

كفاءة استخدام الذكاء الصناعي في ترجمة المنشورات التهكمية الإنكليزية
على مواقع التواصل الاجتماعي الى اللغة العربية.

**The efficiency of using AI in translating English satirical posts
on social media into Arabic.**

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posts, Reiss's model.

Abstract

Satire is a literary genre that functions a form of public discourse. It invites a critical judgment of some sociopolitical folly, absurdity or contradiction through devices like exaggeration, irony and imitation. As digital communication continues to evolve, satire has become one of the widely shared types of posts on social media platforms. It presents a form of criticism that aims to reveal the truth in a lighthearted and humorous way.

The research examines the efficiency of using AI, particularly the use of Chat GPT, in translating Facebook and X English satirical posts into Arabic. By focusing on the sample posts, the research tries to assess the efficiency of AI in translation with reference to Katharina Reis's model. This model focuses on achieving the functional equivalence, cultural adaptation and the preservation of the intended cultural impact. The research also evaluates the AI-driven translation ability in addressing challenges related to humor, irony and cultural reference.

The conclusion highlights the strengths and limitations of AI and provide recommendations for improving AI's ability in handling such texts.

الملخص:

يعتبر التهكم نوعا ادبيا يمثل شكلا من الخطاب العام. فهو يتضمن حكما نقديا لبعض التناقض والعبث السياسي الاجتماعي باستخدام اساليب مثل المبالغة والسخرية والتقليد. وبينما يستمر التواصل الرقمي بالتطور يصبح التهكم احد اكثر انواع المنشورات شيوعا على مواقع التواصل الاجتماعي فهي تقدم نوعا من النقد الهادف الى تقديم الحقيقة بأسلوب مرح ومضحك.

يدرس البحث كفاءة استخدام الذكاء الصناعي - وعلى الاخص الجات جي بي تي- في ترجمة المنشورات التهكمية على فيسبوك واكس للغة العربية. وبالتركيز على النماذج الترجمية يحاول البحث الوصول الى كفاءة الذكاء الصناعي في الترجمة بالاشارة الى نموذج كاثرينا رايس. يركز هذا النموذج على تحقيق المكافئ الوظيفي والتكيف الثقافي والمحافظة على التأثير الثقافي المقصود. كما ويقوم البحث كيفية تعامل الذكاء الصناعي مع التحديات الترجمية ذات العلاقة بالفكاهة والسخرية والمرجعية الثقافية

يسلط الملخص الضوء على امكانية ومحددات الذكاء الصناعي ويقدم مقترحات حول تطوير الذكاء الصناعي لمواكبة هذا النوع من النصوص.

Introduction:

Satire is literary genre that represent a form of public discourse. It presents a critical judgment of some sociopolitical folly, absurdity or contradiction through devices like exaggeration, irony and imitation. Satire is an integral part of the human linguistic practice. It represents the ability to use wit and misrepresentation to highlight a state of affairs and some societal, political and cultural truth.

Satire heavily relies on understanding the cultural context .It mostly considers the shared norms, values and the historical knowledge that are unique to a certain society. This will make it necessary to grasp the cultural reference of satire.

Additionally, the familiarity with the linguistic devices such as word play, irony, exaggeration ,paradox ,sarcasm is crucial for understanding the satirical content .The readers ability to identify these devices helps the audience to capture the satirical intent.

The audience perception and his critical thinking ability are also two essential factors: they enable the receptor to trace the critical flavor of the satirical text. It follows that not every audience is able to match the ideas and understand the satirical content.

The translation of satire is challenging as it requires both a linguistic, cultural and contextual understanding to cope with the nuances of this genre.

In the recent years, satirical posts has become one of the most popular posts on social media platforms. It aims at presenting the truth in a lighthearted way and shed the lights on the absurdity of the sociopolitical reality.

The emergence of Artificial intelligence has introduced a significant evolution in the global communication as it facilitates the transfer of the linguistic and cultural content from one language to another.

The research explores the efficiency of AI to transcend the linguistic and the cultural obstacles. It examines how AI translates satirical posts and how to choose the translation method according to Katharina Reiss's functional model. This model has been chosen as it consider the text type and function as guides for the translation method.

1.1What is satire?

The term “satire” has come to be a general term for any kind of writing that, directly or in directly, attacks something which is hated or feared. It represents a form of communication in a society that aims to control the net of a social system or social process. (Karnan, 1973:3).

The precise entomology of “satire” seems to be a blend of two unrelated words: “satyr” and “satura” .The former refers to a half- goat half -man of Greek mythology. The later belongs to the Latin and describes a platter of mixed fruits offered to the deities at festival time (Clark 1991:51)

Abrams (1999:275) adds that satire is a literary art of demeaning or diminishing a subject by making it ridiculous and evoking attitudes of amusement, contempt, scorn, or indignation toward it.

