

**التاثير الثقافي على ترجمة عناوين الحملات  
التوعوية العالمية من اللغة الانكليزية الى العربية**

**“The cultural effect on translating titles of  
an international Awareness Campaigns  
with reference from English to Arabic”**

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**الكلمات المفتاحية: الحملات التوعوية , التنمية المستدامة, الترجمة الدلالية ,الترجمة  
التواصلية .**

**Keywords: awareness campaign, communicative translation,  
sustainable development, semantic translation,**



## المستخلص:

تكمن أهمية التنمية المستدامة في جعل حياة الأجيال الحالية والمستقبلية آمنة ومزدهرة، مع تحقيق التوازن بين حماية البيئة والرفاهية الاجتماعية والنمو الاقتصادي. تبين الدراسة كيف تساهم الترجمة في بلورة استجابات المجتمعات المختلفة لحمات التوعية العالمية، وكيفية تأثير فهم اللغة ومصطلحاتها المترجمة من الانكليزية الى اللغة العربية على فهم الجمهور وتفاعله مع رسائل التوعية التي تطلقها هذا الحملات. تهدف الدراسة الى اكتشاف مشاكل ترجمة عناوين هذه الحملات التي تعد تحديا كبيرا، حيث تتضمن التعامل مع الفروقات اللغوية الدقيقة واختلاف الثقافات والسياق. قام الباحث باختيار بعض عناوين الحملات التوعوية عشوائيا من مختلف الحملات التي تطلقها المنظمات العالمية المختلفة مثل منظمة الصحة العالمية ومنظمة الغذاء وحملات الصحة النفسية و التمكين وتحليل ترجمتها وفقا لنموذج نيومارك وتحديد فيما لو كانت الترجمة دلالية او ترجمة تواصلية.حيث كانت النتائج فعالة لتعزيز وتحسين قدرات المترجمين في ترجمة عناوين الحملات التوعوية.

## Abstract:

The study explains how translation participates in shaping the responses of different communities to global awareness campaigns, and the extent to which language and translated terminology from English to Arabic influence the audience's understanding and interaction with the awareness messages delivered by these campaigns. The research aims to explore the problems in translating these campaign titles, which may lead to vague meaning, as the process is considered a major challenge due to the need to navigate linguistic nuances, cultural differences, and contextual variations. In this study, some awareness phrases were randomly chosen from many types of organizations' campaigns, like the WHO, UN, mental health, and Empowerment, and analyzed their translation according to Newmark's model to determine whether the translations are semantic or communicative. The outcomes of the research are explained to enhance and improve translators' abilities, such as the accuracy and effectiveness of translated campaign titles.



## **Introduction:**

Sustainable development has become a widespread development framework not only in international aid agencies but also as a theme of conferences and academic papers, as well as the slogan of development and environmental activists (Ukaga, Maser,& Reichenbach, 2011). Although the term sustainable development is widely recognised and frequently used, attention and doubts about its explicitness and impact are increasingly rising. Many Researchers and development practitioners continue to question what the concept truly means, how it should be defined, and what consequences it holds for both development theory and practical application. Nevertheless, unambiguous and decisive responses remain difficult to grasp (Scopelliti et al., 2018; Shepherd et al., 2016). UN 2030 Agenda for Sustainable Development used translation as a primary key in this issue. This agenda provides a direct, comprehensive framework grounded in good governance. Moreover, emphasizes the importance of regional and sub-regional frameworks that help translate sustainable development policies into practical, tangible steps at the national level. (United Nations General Assembly, 2015).

### **1.1 Sustainable Development:**

In the world, serious challenges such as climate change, poverty, environmental protection, and mental health pose a threat to life on the planet and require a mechanism to protect life on Earth based on economic and social standards. Although many definitions abound, the most often used definition of sustainable development is that proposed by the Brundtland Commission (Cerin, 2006; Dernbach J. C., 1998; Dernbach J. C., 2003; Stoddart, 2011). This broad definition does not limit the scope of sustainability. The explanation, however, touches on the value of intergenerational equity. This key concept of conserving resources for future generations is one of the significant features that distinguish sustainable development policy from classical environmental policy, which also internalizes the externalities of environmental degradation. The objective of sustainable development (SD) is the long-term stability of the economy and the environment; this can be achieved only through the integration and recognition of economic, environmental, and social concerns throughout the decision-making process.

