

تحليل وترجمة الكلمات الشائعة في وسائل التواصل الاجتماعي في العراق  
دراسة حالة للكلمات العامية المستخدمة في التعليقات على وسائل التواصل الاجتماعي

### Analysis and Translation of Iraq Social Media Buzzwords

A case study of the slang words used in social media comments

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#### Abstract:

Social media has contributed tremendously in the development of certain linguistic terms due to the fact that it has affected the way people think and live. This impact on our daily lives can be described as diverse since it is deeply woven within our thoughts and obviously shown and used in our language. This study is concerned with reviewing the main words used in the social media – known as buzzwords- and the way they can be rendered from certain language into another. The researcher has chosen the Iraqi common buzzwords in social media and translating them into English by using the strategy of eco-translatology. This method is based on Darwin's way of selection and adaptation. The choice of a certain expression to render the intended meaning is goes through different stages and processes in a way that is similar to how people adapt and survive. The research presents different examples from Facebook and twitter and their suggested equivalents in English.

**Keywords:** *Zeugma, Monosemy, Translation, Anomaly, Analysis*

#### Introduction

.Social Media Buzzwords

Facebook , Twitter , YouTube, and Instagram have changed the way we communicate and interact with each other. Social media has a powerful impact on our use of language because ( words make worlds) as they say and “ language shifts and proliferates due to chance and external factors such as the influence that internet has on slang and common place abbreviations “

Favilla . (2017 Dec 7). ‘How internet changed the way we write and what to do about it/ the Guardian’

This acceleration of online English has resulted into more nuanced casual expressions, acronyms, abbreviations, emojis, and neologisms in addition to the extensive use of slang words and different Arabic dialects ; some of these expressions are examples of blending of both English and a local Arabic dialects . Buzzwords here can function as the umbrella term under which all of the previously mentioned casual and fashionable social media expressions are listed. The term (buzzword) itself is a good example since it means (a word or phrase that is fashionable at a particular time or context), and troll (which means someone who creates conflict online by starting arguments or upsetting people ) . Some of these common words have their origin in technology and then became popular in the internet .

There is a very important phenomena which is called “ the reappropriation of existing words and words based on brands to refer primarily to their social media context .”

“HAS SOCIAL MEDIA CHANGED THE WAY WE SPEAK AND WRITE ENGLISH?”

Reappropriation is the cultural process by which a group claims words that were previously used in a certain way and gives them a new meaning .( friended ) and ( unfriended ) are two examples of words that have given a new meaning due to their usage online “ Miles Young ( effects of social media on language )

Acronyms such as LOL add useful element of non verbal communication . Since social media platforms are based on brief communication , so it is logical for people to rely on abbreviations such as : DM ( direct message ) PM ( private message ) CMGR ( community manager ) although acronyms can be really confusing .

An important element of twitter syntax is the hashtag; a clickable keyword used to categorize tweets.

## 2.Terminologization

When we examine words like: post , profile , tweet , tag , snap ,and share we find that they have gained their own momentum due to the constant use in different social media platforms . We are familiar with the fact that “term formation can be carried out in a specific in a specific environment, e.g. in a research laboratory, in a manufacturing company , in a manufacturing company , at a conference .. usually a term formation is influenced by the subject field in which it is carried out, by the stimulus causing the term formation , and by the phonological , morphological , syntactical , and lexical structures of the language in which the new concept finds its linguistic expressions” . Kostas Valeontis (2006) .The Linguistic Dimension of Terminology Methods of term Formation

It's well known that the creation of new terms is basically related to new discoveries , uses , and pragmatic circumstances of their creation . According to ( Sager , 1990: 80 ) two types of term formation can be distinguished in relation to pragmatic circumstances of their creation : primary term formation (accompanies the formation of a concept and is monolingual ) and secondary term formation ( occurs when a new term is created for an existing concept )

## 3. Analysis of Iraqi social media buzzwords

The theory of eco-thanatology is one that is inspired by the theory of evolution by Darwin. It feeds from the concept of (adaptation and selection) and that the translator's major role is to bridge the gap between two cultures by choosing the right equivalents that serve as the proper bridge between two worlds .it is divided into translator's adaptation phase and translator's selection phase. On the one hand, translator's adaptation phase refers to translator's adaptation to translation environment; on the other hand, it refers to the selection of eco-environment to the translator. The translator must firstly face the eco-environment which the original texts are in, and adapt to the original

translational eco- environment. Moreover, the eco-environment of the original texts will also select the translator. At the same time, translators must also adapt themselves to the eco- environment they are in, that is the translation environment of target language. Translator's selection phase refers to the "translator's selection to translational eco-environment as the typical elements". In this phase, translator should adapt to the translational eco-environment of original language and target language, in order to be able to adapt to the translational eco-environment to select the optimal translation. This kind of selection not only highlights the subjectivity of the translator, but also emphasizes the impact of translational eco-environment on the translator

(see *Xiaowei GUAN*. "ECO-TRANSLATOLOGY AND TRANSLATION TEACHING" .(NOV.3 2014).

