An Assessment of Translation of Doublespeak in Political Discourse into Arabic

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ABSTRACT

Doublespeak, an omnipresent feature of political discourse, faces challenges when translated into Arabic. The principal objective of this research is to evaluate the quality of doublespeak translation into Arabic, considering both linguistic and cultural nuances. A corpus of six English political discourses and their translation was analyzed according to four strategies: euphemism, jargon, gobbledygook and inflated language to identify the categories of the doublespeak. Translation procedures are applied to these translations in order to evaluate the effectiveness of translation such as literal translation, transposition, equivalence, modulation and adaptation. The results indicate that the translation of doublespeak is a nuanced task and the translator should have comprehensive knowledge of the source and target language, as well as the cultural context the doublespeak is being used. The findings of this research suggest that some translations do not take into consideration the cultural nuances, using neutral way or adopt new situation in translation is a successful method to avoid cultural difficulties, using some strategies can reveal or down play the doublespeak and there are different motivations for using doublespeak such as political, personal, security and military. This research recommends that Vinay and Darbelnet model of translation is an effective tool in decoding the **obscuring, disguising or misleading** the meaning of the text.

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تقييم ترجمة الكلام المزدوج في الخطاب السياسي الى اللغة العربية

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الـمستخلـص

يشكل الكلام المزدوج, وهو سمة حاضرة في الخطاب السياسي, تحديات عند ترجمته الى اللغة العربية. ان الهدف الرئيس من هذا البحث هو تقييم ترجمة الكلام المزدوج الى العربية مع مراعات الفروقات الثقافية و اللغوية. جرى تحليل مجموعة من ستة نصوص سياسية أنكليزية و تراجمها وقفا الى اربع استراتيجيات وهي التلطيف اللغوي و لغة متخصصة و الكلام المبهم واللغة المفخمة بغية تحديد حالات الكلام المزدوج. استخدمت استراتيجيات الترجمة على هذه التراجم من اجل تقييم كفاءة الترجمة مثل الترجمة الحرفية و الابدال والتكافؤ والتعديل والتكييف. واشارت النتائج ان عملية ترجمة الكلام المزدوج مهمة دقيقة وعلى المترجم ان يكون ملما بشكل شامل بلغتي المصدر والهدف بالإضافة الى السياق الثقافي الذي استخدم فيه الكلام المزدوج. وتشير نتائج هذا البحث الى ان بعض التراجم لا تراعي الفروقات الثقافية بين النصين و ان استخدام طريقة محايدة في الترجمة او تبني وضع جديد في الترجمة طريقة ناجحة لتفادي مسالة الصعوبات الثقافية. وان استخدام بعض الاستراتيجيات يمكن ان يكشف او يقلل من الكلام المزدوج بالإضافة الى ان هنالك عدة دوافع وراء استخدام الكلام المزدوج في الخطاب السياسي كالسياسية والشخصية والامنية والعسكرية. وتوصي هذه الورقة البحثية الى ان نموذج فيناي و داربلينت اداة فاعلة في فك تشفير الغموض والتمويه والتضليل في معنى النص الاصلي.

الكلمات الدالة: الكلام المزدوج، الترجمة، الخطاب السياسي .

1. INTRODUCTION

Doublespeak is a linguistic phenomenon that is deliberately used to opaque, distort , disguise or reverse the meaning of speech. The speaker usually uses the doublespeak to mislead, deceive or confuse the reader or the hearer. The significance of the study of doublespeak in translation is to help the translators to provide the true meaning of the

original text, in addition, it helps the reader or hearer to recognize the real meaning of the text, to understand the doublespeak and its risks.

This study aims to make sure that translation is accurate and loyal to the original text. It assesses the translator's capability to recognize and translate doublespeak correctly and evaluates the comprehensive quality of the translation. It aims to know whether the translation is appropriate culturally for the target text's readers. Moreover, this study identifies and defines the sorts of doublespeak used in political speech and seeks to get the purposes and incentives beyond the use of the doublespeak in politics.

See the following sentence:

-We are pursuing a policy of peace through strength

"نحن نسعى من وراء سياستنا الى تحقيق السلام من خلال القوة"

Considering the above sentence one can understand from the concept of the doublespeak and the translation that the phrase "peace through strength" is doublespeak. It indicates that peace can only be achieved by using strength. In addition, it is used to legitimize the military aggression. The translation is literal, accurate and relevant to context. The translator has transmitted the doublespeak in the translation.