### **1.2 Cultural effects and translation studies:**

In the last years, the term “cultural translations” witnesses an increasing presence in many disciplines not only within



translation studies but also in many fields. Especially, in interdisciplinary studies, which it employed within divergent methodology and theoretical contexts, (Boris Buden, Stefan Nowotny, Sherry Simon, Ashok Bery & Michael Cronin, 2009, p.196). Translation Studies is synthetic and an applicable field, taking the translation process and translation products as its study object with the distinct advantage of emerged with the study of related disciplines of linguistics, literature, cultural history, philosophy, anthropology...etc.(Bassnett, 1980, p.199). (Habash & Yagi, December 2023, p. 515) mentions that the methodology of any research, in translation studies, doesn't just rely on the traditional and linguistic prototype, but also it concerns about the studying translation within the social, cultural, and historical framework, however, to understand the limitations which effect on the translators works and the roles which they have to follow through the translation process. (Boris Buden, Stefan Nowotny, Sherry Simon, Ashok Bery & Michael Cronin, 2009, p.196) state that despite of all opinions about the extent of the impact that promises cultural transferring mechanisms, it still the subject of an academic discussion.

Al-Saeed(1989) says that choosing precise vocabulary through text translation is considered one of the most important and complicated procedures that face the translator. Sometimes, the translator returns back to the dictionary searching about the most suitable word which convey the exact and clear meaning to readers. However, the dictionary may not provide the appropriate meaning. Also, the translator may find himself forced to have a problem to use old words mentioned in works of some other translators or lexicographers.

### **1.3 Translation and Sustainable Development:**

Texts have been translated into different languages for thousands of years, beginning with prehistoric civilizations such as the Greeks, Romans, and Egyptians. For instance, throughout history, the Bible has been translated into different languages, allowing it to reach various nations and civilizations. The Latinization of Arabic writings during the Middle Ages had a significant influence on Western intellectual tradition, shaping fields such as physics, philosophy, and medicine. Scholars like Leonardo Bruni and William Tyndale revived translation throughout the Renaissance, supporting the study of translation in the development of modern European literature (Kelly & Cherpitel, 2015, p. 3). Communication and interaction between people and organizations from many nations and cultures have developed in



frequency and importance in today's globalized society. However, in the global environment, language difficulties remain a significant impediment to efficient communication. It has long been considered that one of the most critical methods for removing these barriers and encouraging understanding across cultures is translation, the process of transferring spoken or written text from one language to another (Grosz & Neufeld, 2018, p. 2). This section investigates the role of translation in contemporary globalized communication and interactions. Translation plays a pivotal role in achieving sustainable development by facilitating cross-cultural communication, maintaining inclusivity, and ensuring that information on global requirements is accessible to many communities. The United Nations' 2030 Agenda for Sustainable Development highlights the need for cooperation among nations, institutions, and individuals, which cannot be fathomed without influential multilingual communication. Translation helps bridge linguistic and cultural gaps, enabling essential messages about climate change, education, health, gender equality, and other Sustainable Development Goals (SDGs) to reach people in their native tongues. Moreover, it helps adapt global policies to local contexts, ensuring that sustainable practices are not only considered but also utilised by communities worldwide. In this way, translation becomes a pivotal tool for equity, participation, and global solidarity.

### 1.3 Translation and culture:

Translating culture is a more challenging mission compared to translating any types of articles. It often requires considerable time and effort to accurately convey the meaning of even a single word or phrases. The translation of words and phrases must adhere to specific criteria such as faithfulness, expressiveness, and elegance. These standards play a crucial role in effectively translating cultural elements (Saeed, p. 475).

