally appropriate' ways and reduce the need for lethal force. However, three young academics have died during the 18 months that the policy has been in operation, and the American Anthropological Association has condemned the initiative as unethical".

https://www.bbc.co.uk/search?q=Anthropology&page=1

"تقرير مارك ويتاكر من واشنطن العاصمة حول السياسة الأخيرة لجيش الولايات المتحدة لإدماج علماء الأنثروبولوجيا وعلماء الاجتماع الآخرين في الألوية القتالية في العراق وأفغانستان".

"الأمل هو أن يعلموا الجيش أن يتصرف بطريقة "مناسبة ثقافيا" وتقليل الحاجة إلى القوة المميتة. ومع ذلك، فقد توفي ثلاثة أكاديميين شباب خلال 18 شهرًا من تطبيق السياسة، وقد أدانت جمعية الأنثروبولوجيا الأمريكية المبادرة باعتبارها غير أخلاقية".

https://www.bbc.com/arabic/tv-and-radioAnthropology 42414864

3.1.5. Ideology

"Many front pages and column inches are set aside for the King's state visit to Germany. "Good to be Herr" declares the Daily Mirror. The Sun opts for something similar with its headline: "Herr Majesty". According to the Daily Telegraph, German newspapers published details of what members of the crowd should do if they were approached by the royals. The Times has the menu from last night's state banquet with courses including marinated carp and watercress and beef consommé".
https://www.bbc.co.uk/search?q=Ideology&page=1

"تم تخصيص العديد من الصفحات الأولى وبوصات من الأعمدة من أجل زيارة الدولة للملك إلى ألمانيا. "من الجيد أن أكون هير" هذا ما جاء في صحيفة الديلي ميرور. تختار الشمس شيئًا مشابهًا بعنوانها: "صاحبة الجلالة." وفقًا لصحيفة الديلي تلغراف، نشرت الصحف الألمانية تفاصيل ما يجب على أفراد الحشد فعله إذا اتصل بهم أفراد العائلة المالكة. The Times لديها قائمة مأدبة الليلة الماضية للدولة مع الدورات بما في ذلك الكارب المتبل والجرجير ولحم البقر".

https://www.bbc.com/culture/ Ideology/identities

3.1.6. Propaganda

"Russia's propaganda firehose: Russia's invasion of Ukraine intensified the Kremlin's propaganda push. While independent media was defanged, TV talk shows multiplied to beam the state-sanctioned version of reality into living rooms. Alternative viewpoints are hard to find. Many Russians call their TV set the zombie box - has it won the battle of narratives?" https://www.bbc.co.uk/search?q= Propaganda&page=1

"خرطوم الدعاية الروسية: أدى الغزو الروسي لأوكرانيا إلى تكثيف الدعاية الدعائية للكرملين. في الوقت الذي تم فيه تشويه سمعة وسائل الإعلام المستقلة، تضاعفت البرامج الحوارية التلفزيونية لبث النسخة المعتمدة من الدولة للواقع في غرف المعيشة. من الصعب العثور على وجهات نظر بديلة.

يسمي العديد من الروس جهاز التلفزيون الخاص بهم بـ "صندوق الزومبي" - هل انتصر في معركة الروايات؟"

https://www.bbc.com/arabic/mediaPropaganda

3.1.7. Radicalism

"Alun Davies: 'What we're doing is looking at the lowest common denominator'"

"The Labour-run Welsh Government is moving away from "radicalism" in its ambitions, a former minister has said. Labour AM Alun Davies said: "If somebody opposes us here, or if somebody disagrees with us there, we will retreat".
https://www.bbc.co.uk/search?q=Radicalism&page=1

"ألون ديفيز: "ما نقوم به هو النظر إلى القاسم المشترك الأصغر" "