2. UNDERSTANDING DOUBLESPEAK

McCracken, N (1975: 325) outlines the process of doublespeak into three constituents: the first is a dishonest speaker, the second one is a varied set of language conventions and the last is a naive listener.

Lutz (1989:2-3) states that if you have doubt about the doublespeak you can understand the doublespeak by answering these questions: Who is the speaker? What is he saying? To whom is he saying? Where and when is he saying ? Why is he saying? What does he want to achieve? He defies four types of doublespeak: The first type is **euphemism**; the polite words or expressions are used instead of other to avoid unpleasant or offensive truths. It can be considered as tactful expressions to make painful truth sound more palatable such as (I am sorry your mother passed away instead of I am sorry your mother is dead). In addition, politician uses euphemism to avoid mentioning something

that is considered taboo or impolite (1989:2-3) . Jasem (2023:15) states that euphemism has three functions: deception that means to keep something secret from somebody for your personal interest, persuasion, indicates to make somebody believe or do something via giving him a good reason to do it, and sweet talk is a sweet language that is used to hide rudeness and save face in awkward situation.

The second type is **Jargon**, a special language used by a particular group such as trade, medicine or industry. This language can be understood within the group only, but when it uses outside it considers as doublespeak. It plays a crucial role among the members of the group because it lets them understand each other speedily and clearly as the phrase (involuntary conversion) that is used by lawyers when your property is burned, stolen or destroyed. Jargon can be used as doublespeak to make simple things appear complex, ordinary things appear profound and obvious things appear insightful (1989:3-4).

The third type is **Gobbledygook.** It is a way of using large words and extended sentences in written and spoken language to confuse or impress the hearer or reader. Moreover, it is kind of communication that is full of jargon and circumlocution and it is difficult to understand as (the utilization of synergistic paradigms will enable us to achieve optimal outcomes) where we simply can say we will work together to achieve the best results (1989:5-6).

Inflated language is the fourth type of doublespeak. It uses to make ordinary things sound extraordinary, daily things sound impressive and simple things sound complex. It is usually simple to spot and can be quite funny as (experienced cars instead of used cars). It may be used to depict individuals, situations and things to be more significant than they are fact as. Politicians usually use this kind of doublespeak to talk about their achievements in order to have a positive popularity among voters (ibid:6).

Lutz (1996:4) mentions that doublespeak is language used to communicate but in fact it does not. It makes the bad look good and the negative seem positive, and the unpleasant things look as if acceptable. It is language that evades the responsibility. The concept of doublespeak is not matter of agreeing between subject and verb but it is matter of

agreement between words and facts. Doublespeak is a language phenomenon that uses incongruity, or mismatch between what is said and what is meant in order to hide the truth , distort or get things sound better.

Theresa (1996:198-199) refers that doublespeak is a term invented in 1971 by mixing two terms doublethink and newspeak from George Orwell. It is a dishonest language that is employed to hide the truth, mislead and manipulate the people and make them believe that something is not true. Doublespeak gains credibility when used by public figures, especially prominent political figures in the countries where English is the most common language used because people tend to imitate the language of public figures.

Language can be used to either reflect or distort reality, and to enrich or twist human thought. If the language is employed to picture the lies as truthful or in case there is gap between one's real and one's declared objectives. The result is doublespeak (Orwell and Angus, 1976: 137).

3. THE ROLE OF DOUBLESPEAK IN POLITICAL DISCOURSE

Lutz (1989:7) states if the language is employed by policy makers is vague or misleading, it may result in corruption of our political system and sense of national purposes. When our leaders do not talk to us plainly, then we, as the people are the source of power, cannot have knowledge and understanding to make the rational decision. For instance, in one hand, the government uses terms in the war of Vietnam as protective reaction strikes for bombings, preemptive counterattack for first strike. On the other hand , it uses terms like misspeak and inoperative statement to lies about Watergate scandal. To sum up, this type of language is intended to trick and mislead the people as well as it makes it difficult for people to communicate with each other honestly.