In other words, Bing defines culture as "the knowledge and traditions possessed by a certain group of people, including language, music, habits, religion, arts, foods and different types of clothes and fashion prevalent in that community (2006, P.95)". (Nord,2001, P.34) points out that "translating means comparing cultures". Thus, Translators face significant challenges due to cultural disparities between the source and target languages. However, the relationship between translation and culture is so intertwined that translators cannot



disregard cultural elements in a text. Therefore, it is crucial, before examining various translation theories associated with cultural studies, to define what culture entails and address the challenges that arise when it is transferred to a different community (Durdureanu, 2011, 51). (Hamed & Saeed, 2023, p. 122) Refer that linguistic elements such as syntactic deviation, which refers to the deliberate alteration or violation of standard grammatical structures, often used in creative texts to draw attention, create emphasis, or express complex ideas. This kind of deviation presents unique challenges in translation, as it requires more than a literal rendering—it demands interpretation, cultural sensitivity, and creativity. When translating texts related to sustainable development, such as awareness campaigns, policy documents, or educational materials, maintaining the intended effect of syntactic deviations becomes essential to preserving the message's impact.

#### **1.4 Variation of language and Translation:**

Language variation refers to differences in language use across regions, social groups, and contexts, and it has a vital role in translation. Every language contains multiple varieties — including dialects, sociolects, and registers — that reflect cultural identity, social status, geography, and even profession. (Saeed, 2023, p. 475) Says that the role of translator, understanding these variations, is pivotal to producing precise and culturally proper equivalence of translations. Language variation can influence vocabulary, grammar, idiomatic expressions, and tone, making a direct word-for-word translation insufficient or misleading. Translators must thoroughly understand these differences to accurately convey the original message's meaning, intent, and style while ensuring it resonates with the target audience. As such, sensitivity to language variation is not just a linguistic concern, but a cultural and communicative one that directly affects the quality and effectiveness of translation (ibid). Context has a substantial role in interpreting the meaning of the awareness campaign titles as well.

#### **1.5 Media Language and Translation:**

Media language denotes to the codes, conventions, and techniques used across various media to convey meaning and messages effectively. It comprises not only spoken or written words but also visual elements (e.g., camerawork, editing, mise-en-scène), aural elements (e.g., sound effects, music, dialogue), and technical elements (e.g., lighting, special effects). StudySmarter. (2024). These elements work together to build meaning and communicate with an audience, often in culturally unique way (ibid).

Athra Kitab notes in her book that translating media titles, whether for films, books, or other forms of content, presents unique challenges



beyond simple linguistic translation. The goal is not only to translate words, but to effectively convey the essence, tone, and cultural nuances of the original title to a new audience. This often comprises a process known as transcreation, in which the content is recreated in the target language to revive the same emotional response and deliver the same meaning as the original, rather than a literal translation (2019, 9). The detection of the type genres is an important thing that the translator should put in account. Doudin mentions in her research cited in the resources that understanding textual genres could be achieved through text analysis to discover the communicative aims. Thus, it contributes effectively helping students and translators to discover the similarities and differences within a single text type. The analysis of the text type depends on studies of frequent items, such as general structure of the text, used style, nature of text content, and quality of target audience, to reveal the common patterns that characterize each text type. Also, he asserts that the ability to recognize multiple types of texts are regarded as an important tool in developing comprehension skills and written products. As it enables students to deal with texts more consciously and comprehensively. The analysis of text type is considered as a basic means in linguistic and translation studies, because of its role in improving the quality of understanding and translation alike (ibid).

### 1.5.1 Challenges in Media Title Translation

The website Seatongue (2025) sees that there are some challenges that the translator faces during translating titles of any media title like:

1. **Cultural Nuances and Idioms:** different titles depend on cultural references, puns, acronyms, or idioms that lack direct equivalents in other languages. A literal translation would lose the required meaning or humor, making the title ineffective or even nonsensical to the target community.
2. **Audience Expectations:** Many cultures may have varying expectations for media titles. What is found to be catchy or intriguing in one culture might be considered bland or improper in another. Accordingly, it becomes essential for translators to work jointly with experts of marketing and its social context. That lead to produce more effective titles which able to fulfil the awareness goals of the campaign.
3. **Maintaining Original Intent and Tone:** A primary challenge is to preserve the original intent, genre, and tone of the media. A dramatic film title should not be reflected as a comedy in translation, and vice versa. This requires a profound understanding of both the source and target cultures and languages.