"قال وزير سابق إن حكومة ويلز التي يقودها حزب العمال تبتعد عن "التطرف" في طموحاتها. قال حزب العمال أ. ألون ديفيز. أم ألون ديفيز: "إذا كان هناك من يعارضنا هنا، أو إذا كان هناك من يختلف معنا ، فسوف نتراجع"

https://www.bbc.com/arabic/topics/c719d2el19nt?page=40

3.1.8. Utopia

"A celebration of Thomas More's Utopia, published 500 years ago, provided inspiration to generations of people trying to find new ways to organise society".
https://www.bbc.co.uk/search?q=Utopia+&page=1

"احتفال توماس مورز يوتوبيا، الذي نُشر قبل 500 عام، والذي قدم الإلهام لأجيال من الناس الذين يحاولون إيجاد طرق جديدة لتنظيم المجتمع"

https://www.bbc.com/arabic/media-54706728

3.1.9. Bureaucracy

"The Observer says Rishi Sunak is under pressure as a result of a Cabinet split on NHS pay. The paper reports that Health Secretary Steve Barclay privately urged unions to lobby the prime minister over an improved pay offer for nurses and ambulance workers. It says Mr. Barclay is now in favor of more money for all health staff, apart from doctors, but Chancellor Jeremy Hunt and Mr. Sunak are still of the opinion that no more can be offered".

https://www.bbc.co.uk/search?q=Bureaucracy&page=1

"تقول الأوبزرفر إن ريشي سوناك يتعرض لضغوط نتيجة لانقسام مجلس الوزراء بشأن رواتب هيئة الخدمات الصحية الوطنية. ذكرت الصحيفة أن وزير الصحة ستيف باركلي حث النقابات بشكل خاص على الضغط على رئيس الوزراء بشأن عرض دفع محسّن للممرضات وعمال الإسعاف. تقول إن السيد باركلي يؤيد الآن المزيد من الأموال لجميع العاملين الصحيين، باستثناء الأطباء، لكن المستشار جيريمي هانت والسيد سوناك لا يزالان يرون أنه لا يمكن تقديم المزيد".

https://www.bbc.com/arabic/topics/Bureaucracy?page=40

3.1.10. Fascism

"An extreme right-wing political system.The Language of Fascism. Word of Mouth:Michael Rosen speaks with Jason Stanley, the Jacob Urowsky Professor at

Yale University to discuss the language of fascism. They discuss propaganda, slogans, and 'vermin terminology' as well as how fascist language changes according to culture, geography, and time". https://www.bbc.co.uk/search?q= Fascism&page=1

"لغة الفاشية۔ كلمة إيجابية: يتحدث مايكل روزن مع جيسون ستانلي، أستاذ جاكوب أوروسكي في جامعة بيل لمناقشة لغة الفاشية. يناقشون الدعاية والشعارات و "مصطلحات الحشرات" وكذلك كيف تتغير اللغة الفاشية وفقًا للثقافة والجغرافيا والوقت".

https://www.bbc.com/culture/article/Fascism

3.2. Data Analysis

3.2.1. Investigation in the Translation of the Word (Agnosticism)

After consultation of the mentioned dictionaries as below:

A- Agnosticism in English Dictionaries:

The dictionaries of English mentioned that Agnosticism is:

- "An attitude of doubt or uncertainty about something" [13].
- "The view that any ultimate reality (such as a deity) is unknown and probably unknowable: a philosophical or religious position characterized by uncertainty about the existence of a god or any gods" [14].
- "Is the belief that it is not possible to say definitely whether or not there is a God. Compare atheism" [15].

B- Agnosticism in Arabic Dictionaries:

- "Someone who believes that we cannot know if God exists or not" [16]. https://www.almaanyAgnosticism.com/
- "Believing that we cannot know if God exists or not" [17]. https://www.maajim. Agnosticism .com/
- "A person who believes that nothing is known or can be known of the existence or nature of God". [17]. http://arabiclexicon.hawramani Agnosticism.com/

3.2.2. Investigation in the Translation of the Word (Anarachism)

After consultation of the mentioned dictionaries as below:

A- Anarachism in English Dictionaries:

- The political theory is that there should be no government or laws in a country [15].
- Hornby mentioned that Anarachism is: A political theory holding all forms of governmental authority to be unnecessary and undesirable and advocating a society based on voluntary cooperation and free association of individuals and groups [13].
- A political theory holding all forms of governmental authority to be unnecessary and undesirable and advocating a society based on voluntary cooperation and free association of individuals and groups [14].