In 1985 Israel bombed Tunis and killed about 55 people from Palestine and 20 Tunisians. The then-president of United States, Ronald Reagan, and the west media describe this as "retaliation" for prior actions by PLO. However, PLO 's justification that their actions were a reaction to prior Israel actions is legally ignored. This selective assignment of words like terrorism and retaliation depends simply on the political preference and exemplifies doublespeak. Doublespeak is regularly made possible by

giving words new meaning in random way. This can occur when people lack knowledge about the current historical facts. This is why fact suppression is very essential for doublespeak, because it permits people to control the meaning of words and use language for their own good without being challenged (Herman, 1992:45).

McCracken, N (1975: 326-327) says that political doublespeak has been evolved as the other types of doublespeak and requires accurate and critical analysis. We need to teach the people how to spot the doublespeak and to think critically about the language instead of telling the public speaker to say the truth.

To sum up politicians usually used doublespeak to

1. Veil the intentions, they do that either to obscure or disguise the truth or to refrain from taking a clear stances.
2. Support specific points of view in order to manipulate the public opinion or gain support from his advocates.
3. Escape from liability their decisions and actions by the politics of denial.
4. Legitimize political inadmissible actions by using ambiguous language, euphemistic terms instead of harsh ones or blame the others for their actions to make their actions more acceptable and reasonable in the public gaze.

4. THE CHALLENGE OF TRANSLATING DOUBLESPEAK

The best translation method to translate doublespeak depends on the specific text being rendered and the context that it is being used. Theoretically, we can outline the challenges of translating doublespeak in some points: Recognizing the doublespeak in the original text, finding the equivalent expression in the target text, grasping the subtle difference in the source text, maintaining the cultural background. For the above reasons the matter of finding a specific theory or approach to translate doublespeak is a thorny issue.

Heine, B & Narrog, H (2015: 641-642) state that humans naturally filter out irrelevant information and focus on what is important for communication. This includes recognizing people who stand out, deciphering intentions, and selectively extracting useful

information from context. This ability to focus on relevance is the cornerstone of the cognitive principle of relevance.

Naoum (2020:71) points out that the appropriate translation of doublespeak involves a deep understanding of global context to avoid misinterpretations and ensure effect communication.

Baker (1992:31) states that "replacing a culture-specific item or expression with a target language item which does not have the same prepositional meaning but is likely to have a similar impact on the target reader". Baker contends that cultural substitution strategy is helpful for the translator because it provides accurate and neutral translation for the target reader. Whereas, literal cultural-specific item or expression is nonsensical or even offensive. By using this strategy the translator can avoid problems.

5. STRATEGIES FOR TRANSLATING DOUBLESPEAK

Vinay and Darbelnet (1995:31) distinguish between two main methods of translation **direct** and **oblique** translation.

5.1. **Direct translation**

Direct translation is subdivided into three strategies of translation borrowing, calque and literal translation. It is process of transferring SL into TL with minimal changes. This can be done by transposing the conceptual and structural elements of SL into TL without losing sense or leading to cultural misunderstanding. Direct translation is characterized by less intervention by translator and less deviation from the original text (Vinay and Darbelnet, 1995:31).

5.1.1. **Borrowing**

It is the procedure that is used when there is no equivalent , when the translator want to convey the SL culture or to create a stylistic influence in TT. It is applied to translate technical terms and new concept like term   (protocol = بروتوكول and software = برمجيات) Vinay and Darbelnet (1995:31).

5.1.2. **Calque**

Calque is the procedure in which the translator borrows word or expression from SL and translates each element literally into TL. Calque falls into two sub procedures lexical which is applied by literal translation for the meaning of a word or an expression from

SL into TL as (red line = خط احمر) and structural in which translator translates grammatical structure of SL into TL as (I have a book = لدي كتاب) Vinay and Darbelnet (1995:32-33).

5.1.3.literal translation

Newmark (1988:46) says that **literal** or verbatim **translation** aims to render the SL content word for word into TL without considering the cultural differences, the context or the need to adapt the SL grammar to the TL's grammatical structures (God be with you = الله معك).

5.2 Oblique translation

Vinay and Darbelnet (1995:31) say that Oblique translation is classified into four procedures: transposition, modulation, equivalence and adaptation. Translator resorts to this kind of methods when the cultural and language differences or may be rhetorical device cannot be rendered into TL without disturbing word order and vocabulary.