## 1.6 Methodology and Analysis:

The study identifies and analyses primary translation strategies utilized to render global awareness campaign titles from English into Arabic. The items were chosen randomly from different awareness campaigns. By considering Newmark's communicative and semantic translation model, the research presents how translators balance meaning, cultural relevance, and impact. Strategies comprise preserving original meaning, adapting culturally sensitive terms, and modifying phrasing to meet the target audience. Through a comparative analysis of titles from organizations such as WHO, UN, and UNICEF, and drawing on expert feedback and literature, the study highlights patterns, potential mistranslations, and practical recommendations to develop translation quality in that field.

The data for this study were selected from five titles of different types of international awareness campaigns launched by the international organizations mentioned above. Since the awareness campaigns are regarded as one type of media' issue which focuses on the audience, these titles are translated by three individuals who have chosen from different levels of culture. According to Newmark's model, the researcher examines whether the translation is **semantic** (focusing on the source text's meaning and form) or **communicative** (focused on delivering the intended message naturally to the target audience).

## 1.7. Data Analysis:

### 1.7.1 sample (1) " it can wait "

Table no(1).

The analysis of sample 1

Source text	Target text		Method of translation	
			semantic	Communicative
It can wait	translator 1	تستطيع الانتظار	✓	
	translator 2	الافضل ان تنتظر	✓	
	translator 3	يمكنه ان ينتظر	✓	



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This title ( it can wait) is a campaign launched by AT&T ( According to the Virginia Tech Transportation Institute), which concerns educating people not to use a phone while driving, like sending text messages and browsing the internet. Translator 1 render the phrase “ it can wait “ ”تستطيع الانتظار“ literally translation and that lead to misunderstanding the message or effect of the campaign in the Arabic context. This is what happened with the translation of the second and third translators ( افضل ان ينتظر, يمكنه ان ينتظر ). The importance of context in translating awareness campaign titles lies in the fact that the title is not merely a set of words, but rather a message directed to a specific audience within a particular cultural, social, and linguistic setting. If the translator overlooks the context, the title may lose its impact or be misunderstood. The translation should be translated communicatively to send the message clearly. So, the suggesting translation should be “ استخدام الهاتف لاحقا “.

### 1.7.2

### Sample(2):” Think before you pink

Table no(2).

The analysis of sample (2)

Source text	Target text		Method of translation	
			semantic	Communicative
Think before you pink	translator 1	فكر قبل ان تصبح ورديا	✓	
	translator 2	فكري قبل ان تكوني وردية اللون	✓	
	translator 3	تأملي قبل ان تصابي بسرطان الثدي		✓

The phrase of the campaign “Think Before You Pink “is regarded as a slogan connected with the breast cancer awareness campaign, which aims to educate people, especially women, to think consciously about the disease. Pink, like other colours, is a sign of a campaign against breast cancer, while green is a colour associated with a campaign for mental health. In this case the audience must know what is meant by a pink. So, the translation of this campaign should be communicative, as translator 3 does “تأملي قبل ان تصابي بسرطان الثدي“, because it focuses on conveying the

meaning and purpose to the target audience rather than adhering strictly to the original text's structure. Since the Pink is a symbol of breast cancer awareness, but this symbol may not be noticeable to an Arabic-speaking audience, what it means. So that the cultural ambiguity is removed for the target audience, which is achieved through communicative translation. While 1 and 2 translators render the phrase semantically “ (فكر قبل ان تصبح وريديا, فكري قبل ان تكوني وردية اللون) which keep the original text's structure and vocabulary but are vague to the Arabic audience, especially when he/she has no background knowledge about the concept of the pink colour symbol.

### 1.7.3 Sample( 3) “ Stop TB”

Table no3.