B- Anarachism in Arabic Dictionaries:

- "The doctrine or practice of anarchists". https://www.almaany Anarachism.com/
- "A political philosophy and movement that is skeptical of all justifications for authority and seeks to abolish the institutions it claims maintain unnecessary coercion and hierarchy". https://www.maajim Anarachism.com/
- "Absence of government". http://arabiclexicon.hawramani Anarachism.com/

3.2.3. Investigation in the Translation of the Word (Exoplanet)

After consultation of the mentioned dictionaries as below:

A- Exoplanet in English Dictionaries:

- "A planet that revolves around a star other than the sun" [13].
- "A planet of a star that is outside the solar system" [14].
- "A planet that orbits a star in a solar system other than that of Earth" [15].

B- Exoplanet in Arabic Dictionaries:

- "Exophytic tumour". https://www.almaany Exoplanet.com/
- " Exophytic carcinoma". https://www.maajim Exoplanet.com/
- "Exophytic lesion". http://arabiclexicon.hawramani Exoplanet.com

3.2.4. Investigation in the Translation of the Word (Anthropology)

After consultation of the mentioned dictionaries as below:

A- Anthropology in English Dictionaries:

- "The study of human beings, especially of their origin, development, customs, and beings" [14].
- "The study of human beings and their ancestors through time and space concerning physical character, environmental and social relations, and culture" [15].
- 1590s, "science of the natural history of man," initially of the relationship between physiology and psychology, from Modern Latin anthropologia or formed separately in English from anthropo- + -logy. Aristotle defines anthrpologos literally as "speaking of man" [13].

B- Anthropology in Arabic Dictionaries:

- "Anthropology is the study or science of mankind or humanity" [18]. https://www.almaany anthropology.com/
- "Anthropology is a broad scientific discipline dedicated to the comparative study of humans as a group, from its first appearance on Earth to its present stage of development" [17]. https://www.maajim anthropology.com/
- " The study of the human race, its culture and society, and its physical development". http://arabiclexicon.hawramani anthropology.com/

3.2.5. Investigation in the Translation of the Word (Ideology)

After consultation of the mentioned dictionaries as below:

A- Ideology in English Dictionaries:
- "A set of ideas that form the basis for a political or economic system." [13].
- "A manner or the content of thinking characteristic of an individual, group, or culture" [14].
- "Visionary theorizing" [15].

B- Ideology in Arabic Dictionaries:
- "The integrated assertions, theories and aims that constitute a sociopolitical program." https://www.almaany ideology.com/
- "A systematic body of concepts especially about human life or culture." https://www.maajim ideology.com/
- "An ideology is a set of beliefs, especially the political beliefs on which people, parties, or countries base their actions." http://arabiclexicon.hawramani ideology.com/

3.2.6. Investigation in the Translation of the Word (Propaganda)

After consultation of the mentioned dictionaries as below:

A- Propaganda in English Dictionaries:
- "Capitalized: a congregation of the Roman curia having jurisdiction over missionary territories and related institutions" [13].
- "The spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person" [14].
- "Ideas, facts, or allegations spread deliberately to further one's cause or to damage an opposing cause" [15].

B- Propaganda in Arabic Dictionaries:
- "Information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.". https://www.almaany Propaganda.com/
- "The deliberate spreading of such information, rumors, etc.". https://www.maajim Propaganda.com/
- "Information, ideas, opinions, or images, often only giving one part of an argument, that are broadcast, published, or in some other way spread with the intention of influencing people's opinions". http://arabiclexicon.hawramani Propaganda.com/

3.2.7. Investigation into the Translation of the Word (Radicalism)

After consultation of the mentioned dictionaries as below:

A- Radicalism in English Dictionaries:
- "The opinions and behavior of people who favor extreme changes especially in government: radical political ideas and behavior" [13].
- "The belief that there should be great or extreme social or political change" [14].