5.2.1. Transposition

Vinay and Darbelnet (1995:36) state that transposition is employed to translate SL text into TL text without altering the meaning and with different word classes. There are two types of transposition: obligatory can be done when we have no choice but to use a transposed expression in TT as (I am going to market = انا ذاهب الى السوق), optional can be done when the translator have choice to use transposed expression or to make the translation more idiomatic and natural in TL as transposing passive into active voice (the reporter was written by manager= كتب المدير التقرير) Vinay and Darbelnet (1995:36) .

5.2.2. Modulation

It is a procedure that changes the form of message by changing the point of view. It is applied when the literal or transposed translation could be grammatically correct but awkward or inappropriate in TL. Modulation is free and fixed, free is usually utilized when the ST involves complex structure cannot be rendered into TL easily as (I love to eat ice cream = احب ان اكل الايس كريم), fixed is used if the ST includes idioms or cultural notions do not have exact counterpart in TT as (I am going to pub = سأذهب الى المقهى). in addition, Modulation is a sign of the translator's linguistic competence that means translators who are more fluent in TL will use more modulation in their translations (Dlamini, 2023:132).

5.2.3. **Equivalence**

Equivalence involves rendering the same scenario through different texts using distinct stylistic and structural approaches. It is used to find a phrase or an expression in TT has the same meaning and cultural impact in ST as (all the glitter is not gold = ليس كل ما يلمع) ذهبا therefore, the majority of equivalence can be found in proverbs, idioms clichés and adjective or noun phrases Vinay and Darbelnet (1995:38).

5.2.4. **Adaptation**

It is the last procedure in oblique method. The use of this kind of translation comes into play when the kind of situation mentioned in ST is unknown in TT culture. Under these circumstances, translator has to adopt a novel context that can be viewed as equivalent. for that reason, adaptation can be considered as particular category of equivalent. Adaptation is more common used in titles of films and translation of books as (Lion of the Dessert = عمر المختار) Vinay and Darbelnet (1995:38-39)

6. DECODING DOUBLESPEAK IN ARABIC

This study assesses the translation of doublespeak in six selected English texts into Arabic from various online sites by using Vinay and Darbelnet model of translation. It is classified into two main methods of translation: direct and oblique translation. Direct translation involves three procedures: borrowing, calque and literal translation. Oblique translation involves four procedures: transposition, modulation, equivalence and adaptation. Moreover, Lutz model of doublespeak is a framework for identifying and analyzing the phenomenon of doublespeak by using four strategies. Euphemism, jargon, gobbledygook and inflated language.

Case (1):

Hamas and Putin represent different threats, but they share this in common: They both want to completely annihilate a neighboring democracy- completely   annihilate it.

تمثل حركة حماس و بوتين تهديدين مختلفين, الا انهما يتشاركان في رغبتهما في ازالة ديمقراطية مجاورة من الوجود. ازالتها من الوجود بشكل كامل.

(تصريحات الرئيس بايدن بشأن استجابة الولايات المتحدة لهجمات حركة حماس الإرهابية على إسرائيل والحرب الروسية الوحشية المتواصلة على أوكرانيا,2023)

The above text is taken from president of United States of America Joe Biden's speech about latest actions between Hamas and Israel. Biden in his speech compares between two contradictory issues. The war between Russia and Ukraine and Hamas and Israel. He tries to mix the things up to conceal and distort the fact that Israel is the occupier of Palestine territories. Biden in his speech conceptualizes Hamas as Russia that invades the Ukraine territories by using doublespeak phenomenon. However, the well-known fact is Israel occupied Palestine recognized by the United Nations. According to Lutz 'doublespeak Biden uses euphemism strategy to describe Israel as democracy country bordering to Palestine. On the contrary, Israel kills the Palestine people, destroys and occupies their property. He employs the phrase *annihilate neighboring democracy* to avoid the unpleasant or offensive fact that Israel is occupying state. By using such phrase in political sphere it can be lead to normalize authoritarian and undemocratic practices. The translator uses in the text above oblique translation. He chooses the transposition strategy that includes changing in the word order without changing the meaning. In the phrase *annihilate a neighboring democracy* the translator translates the verb "annihilate" into Arabic translation "ازالة "as a noun. The translation is precise and keep the meaning of the original text. However, the translator doesn't expose the doublespeak in the target text. He could use other strategies as adaptation to make an expression seems more palatable in the target listener. He could render the phrase "annihilate democracy neighboring" into "ازالة الكيان الاسرائيلي من الوجود". The use of kind of translation strategy is based on a lot of elements such the target listener, style of translator in addition to the precise meaning of the original text.