The analysis of sample3

Source text	Target text		Method of translation	
			semantic	Communicative
Stop TB	translator 1	اوقف TB	✓	
	translator 2	اوقفوا مرض السل		✓
	translator 3	اوقفوا السل الرئوي		✓

Translating the title of an awareness campaign, which often contains acronyms, especially in the health field, poses multiple challenges. One of these is the absence of a direct, suitable equivalent in Arabic. Moreover, differences in the meanings of acronyms across text contexts mean that the same acronym may have a different meaning in different fields. In this case, the translation will be vague, .as in this sample (TB), In the technical discipline, it means (terabyte وحدة تخزين الكترونية), while in the health discipline, it means (tuberculosis مرض السل الرئوي). Translator 1 renders the phrase semantically (اوقف TB), which causes a misunderstanding for the Arabic audience about what TB means. In the case of the other translators, 1 and 2 render the phrases communicatively by expressing the exact meaning of the acronym TB (مرض السل الرئوي) to clarify the aim of the awareness campaign while maintaining the same effect on the recipient.

### 1.7.4 Sample( 4) “ "Don't Let the Cat Out of the Bag”

Table no(4).

The analysis of sample(4)

Source text	Target text		Method of translation	
			semantic	Communicative
"Don't Let the Cat Out of the Bag"	translator 1	لا تدع القطعة خارج الحقيبة	✓	
	translator 2	احفظ القطعة داخل الحقيبة	✓	
	translator 3	حافظ على السرية		✓

An idiomatic expression should not be translated literally, but the message intended by the campaign setter should be understood. This expressions may lose its intended meaning if it translated literally, due to there is no cultural equivalent of the target language. Translation 1 and 2 render the phrase "Don't Let the Cat Out of the Bag" semantically, represented by rendering of the word (cat) by its literal meaning "قطعة". Semantic translation may lead to the loss of the original rhetorical and cultural essence, reducing the phrase's appeal and its emotional and persuasive impact. Literal translation can also cause ambiguity or confusion, making the meaning unclear or even humorous to the target audience. While translators 3 rendered the phrase communicatively, which express the importance of the message behind the campaign of protecting the secrets or the privacy of any special information.

### 1.7.5. Sample (5) "break the stigma"

Table no (5).

The analysis of sample (5)

Source text	Target text		Method of translation	
			semantic	Communicative
"break the stigma"	translator 1	اكسر الوصمة	✓	
	translator 2	لنكسر الحواجز		✓
	translator 3	لا للوصمة نعم للتغيير		✓

The phrase "Break the Stigma" campaign aims to raise community awareness about the importance of overcoming negative stereotypes and to promote a culture of respect, understanding, and



acceptance. Through this campaign, we seek to bring about positive change in perceptions and behaviours, encouraging open dialogue and mutual support to build a more inclusive and tolerant society. Translator 1 renders the phrase semantically (اكسر الوصمة), aiming to convey the general meaning in a simple, literal way, without considering the message or its effect on the audience. On the other hand, translators 2 and 3 render the phrase communicatively (لنكسر الحواجز و لا للوصمة نعم للتغيير), which focuses on delivering the message in an effective and audience-friendly manner, increasing emotional impact, encouraging participation and dialogue, respecting cultural specificity, and making the slogan easier to remember and spread.

### 1.7.2 Findings and Discussion:

This section highlights and discusses the results of analyzing 15 translated titles of international awareness campaigns provided in section 1.7 above. One table for each sample illustrates and summarizes the results. Table 6 shows the frequencies of occurrences of semantic vs. communicative translations of the campaigns' titles as conducted by three test subjects.