- "Extreme views or practices, or the tendency to favor them, as in politics or religion; extremism" [15].

B- Radicalism in Arabic Dictionaries:
- "In political science, the term radicalism is the belief that society needs to be changed, and that these changes are only possible through revolutionary means". https://www.almaany Radicalism.com/
- "The political orientation of those who favor revolutionary change in government and society". https://www.maajim Radicalism.com/
- "Is radical beliefs, ideas, or behaviour". http://arabiclexicon.hawramani Radicalism.com/

3.2.8. Investigation into the Translation of the Word (Utopia)

After consultation of the mentioned dictionaries as below:

A- Utopia in English Dictionaries:
- "A place of ideal perfection especially in laws, government, and social conditions" [13].
- "An impractical scheme for social improvement" [14].
- "An imaginary and indefinitely remote place Utopia in Arabic Dictionaries" [15].

B- Utopia in Arabic Dictionaries.
- "A perfect society in which people work well with each other and are happy". https://www.almaany Utopia.com/
- "An imaginary island described in Sir Thomas More's Utopia (1516) as enjoying perfection in law, politics, etc.". https://www.maajim Utopia.com/
- "An ideal place or state". http://arabiclexicon.hawramani Utopia.com/

3.2.9. Investigation in the Translation of the Word (Bureaucracy)

After consultation of the mentioned dictionaries as below:

A- Bureaucracy in English Dictionaries:
- "Government by many bureaus, administrators, and petty officials" [13].
- "The body of officials and administrators, especially of a government or government department" [14].
- "Excessive multiplication of, and concentration of power in, administrative bureaus or administrators" [15].

B- Bureaucracy in Arabic Dictionaries.
- "Administration characterized by excessive red tape and routine". https://www.almaany Bureaucracy.com/
- "Administration by a large number of agencies, managers, and petty officials". https://www.maajim Bureaucracy.com/
- "The group of representatives and managers, particularly of a government or government agency". http://arabiclexicon.hawramani Bureaucracy.com/

3.2.10. Investigation in the Translation of the Term (Fascism)

After consultation of the mentioned dictionaries as below:

A- Fascism in English Dictionaries:

- "A political philosophy, movement, or regime that exalts nation and often race above the individual and that stands for a centralized autocratic government headed by a dictatorial leader, severe economic and social regimentation, and forcible suppression of opposition" [13].
- "A tendency toward or actual exercise of strong autocratic or dictatorial control" [14].
- "Additionally, it encompasses a proclivity towards or the actual implementation of authoritative and dictatorial control" [15].

B- Fascism in Arabic Dictionaries.

- "A governmental system led by a dictator having complete power, forcibly suppressing opposition and criticism, regimenting all industry, commerce, etc., and emphasizing an aggressive nationalism and often racism". https://www.almaany Fascism.com/
- "The philosophy, principles, or methods of fascism". https://www.maajim Fascism.com/
- "A political movement that employs the principles and methods of fascism, especially the one established by Mussolini". http://arabiclexicon.hawramani Fascism.com/

4. Results

4.1. Agnosticism

The study reaches the following: Through the analysis, the researcher found that the translator of BBC News used transformation to translate the word "Agnosticism" into " اللاادرية", which is strategy (10), i.e., Modulation of Newmark's translation strategies, can rate its quality:-

- The quality of the " اللاادرية " translation as "inaccurate", and "unacceptable", it is mid-quality in accuracy because it did not adhere to the accuracy of the meanings of the English and Arabic dictionaries.
- The translation has a bad quality pertaining to "acceptability" as well because it is not acceptable in the target language, according to up-mentioned data points.
- The research suggests translating the word "agnosticism" into "الغنوصية" according to Newmark's strategies (3) naturalization and (4) Cultural equivalent because it is compatible with the root of the word in the source language, acceptable in the target language, and readable and comprehensible in the English and Arabic heritage.