However, it is agreed that both criticism and humor have to be combined in a work before it can be called ‘satiric’. (Feinberg, 2006:8).

At a basic level, satire is a discursive practice that serves to challenge an existing a political or social state in a playful manner (Caufield, 2008:4)

The term ‘Satire’ comes from the Latin ‘satura’ meaning “full” and it is always related to the gastronomical term “satura lanx” which is a stuffed dish of uncertain identification(Ugolini, 2019:1).It is intended to provide correction to vice, mistakes and wrong doings using irony ,antithesis ,exaggeration paradox and many other means.

Accordingly, a certain definition of what satire exactly represents would be difficult due to the different use of satire in universal contexts .Thus to refer to satire as a “family of traits”, no single trait is necessary; instead a substantial combination would be more suitable.

1.2 Classification of satire:

Satire has been dealt with differently as it represents a multi-dimensional domain. Scholars have talked it from different perspectives depending on the content and the function it serves . Satire has been classified thematically into political, social, religious and literary satire. This classification highlights the content of the satirical writing , focusing on how these classifications are used to characterize each type with specific features that distinguishes it from other types(Grey and Thomson:2009:70)(Hutcheon,1994:30)

1.2.1- Political satire: political satire is the ability to offer commentary on the present state of affairs. This commentary is both aggressive and judgmental. It offers force and has been an influential outlet for political criticism and political engagement (Becker, 2012:791).In social media political satire plays a vital role in shaping public opinion and holds power to accounts as it exposes hypocrisy, contradiction and corruption of the governments and politicians.

It is a weapon of critique that challenges authority, forcing the audience to rethink and question political realities. (Baym,2010:123).

1.2.2- Social satire: social satire is a powerful tool of social criticism that critiques social norms, social and individual behavior. It focuses on the aspects of everyday life using humor and exaggeration to make the invisible visible by highlighting contradiction and absurdities in the way societies operates (Grey,2013:60)

1.2.3 -Religious satire: Religious satire challenges the power and influence of religious beliefs and institutions focusing on outdated practices and ethical concerns within the organized religions. It questions their role on shaping both the social and the political norms and focuses on the power that religion has on social and political matters.(Greely ,1997:120) “*satirical depiction of religious hypocrisy aims to show the gap between the espoused values of religious leaders and their actual practices, making them more visible to a public audience*”(Simpson,2003:142) .

1.2.4 - Literary satire: literary satire is a kind of satire that focuses on the over use of certain genres or tropes which become predictable in literary genres. It tackles the formulaic nature of these topics and “helps readers recognize the structural imitation of these works while also prompting deeper engagement with fresh and innovative storytelling” (Mendelson,2012:98)

1.3 Satirical posts on social media:

Social media has become one of the most popular means of interaction around the world. This enables a greater number of people to express their dissatisfaction with the reality. People tend to use satirical posts as a reaction of the sociopolitical situations (van Dijk,2013:18).

The influence of social media extends beyond the number of users and the speed of information sharing to the way in which they affect the society. It is clear that social media platforms have shaped the public opinion and that they have the ability of establishing the dominant rules, norms and values of society. (Fuchs, 2017:33).

Thus the desire for self-expression and freedom of speech, as well as resistant views of public affairs are commonly expressed on social media platforms. Satire serves as a cultural artifact that reveals its power not only through widespread use but also through its pressure on the authority figures (Luqiu: 2017:125).

Satirical posts that tackle issues such as gender discrimination, employment inequality, and urban–rural gap have become trending topic on social media.

1.4 Characteristics of satirical posts on social media

Researchers suggest that satirical posts are characterized by profanity and swearing, malapropism, negativity and parody.

1-Profanity and Swearing: these two features are mostly used by satirist to intensify criticism and mockery. They add emotional flavor and sharpen the satirical bite. Abusive swearing is often used as a substitute for physical attacks. They also build rapport between the satirist and his audience. (Mejia and Nago 2004:99). Psychological factors associated with swearing are trait anger, religiosity, and verbal aggressiveness (Jay and Janschewitz: 2008:271).

2- Malapropism: malapropism is the intentional mispunctuation or the misuse of words. For example, some one might say that the class should rent a "liberty book." Liberty almost sounds like library, so the reader knows the intent. This creates entertaining content and can often reflect real mispronunciations made by public figures. Satirical posts initiators often tend to construct their posts in a rather different style. This includes the use of an unusual punctuation such as capitalization, unnecessary question and exclamation marks and wrong spelling.(Das and Clark, 2019:5). The goal of such an action is to highlight some part of the reality and add a convey irony and sarcasm to the audience.