Case (2):

Much more "disinformation" coming out from CNN, MSDNC, @nytimes and @washingtonpost, by far, than coming out of any foreign country, even combined, Fake News is the Enemy of the People!

و نيويورك تايمز و واشنطن بوست اكثر بكثير مما MSDNCو CNN العديد من الاخبار "المضللة" تصدر من يصدر من إعلام الدول الاجنبية مجتمعة.
الإعلام الكاذب هو عدو الشعب!

(تغريدة ترامب حول CNN و MSDNC و نيويورك تايمز و واشنطن بوست, 2020)

Depending on Lutz, Trump is used gobbledygook and jargon strategies in his tweet about some mass media. The word *disinformation* is a form of gobbledygook that is used to mean that these news institutions are spreading misleading information to support the viewpoints of opponents. Using such vague and complex term makes the speaker more credible and his claims more persuasive.   The phrase *Fake News is the Enemy of the People* is unclear and repeated by many people, which is a jargon, so it is difficult to understand and specify its intended meaning. In this context trump attempts to hide the fact and defame the CNN And Washington post that always criticize his administration in the country and the world. By using such methods he can achieve a lot of political ends as the control of the public opinion, avoid responsibility and divided the country in order to get the back of the supporters. The translation of the above term and phrase is an example of literal translation and equivalence procedures according to Vinay and Darbelnet. The translator provides correct and appropriate translation of the source text. He keeps the meaning of the source text by rendering the term "disinformation" into literal translation strategy "المعلومات المضللة" and the phrase "fake news" into equivalent one "الإعلام الكاذب". While the words "الإعلام الكاذب"are rendered into "false media" in Arabic language. The phrase "enemy of the people" is rendered into "عدو الشعب" . Generally speaking, the TT is faithful to the ST and the rendering uses the same structure of the ST. With respect to terminology the translator provides the more accurate terms to the ST. Finally, the translation is well formed and the translator keeps the cultural difference between the two languages.

Case(3):

Our military mission in Afghanistan will conclude on August 31st. The drawdown is proceeding in a secure and orderly way, prioritizing the safety of our troops as they depart.

تنتهي مهمتنا العسكرية في أفغانستان بتاريخ 31 آب/أغسطس، ويجري السحب بطريقة آمنة ومنظمة مع إعطاء الأولوية لسلامة قواتنا عند مغادرتهم

(تصريحات الرئيس بايدن بشأن سحب القوات الامريكية من افغانستان, 2021)

The foregoing text is sourced from Biden's speech about drawdown of American forces from Afghanistan. The sentence *The drawdown is proceeding in a secure and orderly way* is a clear example of doublespeak. The speaker employs ambiguous and euphemistic sentence to obfuscate the truth that is America left a lot of chaos and violence behind in Afghanistan. He wants to avoid painful truth that America fails in Afghanistan and the withdrawal is not safe. By using euphemism Biden wants to downplay the violent acts and chaos in conjunction with the drawdown of American forces from Afghanistan. So the phrase *in a secure and orderly way* is incorrect and misleading because there is a lot of difficulties like delay in evacuation and death number of civilian people and military personnel. Arabic translation is direct translation. The translator is used literal translation to preserve the explicit meaning of the original text. The selection of words is accurate and simple, making it easily understood. However, the translator does not reveal the underlying hidden meaning of the original text. The translator has to know unspoken nuances and embedded message within a text. He can use another strategy to show the intended meaning of the sentence as transposition. in this regard the translator could change the class word without changing the meaning of the original text as اتباع اجراءات امنية صارمة دقيقة لسحب القوات . The sentence in the original text is active voice whereas in the target text is passive voice. Therefore, the translator in such context if he does not reveal the doublespeak in the original text he could downplay the doublespeak by using direct and honest language that indicates to the doubt about the issue.

Case (4):

The State of Israel was born to be a safe place for the Jewish people of the world. That's why it was born. I have long said: If Israel didn't exist, we would have to invent it.