4.2. Anarachism

The study reaches the following: Through the analysis, the researcher found that the BBC News translator used transformation to convert the word "Anarachism" into

"الفوضوية" which is approach No.8, or through translation of Newmark's translation techniques. The translator converts " Anarachism " into " الاناركية" and"الشغبية" by using translation techniques (10 and 8), which are Modulation and Through translation procedures.

The study finds that translating the term " Anarachism " into "الفوضوية " may assess its quality as "inaccurate," and "unacceptable," using the translation quality standards tools of Newmark to evaluate the BBC News translation.

1) Because they did not adhere to the correctness of the definitions in the English and Arabic dictionaries, the and translation's "accuracy" is of bad quality.

2) According to the aforementioned data points, the translation also has a bad quality in terms of "acceptability" since it is not acceptable in the target language.

The research recommends translating "Anarachism" into "اللامركزية" in accordance with Newmark's strategies (11), which is a recognized translation method because it is compatible with the word's source language root, acceptable in the target language, and readable and understandable in the English and Arabic cultural heritage.

4.3. Exoplanet

The study reaches the following: Through the analysis, the researcher found that the BBC News translator utilized transformation to convert the word "Exoplanet" into "اكسوبلانت " which is method No.(2) of Newmark's translation strategies, i.e., transference.

The study finds that translating the word "Exoplanet" into "اكسوبلانت " may assess its quality as "inaccurate" and "unacceptable" after reviewing the BBC News translation based on the use of the translation quality standards tools of Newmark.

1) Because the "Exoplanet" translation did not conform to the correctness of the definitions in the English and Arabic dictionaries, its "accuracy" is of mid-quality.

2) According to the aforementioned data points, the translation has a mid-quality regarding "acceptability" as well since it is not acceptable in the target language.

Because it is compatible with the word's root in the source language, acceptable in the target language, and readable and understandable in the English and Arabic heritage, the research recommends translating "Exoplanet" into "جرم" using Newmark's strategies (5) descriptive equivalent and (4) Cultural equivalent.

4.4. Anthropology

The study reaches the following: Through analysis, the researcher found that the BBC News translator employed transformation to translate the word "Anthropology" into "الانثروبولوجيا" which is method No. 1 of Newmark's translation strategies, i.e., transference. The

translation techniques Nos. (3 and 4), which are naturalization and cultural equivalent strategies.

The research finds that translating the word " Anthropology " into "الانثروبولوجيا " can rate its quality as "inaccurate" and "unacceptable" after evaluating the BBC News translation based on applying translation quality standards tools of Newmark.

1) Because it did not conform to the precision of the definitions in the English and Arabic dictionaries, the "accuracy" of the translation is of bad quality.

2) The translation has a bad quality in words of "acceptability" as well since, based on the aforementioned data points, it is not acceptable in the target language.

Because it is compatible with the word's root in the source language, acceptable in the target language, and readable and understandable in the English and Arabic heritage, the research suggests translating "Anthropology" into " علم الانسنة" using Newmark's strategies of (6) descriptive equivalent and (7) synonymy.

4.5. Ideology

The study reaches the following: Through the analysis, the researcher found that the BBC News translator used transformation to convert the term "ideology" into "الايدولوجيا" which is technique(No.7) or a synonym of Newmark's translation methods.

The study determines that translating the word "ideology" into "الايدولوجيا " may assess its quality as "inaccurate" and "unacceptable" by analyzing the BBC News translation based on the use of the translation quality standards tools of Newmark.

1) Because it did not conform to the correctness of the definitions in the English and Arabic dictionaries, the "accuracy" of the translation is of mid-quality.