3- Negativity: it is argued that satirical posts have a native effect, they increase the possibility of cynicism and make the receivers consider the goal of satire as untrusted and incompetent. Research has illustrated that negatively framed political messages can create a more cynical public .They reduce the receiver's trust and engagement. (Ansolabehere & Iyengar, 1995:110).

In addition, satirical posts can unintentionally reinforce stereotypes rather than subverting them (LaMarre, H. L., Landreville, K. D., & Beam, M. A. 2009:229).

4-Parody: Satire and parody work together that dictionary definitions and common usage often regard them as interlinked, even partly interchangeable. Parody may be so aggressive and seems to shift towards satire (Bertuccelli, 2008, 6). Both satire and parody are imitation of familiar structures so satirical parody is a term that describe the use of parody for satirical purpose (Condren, , Davis, McCausland, & Phiddian,2008:407). Parodies.

1.5AI and translation:

Translation is a process of Interlingua communication in which not only two languages are involved but also two cultures .It is a structured process in which a text in the SL Is transformed into a target language text.

Nida defines translation as reproducing in the receptor language the closest natural equivalent of the source language message ,first in terms of meaning and secondly in terms of style(Nida,1969:12). This entails that translation should take into account not only the linguistic but also the stylistic features and the cultural reference of the source language text.

The rapid advancement of the artificial intelligence (AI) has significantly transformed the field of translation. AI powered translation systems such as Google translate and Chat GPT has greatly improved the accuracy, the cultural and contextual awareness of translation (Way, 2018:12).

These systems use deep learning to analyze large linguistic data base and produce human –like translation however, they are always in need for improve and refinement to cope with the idiomatic expressions, cultural reference and contextual necessity. (Van der Meer, 2021:44).

1.6-Data analysis and discussion:

The following are satirical posts which are taken from social media platforms (Facebook and X) with their AI (Chat GPT) translation.

Text No.1



AI. Translation:

عندما تقوم بتنظيف المراب لكنك تستمر بالتشتت بسبب الأشياء الرائعة التي تجدها

Criteria	Sub-criteria	SL Text	TL. Text
Linguistic accuracy	Lexical choice	Garage distracted cool stuff	المراب التشتت الأشياء الرائعة
	Grammatical accuracy	You're, Keep getting, You find,	A hidden subject with the verb (تقوم)- تستمر, تجدها
	Semantic Choice		
	Style	Formal	Formal
Extra linguistic Criteria	Situation	King Charles III's coronation	
	Time	2023	
	Place	UK	
	Sender	A Facebook meme	A Facebook meme

	Receiver	Facebook followers	Facebook followers
Special function			
Text Type	SL(multimodal)		TL.(informative)
Text function	SL(appeal focus)		TL.(content focus)

Discussion: The text is a political satirical post on Facebook .It presents King Charles III’s coronation in a satirical way that juxtaposes the King’s coronation with cleaning a garage. This description seems to be satire as it humorously compare the real royal ceremony with a daily life event “cleaning a garage”.

In regard to the AI translation, it seems to meet that the required criteria according to the model we use. First, the translation was linguistically accurate. The TL greatly matches the SL text lexical and semantic choices. In addition, the translation is grammatically accurate and it reflects the same formal style of the SL Text.

As for the extra linguistic criteria, it seems that the translation exhibits some weak point’s .It doesn’t provide reference to the situation, the time or the place. The translation also ignored the cultural reference and doesn’t incorporate any explanation or cultural adaptation that align the SL satirical content .The translation doesn’t take into account the visual element in the SLT which alter the TL text type consequently changes its function.

A suggested translation may be (لاتكن كالمملك جارلس في حفل تنصيبه تتشتت بسبب)
الاشياء الرائعة التي تجدها وانت تنظف المارب)

Text No. 2

Stop complaining about your life. There are people literally live in the uk.

AI translation: توقف عن التذمر من حياتك هناك أشخاص يعيشون حرفيا في المملكة المتحدة

Criteria	Sub-criteria	SL Text	TL. Text
Linguistic accuracy	Lexical choice	Complaining Literally Uk	التذمر حرفيا المملكة المتحدة
	Grammatical accuracy		
	Semantic Choice	Stop complaining	كف عن التذمر
	Style	Formal	Formal
Extra linguistic Criteria	Situation	The bad Situation in the UK	
	Time		
	Place	UK	المملكة المتحدة
	Sender	A meme on X	A meme on X
	Receiver	X followers	X followers
Special function			
Text Type	SL(operative)	TL.(operative)	
Text function	SL(appeal focus)	TL.(appeal focus)	

Discussion: The text is a social and political satire that criticizes life in the UK through exaggerated comparison. It implies that the life in the UK is so difficult that simply living there is a hardship. This contrasts with the typical perception of the UK as a developed country.