لقد وُلدتْ دولة إسرائيل لتكون مكانا آمنا للشعب اليهودي في العالم. لهذا السبب وُلدت. وقد قلتُ منذ فترة طويلة: إذا لم تكن إسرائيل موجودة، فسيتعين علينا اختراعها

(خطاب الرئيس بايدن حول الهجمات على اسرائيل,2023)

The text cited above is excerpted from Biden's speech in his visit to Israel about the latest actions. The speaker starts with full support to Israel as a close ally in the middle East. He states that *Israel is born to be a safe place for Jewish people* and this is euphemism strategy used by the speaker to obscure the real meaning of the speaker's intentions. Biden uses the word *born* to mitigate or to mislead the public opinion that Israel is born but in fact is created by occupation. In addition, he employs the expression *safe place* to justify the creation of Israel which has been criticized for its human rights recorded in Palestine. He endeavors to picture Israel as the oppressed party who just wants to protect its people, neglecting the fact that Israel is engaged in conflict with neighboring states results in killing and displacement a lot of Palestinians. Furthermore, Biden says that *If Israel didn't exist, we would have to invent it* this is an implicit meaning that this land is necessary for Jewish and it is the safest place for them that is why we invented it. Misleading the truth that this land I inhabited by its original Palestinian people. With regard to the Arabic translation the translator adopts literal translation i.e. word by word. The translation is clear and can be understand easy. However, the translator maintains the opacity of the source text, obscuring the doublespeak from the reader. He does not consider the cultural specific for the Arabic audience as the fact is Israel is not state it is occupying state. Subsequently, the translator could use equivalence strategy to render the above sentence into أُنشأ الكيان الاسرائيلي ليكون " ملاذا امنا للشعب اليهودي . هذ هو سبب تأسيسه. لقد قلت منذ فترة طويلة: اذا لم يكن الكيان الاسرائيلي موجودا فسيتعين علينا انشائه" . The translator could also use neutral way to avoid the cultural difficulties and use the term "اسرائيل" instead of "دولة اسرائيل" . In the proposed translation we use "ملاذا امنا" instead of "الكيان الاسرائيلي" and the expression دولة" اسرائيل" in place of "مكانا امنا" and "انشائها" in substitution for "اختراعها" because these words have different connotation.

Case (5):

And this really demonstrates your decisive leadership in strengthening the transatlantic bond, and also see that in the unwavering support from you and from the United States to Ukraine.

إن ذلك يوضّح حقّا قيادتك الحاسمة في تقوية الروابط عبر ضفّتي الأطلسي، وهو ما يبدو واضحا أيضا من خلال الدعم الثابت منك ومن الولايات المتحدة لأوكرانيا.

(تصريحات الرئيس بايدن والامين العام لحلف الناتو ينس ستولتنبرغ في مدريد, 2022)

The text presented earlier is extracted from Secretary General Stoltenberg's speech at Spain. The summit is about the conflict events between Russia and Ukraine. Through this text Stoltenberg tries to show the world in general and Russia in particular the unlimited support to the Ukraine and the members of NATO. He uses some expressions to show the strong relations between the two parties i.e. the United States and NATO. The first jargon is used in the above cited text is *transatlantic bond* which stands for the political, cultural and economic ties between the United States and Europe. It is employed to refer to international relations between the countries that are located near the Atlantic Ocean. Frequently mentioned about cooperation between United States and Europe with regard to diplomacy , trade and security. The second one is the expression *unwavering support* which indicates that the United States is consistently supportive of Ukraine and remains strong and unwavering despite challenges and setbacks. These jargons are used to refer the close relation between the parties. The speaker can use the plain English to describe the same situation as for the *transatlantic bond* he could only say close relation between the United States and Europe and for unwavering support can be used strong and consist support. The translation strategy applied in the preceding text, as categorized Vinay and Darbelnet is equivalence. The equivalence which strives to preserve the meaning of the original text. The translator has well-kept the meaning by adapting the expression *strengthening transatlantic bond* into تقوية روابط بين ضفتي الاطلسي Arabic equivalent. This is important because the text has a specific cultural meaning in English that may be cannot be understood by Arabic listeners. He resorts to adopt this translation into Arabic when the ST is unknown in TT culture that is why adaptation can be considered as particular category of equivalent. The second expression is *unwavering support* is translated into literal translation الدعم الثابت . The translator captures the meaning in the target text and the message is conveyed accurately and effectively. This strategy helps to make the language more transparent.