2) According to the aforementioned data points, the translation has a mid-quality regarding "acceptability" as well since it is not acceptable in the target language.

The study recommends translating "ideology" into "الفكرانية" in accordance with Newmark's (3) naturalization and (4) cultural equivalent strategies because it is consistent with the word's source language root, acceptable in the target language, and readable and understandable in the English and Arabic cultural heritage.

4.6. Propaganda

The study reaches the following: Through the analysis, the researcher found that the translator of BBC News used transformation to translate the word "Propaganda" into "البروباغندا ", which is strategy(No.10), i.e., Modulation of Newmark's translation strategies.

Through evaluating the BBC News translation based on the implementation of the translation quality standards

tools of Newmark, the research concludes that translating the word "Propaganda" into " البروباغندا"can rate its quality as "inaccurate" and "unacceptable".

- The quality of the " البروباغندا" translation is mid-quality "accuracy" because it did not adhere to the accuracy of the meanings of the English and Arabic dictionaries.
- The translation has a bad quality pertaining "acceptability" as well because it is not acceptable in the target language, according to up-mentioned data points.
- The research suggests translating the word " Propaganda" into " الدعاية المضادة " according to Newmark's strategies (3) naturalization and (4) Cultural equivalent because it is compatible with the root of the word in the source language, acceptable in the target language, and readable and comprehensible in the English and Arabic heritage.

4.7. Radicalism

The study reaches the following: Through the analysis, the researcher found that the translator of BBC News used transformation to translate the word "Radicalism" into " الراديكالية ", which is strategy (No.8), i.e. Through translation of Newmark's translation strategies. He translates into "الراديكالية" and " اليمينية " by using translation strategies No.(10 and 8) which are Modulation and Through translation strategies.

Through evaluating the BBC News translation based on implementing the translation quality standards tools of Newmark, the research concludes that translating the word " Radicalism " into " الفوضوية"can rate its quality as "inaccurate", and "unacceptable".

- The quality of the " الراديكالية " and "اليمينية translation is bad-quality "accuracy" because they did not adhere to the accuracy of the meanings of the English and Arabic dictionaries.
- The translation has a bad quality pertaining to "acceptability" as well because it is not acceptable in the target language, according to up-mentioned data points.
- The research suggests translating the word " Radicalism " into "الاصولية" according to Newmark's strategies (11) recognized translation because it is compatible with the root of the word in the source language, acceptable in the target language, and readable and comprehensible in the English and Arabic heritage.

4.8. Utopia

The study reaches the following: Through the analysis, the researcher found that the translator of BBC News used transformation to translate the word "Utopia" into " يوتوبيا ", which is strategy (No.2), i.e., transference of Newmark's translation strategies.

Through evaluating the BBC News translation based on the implementing of the translation quality standards

tools of Newmark, the research concludes that translating the word " Utopia " into " يوتوبيا" can rate its quality as "inaccurate", and "unacceptable".

- The quality of the " يوتوبيا" translation is mid-quality "accuracy" because it did not adhere to the accuracy of the meanings of the English and Arabic dictionaries.
- The translation has a mid-quality pertaining "acceptability" as well because it is not acceptable in the target language, according to up-mentioned data points.
- The research suggests translating the word " Utopia " into " المدينة الفاضلة " according to Newmark's strategies (6) descriptive equivalent and (4) Cultural equivalent because it is compatible with the root of the word in the source language, acceptable in the target language, and readable and comprehensible in the English and Arabic heritage.

4.9. Bureaucracy

The study reaches the following: Through the analysis, the researcher found that the translator of BBC News used transformation to translate the word "**Bureaucracy**" into "البيرُقراطية ", which is strategy(No.2), i.e., transference of Newmark's translation strategies.

Through evaluating the BBC News translation based on implementing of the translation quality standards tools of Newmark, the research concludes that translating the word "**Bureaucracy**" into " البيرُقراطية" can rate its quality as "inaccurate", and "unacceptable".