As for the AI translation, it is clear that the translation is almost successful as it handles the linguistic properties of the source text in a good way. The TL Lexical, the semantic and the stylistic choices were accurate and appropriate. Moreover, the extra linguistic choices of the TL Text are appropriate, they consider the place, the sender and the

receiver. However, the translation neglects the cultural reference of the situation in the UK.

Regarding the text type and the function, the translation keeps the same text type and function.

Text No.3

SL text: Marriages is like pancake, there is no shame in throwing the first one.

AI translation: الزواج مثل الفطائر, لاحرج في التخلص من الاول.

Criteria	Sub-criteria	SL Text	TL. Text
Linguistic accuracy	Lexical choice	Marriages Pancake shame the first one	الزواج الفطائر عار الأول
	Grammatical accuracy	Marriages pancake	الزواج الفطائر
	Semantic Choice	Marriages are like pancakes	الزواج مثل البانكيك
	Style	Informal	Informal
Extra linguistic Criteria	Situation	The text is a mockery of the nature of the first marriage experience	a mockery of the nature of the first marriage experience
	Time		
	Place		
	Sender	A Facebook meme	A Facebook meme
	Receiver	Facebook followers	Facebook followers

Special function			
Text Type	SL(expressive and operative)	TL.(expressive and operative)	
Text function	SL(appeal focus)	TL.(appeal focus)	

Discussion: The text is a social satire which presents a perspective on the first marriage experience, describing it as a “**piece of pancake**”. As for the translation, the TL. Text showed some lexical inaccuracies .For example, the word ‘**shame**’ is translated as عار and the word “**one**” which is not rendered at all. As for the grammatical accuracy, the TLT exhibits a system shift (**marriages and pancake** into الفطيرة,الزواج) (**plural into singular**) and (**singular into plural**) respectively .The semantic choices of the TL.T is also accurate: the simile in the SLT (**marriage is like pancake**) which is translated into الحياة مثل الفطيرة while the same style is kept in the TLT.

As for the extra linguistic criteria, the situation of the SLT is effectively translated into Arabic as it maintains the humorous tone of the SLT that examines marriage as an unsuccessful experience.

Regarding the text type and the function the translation is considered successful as it reflect the same text type (expressive **and operative**) and function (**Appellative**).

A suggested translation: الزيجات مثل الفطائر لا عيب في التخلص من الاولى منها

Text No 4.



AI translation: هذه الشريحة من اللحم مؤمنة اكثر من حدود المملكة المتحدة

Criteria	Sub-criteria	SL Text	TL. Text
Linguistic accuracy	Lexical choice	Steak Secured borders	الشريحة من اللحم مؤمنة حدود
	Grammatical accuracy	More secure	مؤمنة اكثر
	Semantic Choice	UK borders and the steak	شريحة اللحم و حدود المملكة المتحدة
	Style	Informal	Informal
Extra linguistic Criteria	Situation	The text is a mockery of the security of the UK borders	a mockery of the security of the UK borders
	Time		
	Place	UK	UK
	Sender	A Facebook meme	A Facebook meme
	Receiver	Facebook followers	Facebook followers
Special function			
Text Type	SL(operative and expressive)	TL.(operative and expressive)	
Text function	SL(appeal focus)	TL.(appeal focus)	

Discussion: The text is a political satire that addresses the issue of the unprotected borders of the UK. It may refer to the failure of the government to protect the borders.

As for the translation, it is clear that the TLT accurately reflects the lexical choices. Regarding the semantic aspects, the translation transfers the metaphor appropriately (comparing the UK borders with the steak). The translation also reflects the same informal style.

The extra linguistic features of the SLT. Are also perceived in the translation: the same situation, place are reflected in the translation.

Regarding the text type and the function, the TLT. Maintains the same text type (**expressive and operative**) and the same (**appellative**) function.

Conclusion:

While the AI translation successfully captures the linguistic accuracy, the grammatical structure and style of the source language, it mostly fails to capture the cultural and contextual aspects of satire. Although the translation almost maintains the same text type and function, it lacks the references to the extra linguistic elements such as the reference to the social and political situation and the visual components of the source text. This omission affects the overall impact of the satirical post. We can conclude that while AI is linguistically proficient, it would benefit from more cultural adaptation to its translation to ensure satire's full effect.

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