**Table (6).**

**Frequencies of occurrences of semantic vs. communication titles as rendered by three test subjects.**

Subjects	Method of translation	
	semantic	Communicative
Translator1	5	0
Translator2	3	2
Translator 3	1	4
Total	9	6

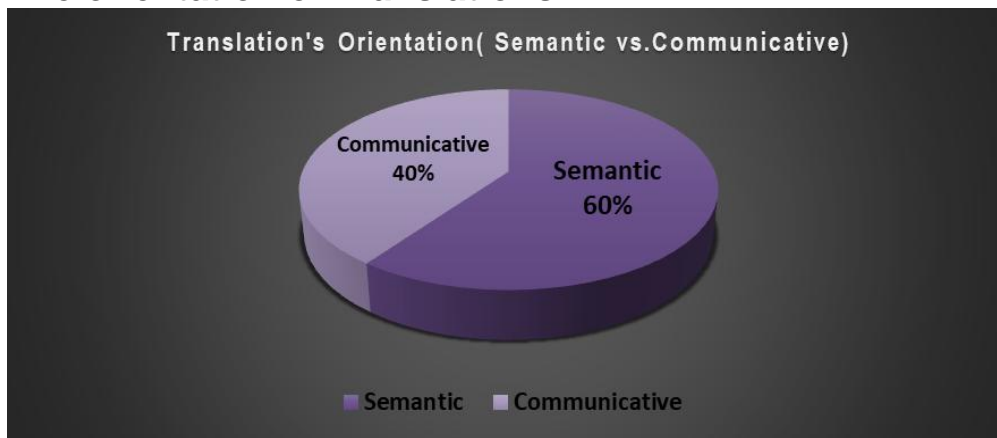
The results from Table 6 and Figure 1 show that, in general, 9 out of 15 (3 test subjects multiplied by five campaign title samples) translations have adopted the semantics approach. 6 out of 15 translations adopted a communicative approach. As shown in Figure No. (1), The results indicate a clear preference for the semantic translation method. Nine of 15 translations (60%) used this approach, compared with six (40%) that used the communicative method. Translator 1 relied exclusively on semantic translation, suggesting a strong focus on source-text fidelity. Translator 2 applied both methods evenly, and Translator 3 prefers the communicative approach, emphasizing audience engagement and cultural adaptation.

These variations reflect the translators' different priorities, strategies, and perhaps their varying interpretations of the campaigns' objectives. Ignoring the audience's cultural background may lead to poor

effectiveness or misunderstanding of the message behind which makes the process of translation like these titles a complicated one that require a high level of understanding for both culture of source language and culture of target one. Semantic translation preserves the original meaning and wording but may limit the persuasive and emotional appeal necessary for awareness campaigns. In contrast, though less frequent, communicative translation can resonate more effectively with the target audience. Therefore, the results suggest that the most effective strategy for translating awareness campaign titles is a flexible approach, selecting the method according to the nature and purpose of each title.

### Figure No. (1)

#### The orientation of Translations



#### Conclusion:

Through analyzing the samples of the awareness campaign's titles, we show the following:

1. The difficulty of translating awareness campaign titles across different languages is due to cultural differences between societies. Like this genre of texts, the translation isn't limited to convey the literal meaning of the words, but it requires considerations of social values, customs, and special perceptions in each community. At the same time, Titles in awareness campaigns presents an expressive persuasive function. So that , the translator must impose to balance between linguistic accuracy and the required cultural effect.
2. Communicative translation of campaign titles plays a fundamental role in the success of awareness initiatives, because it is not concentrated only about transferring a literal meaning, but it aims to send the message in an effective and understanding way to target audience. In this regard, the title is regarded as a basic item of the campaign because it contributes to attracting attention, interestingness and encourage the recipient to interact with



- campaign content. making it essential for translators to be in close contact with marketing and cultural experts.
3. The use of idiomatic expressions in the awareness campaign titles makes them challenging to understand, especially when society formed from different cultures and linguistic backgrounds. These expressions are often connected with a specific culture and only properly understood within its basic cultural context.
  4. Semantic translation of some awareness campaigns may produce simple and vague translations. As a result of the literal meaning of words without aware of cultural context or the communication goal of the campaign. In this context, the translation may fail to transfer the main idea of the message behind the campaign precisely to the target audience which reduces the effectiveness of the campaign and its message to the public people. Because the most important aim of the awareness campaign is often carrying out cultural and emotional references which hardly transferred by literally translation without losing its effectiveness.
  5. From the analysis, the result shows the translator 3 has a high level of competence and cultural awareness.

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