- The quality of the "**Bureaucracy**" translation is bad-quality "accuracy" because it did not adhere to the accuracy of the meanings of the English and Arabic dictionaries.
- The translation has a bad-quality pertaining "acceptability" as well because it is not acceptable in the

target language, according to up-mentioned data points.

- The research suggests translating the word "**Bureaucracy**" into " إدارة الدولة " according to Newmark's strategies (7) synonym and (4) Cultural equivalent because it is compatible with the root of the word in the source language, acceptable in the target language, and readable and comprehensible in the English and Arabic heritage.

4.10. Fascism

The study reaches the following: Through analysis, the researcher found that the translator of BBC News employed transformation to convert the word "Fascism " into "الفاشية" which is approach(No.10) or "Modulation" of Newmark's translation strategies. Translation strategies Nos. 9 and 7, Modulation and Through translation strategies, were both employed.

The research concludes that translating the word " Fascism " into "الفاشية " can rate its quality as "inaccurate" and "unacceptable" using the translation quality standards tools of Newmark to evaluate the BBC News translation.

4) The " Fascism " translation is of good-quality "accuracy" since it adhered to the precision of the definitions in the English and Arabic dictionaries.

5) The translation has a good quality in terms of "acceptability" as well since it is accepted in the target language, in light of the aforementioned information.

6) The research suggests changing the term "Fascism" to " نظام فلسفة سياسة "in accordance with Newmark's strategies of (3) naturalization and (4) cultural equivalent because it is compatible with the word's source language root, acceptable in the target language, and readable and understandable in the English and Arabic heritage. **Table 1** shows the glossary of analyzing words in this study.

Table 1. Glossary of analyzing words.

No.	Words	Meaning in Dictionary	Proposed Meaning
1.	Agnosticism	اللاادرية	الغنوصية
2.	Anarachism	الفوضوية	اللامركزية
3.	Exoplanet	اكسوبلانت	جرم
4.	Anthropology	الانثروبولوجيا	علم الأنسنة
5.	Ideology	الايدولوجيا	الفكرانية
6.	Propaganda	البروباغندا	الدعاية المضادة
7.	Radicalism	الراديكالية/ اليمينية	الأصولية
8.	Utopia	يوتوبيا	المدينة الفاضلة
9.	Bureaucracy	البيروقراطية	إدارة الدولة
10.	Fascism	الفاشية	نظام فلسفة سياسة

5. Discussion

Through the process of evaluating the comparative translation of cultural terms for the sample taken from BBC News in Arabic and English and through comparison between the meanings of specific words in English dictionaries and Arabic dictionaries, the difficulties that translators face while translating specific cultural words

from English to Arabic can be seen in several ways:

First: A failure to address the Ideological Ramifications: Words having ideological connotations and negative overtones are often abundant in words with cultural specificity. Translators either faithfully transferred the ST meaning of words like "Anarachism" into "اللامركزية" or they rendered the words to their contentious

and conflated connotations, such as rendering "Agonism" into "اللاادرية" disregarding the ideological implications and leaving it up to the reader to determine any ideological implications.

This limits the translator's capacity to serve as a transmitter rather than an interpreter or mediator. The terms were also domesticated by translators, who did so by omitting contentious terms like "Agnosticism," providing cultural equivalents like "الغنوصية" or by providing glossing that made the terms' ideological implications clear. This kind of TT introduction might be seen as an ideological intrusion into the target culture. This outcome is consistent with Newmark's observation that words that convey or imply connotative meaning in addition to their stated meaning are unusual [7].

Second: Ambiguity of certain terms, which has a variety of causes. Terms with subversive connotations like "Anthropology"." The meaning of the term "al-antarpoujia" is not immediately clear. The word's definition wasn't made clear by the translators. They either converted it into the " "," meaning in the straight lexicon without it or gave incorrect replies. This is in line with Newmark's assertion that certain adjectives in "evaluative language" would be "vague" until they were translated into the target culture using a scale based on the writer's value judgements [9].