Professor Hu Gengshen defines translational eco-environment as the 'world' presented by the original text, the source language and the translated language, namely the overall interaction of language, communication, culture, society and authors, readers, and commissioners (Hu,2008). The original and the target language are two different text ecosystems. The greater the difference between the two ecological environment is, the smaller the translatability will be. And the translation process can be interpreted as the translator's adaptation and selection. Firstly, the translator enters and adapts to the original ecological environment to fully grasp the original text and gain a new identity. Secondly, the translator enters the context of the target language with his new identity and selects the appropriate expressions according to his understanding of the original culture so that the translation can adapt to the ecological environment of the translated language. The translator shuttles between the two languages to complete the alternating cycle of adaptation and re-adaptation. The translation principle is "multi-dimensional adaptation and adaptive selection", and the translation method is "three-dimensional transformation": linguistic dimension, cultural dimension and communicative dimension, which pays attention to language forms, cultural connotation and communicative intention respectively.

(see Dong and Qiu (2018).’ Eco-Translatology: A Study of the English Translation of Chinese Elements in American Films’

#### 4. Methodology and analysis of the Iraqi examples of buzzwords

This study makes use of the theory explained in the previous section . This theory is divided into :

Language Dimension: It refers to selecting the language selectively . In the case of buzzwords, the translator should make adaptive \selective translation based on the language level . It is a filter process by which the linguistic choice –avoiding ambiguous equivalents for example- is the first step.

Culture Dimension : language is bound to culture and when dealing with different expressions , and in order to transfer the meaning correctly ; the cultural aspect is the corner stone .Culture and language are interrelated and cultural interpretation is indispensable when dealing with buzzwords.

( see Xiaowei[. (2014) ‘ Translation of Chinese Internet Catchword from the Perspective of EcoTranslatology

Communicative Dimension :The main aim behind using language and rendering it into different languages is to communicate a certain meaning or message , without the communicative value , the whole process is invalid.

The researcher is going to enlist a collection of the most common Iraqi social media buzzwords ( the ones that are used in comments in particular ) and the suggested translations based on the eco-translatology theory and its three dimensions.

- منور

–he original meaning in Arabic means someone who is shiny , filled with light or sunshine or someone who is glossy in appearance , but the translator can not select one of the previous options because the meaning will not be rendered faithfully , because when one writes منور commenting on someone’s profile picture , he actually means : you look good ! Or beautiful as usual !

This kind of rendering the meaning fills the category of ( communicative meaning ) based on the eco- translatology

- أشير

An example of pronunciation variation is the use of the word أشير which is an adaption of the English verb ( share) ; a term widely common in the social media . Since the word is a loan word that became common in Arabic, the translated word would be the same English verb : share. This type of linguistic variation in the pronunciation of the original English word suggests the use of the linguistic dimension of the eco-translatology.

-بوست \ بلوك

The same goes for the two words بوست ، بلوك

Which are also borrowed from English , although they are pronounced with no much variation in pronunciation.

The words (tag) and (like) are also borrowed from English and they are used in the same meaning with one difference: Iraqi users add certain verbs to go alongside these two expressions;

اسوي تاغ

means: to tag someone, the word أسوي is an Iraqi slang meaning: do or make : the result is an endocentric compound made of one borrowed word and one native word.

The same analysis can be applicable in the case of أنطي لايك

Which is another example of an endocentric compound that consists of one borrowed word: like لايك and one Arabic (Iraqi slang word (أنطي meaning: give

In both these examples the Arabic versions made adaptations by adding words to facilitate the use of the original terms, and therefore the translations would be simply using the original English terms ; a matter which suggests the use of the linguistic variation of the theory

-حمبي :

It is a famous Iraqi slang that became popular when mentioned in a well-known Iraqi TV series. it is an example of neologism , since it doesn't really mean anything other than the fact its anew version of the Iraqi word which means :

حبي . my love

I believe the translation of such word will fail to transfer the cultural reference , therefore the translator may opt to add a footnote in which he can explain more information about the origin of such expression. This selection fills the category of the communicative aspect of the theory since it focuses on the intended meaning.

-ضلعي

-his is another example which is common among the male young to express meanings of support or gratitude. In a way it is similar to the word ( brother) but with stronger effect due to the fact that its literal meaning is (rib: a part of the human body) . Therefore when a person writes it he means that the other person whom he addresses by this word is sort of his (backbone) as a symbol of strength and character which I believe is a suitable equivalent. This rendering of meaning is inspired by the communicative dimension of the theory since it stresses the meaning intended not the literal one.

يفداك الكون: -

Young Iraqi people tend to use this exaggerated expression to show gratitude and positive opinions. Therefore the suggested translation could be (thanks, you are so kind, I'm grateful ...etc) . This is an example of the communicative dimension of the theory since it focuses on the meaning delivered rather than the literal meaning which means (the whole universe could be sacrificed for your sake)

## 5.Conclusions

-Eco-translatology with its three dimensions: linguistic, communicative and cultural is a theory that is applicable to different types and texts . In this study it has been applied to Iraqi slang words and was flexible enough to embrace different meanings and functions.

-The analysis of examples has shown that both the linguistic and communicative dimensions have been applied more in comparison to the cultural dimension.

-The linguistic dimension which is based on the linguistic variation of the original word to produce a new word that could be considered as a form of a borrowed word.

-The communicative dimension is sort of the pragmatic aspect of the language since it focuses on the main function of using words: to deliver meanings and messages.

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