Words with several meanings. The term "agnosticism" is not used in Arabic culture to describe the Gnostics, also known as mystics, who believed that the material cosmos was an outgrowth of the Supreme Lord, who also implanted the holy spark in the center of the human body. The "richness" of this flame may either be released or released by knowledge of it. It is most often used to describe a viewpoint or conviction that the supernatural, divine, or deity's existence is unknown or unknowable.

Today, the term "agnosticism" is used imprecisely to describe a variety of concepts that promote inequality. There is ambiguity in both ST and TTs due to the similar meanings of the terms "theistic religions" and "atheism." This is in line with Holt's assertion that one of the issues with ideological language is the problem of polysemy, in which one signifier refers to several signified [19].

Third: The translators' semantic and syntactic mediation. Semantic and syntactic shift may be considered mediation, whether intentionally or unintentionally. On a semantic level, several vocabulary choices were made by translators to change terms that have a pejorative connotation or misrepresent Islam. They make the following attempts to temper terminology like "Utopia, and "fascism": On a grammatical level, some translators have changed the singular to the plural, which might signify generalization, as in the translation of "Fascism" into: "" الفاشية. This supports the assertion made by Hatim and Mason that ideology is revealed in language at the lexical-semantic and grammatical-syntactic levels [20].

Fourth: Lack of knowledge is the issue. Words with cultural connotations cover a vast variety of information. It includes concepts that call for a thorough grasp of politics, religion, ideology, and history. The literal translation used by the translator, such as converting the political phrase "Propaganda", reveals the translator's ignorance of the subject. It could also be the cause of certain words being omitted. Additionally, it is shown by giving incorrect translations that are taken out of context and distorted meaning. For example, "Propaganda" is rendered as: ""means disseminating information in a single-perspective and directing a focused set of messages with the aim of influencing."" These errors take into account other factors, such as a lack of knowledge or language incompetence, and lessen the likelihood that the translation may have ideological consequences. This supports Al-Mohannadi's assertion that discrepancy in translation does not always reflect the viewpoint of the translator. Instead, linguistic deficiency is to blame [21].

Fifth: The inadequate nature of dictionaries is the issue. Some words need other sources, such as religious, historical, and political sources, to determine their connotative meaning. Few examples of terms with connotative meanings not found in dictionaries. Additionally, some English-Arabic dictionaries offer the commonly used definition of some terms, such as equating "radicalism" with "extremism" or changing the word "Muhammadanism," which is a subset of "Mohammedism," into "المحمديون" without making any mention of its derogatory connotation. Also included are "Radicalism", into " الراديكالية" Without understanding the unique cultural connotations of the target language, the translators attempted a straight translation, which resulted in translations that were poor, incorrect, and undesirable in the target language.

6. Conclusions

From the study it can be concluded that (transference, modulation) strategies are more commonly used by the translators from the whole seventeenth strategies of Newmark and this can rate quality of translation as "inaccurate" and "unacceptable" by using the translation quality standards tools of Newmark to evaluate the BBC News translation because it is incompatible with the word's source language root, and unacceptable in the target language, and unreadable and understandable in the Arabic heritage [7]. It can be found that cultural equivalent, naturalization, and descriptive equivalent are more correct to be used by the translators because they are compatible with the word's source language root, acceptable in the target language, and readable and understandable in the Arabic heritage.

A translator should take cultural differences into consideration while translating because there are no two similar cultures in the world; a translator must have a wide knowledge of the cultural background of many languages in addition to his own language when translating cultural texts, the translator must be aware of the significance of the equivalence in translating texts that consist of cultural words because it is one of the best solutions to avoid misunderstanding during translation process of cultural texts. Arabic translators must adhere to the religious customs and traditions of their own language during the translation process, especially when translating media texts because of the camouflage, misleading, and attempt to politicize vocabulary according to the trends of those religious and political media channels.

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Conflicts of Interest

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