Case (6):

The security package I'm sending to Congress and asking Congress to do is an unprecedented commitment to Israel's security that will sharpen Israel's qualitative military edge, which we've committed to — the qualitative military edge

تمثل الحزمة الأمنية التي أطلبها من الكونغرس التزاما غير مسبوق بأمن إسرائيل ومن شأنها أن تعزز التفوق العسكري النوعي لإسرائيل، وهذا ما التزمنا به... التفوق العسكري النوعي

(تصريحات الرئيس بايدن بشأن استجابة الولايات المتحدة لهجمات حركة حماس والحرب الروسية الوحشية المتواصلة على أوكرانيا,2023)

The preceding text is derived from Biden's remarks about supporting Israel in the recent conflict. The phrase *sharpen Israel's qualitative military edge* is a way of using language to manipulate people. The phrase indicates that the United States is just helping Israel to defend itself. On the other hand, the phrase does not mention the potential for increased the violence against the civilian people in Palestine. The main point that the phrase is instance of inflated language that is usually employed to appear more striking or important than it is. The speaker uses the above phrase to show the advanced military technology which will be providing to Israel to defend itself and to let the other states in the Middle East know that Israel is more robust than ever before. This limits the spread of the conflict. The phrase also suggests that the support military is more urgent and essential from Congress . The word *sharpen* refers to that Israel military capability is strong but it needs to be more stronger in the current situation. Modulation serves as the appropriate translation strategy in this context. The translator translates the verb *sharpen* into Arabic as "تعزز" whereas the meaning of the verb *sharpen* in English is to make the thing is more sharper, noting that the verb *sharpen* in Arabic can also be render as "يشحذ". So the meaning of the Arabic "تعزز" is more accurate and can be render as *support or strengthen* . The Arabic word "التفوق" in English is *superiority*. The word "العسكري" means *military*. The word "النوعي" in English is *qualitative*. Subsequently, the translation could be literally *to strengthen Israel's qualitative military superiority*. Thus it becomes clear the translator's competence whereas the using of modulation strategy is a sign of the translator linguistic competence. The translation is accurate and captures the meaning of the original text by changing the form of the message.

7. CONCLUSION

This research has examined the challenges of translating doublespeak and has explored various procedures for assessing the translation quality. The research's results suggest that translating of doublespeak is a challenging and nuanced task, requiring a profound grasp of both the source language and target language, as well as the cultural

setting in which doublespeak is employed. The research has also demonstrated several methods that can be used to assess the quality of doublespeak translation. These methods are direct and oblique translation. Especially, adaptation which is usually used when there is cultural specific between the source and target text that prevents uncover the doublespeak. Therefore the translator has to adapt a anew situation more acceptable in the target text. Equivalence is employed to transfer the same meaning in the original text, but with using different words and phrases in target language in order to give the intended meaning behind, i.e. doublespeak, the expression in question. Moreover, this strategy can be used to be neutral way in translation to overcome the cultural difficulties. Transposition is the strategy that the translator used by changing the word orders or by changing active voice into passive voice or vice versa so that he can show the embedded meaning of the message. Using transposition if it does not reveal doublespeak he could downplay it in direct and honest language. Literal translation can be used to make doublespeak more transparent when it relates to the jargon. Modulation demonstrates the translator's competence, enabling accurate translation by adjusting the message's form.

In conclusion, this research finds three translations are accurate and reveal the doublespeak whereas the other three need to adjust by adopting new strategies, some translations don't take into consideration the cultural differences between the two languages when translate doublespeak therefore the translator has to use equivalent translation with different words, the using a natural way in translating doublespeak or adopt a new context in the target language helps to avoid cultural difficulties, Lutz's model is effective way to recognize doublespeak, the motivations for using doublespeak respectively is political, personal, security and military. The research provides valuable insights into challenges of translation doublespeak. The findings are expected to be importance to translators, linguists and anyone concerned with the employ of language in public life. Based on these findings, I recommend that Vinay and Darbelnet model is evaluable framework for analyzing and understanding the complex phenomenon of doublespeak in translation. Especially, adaptation, equivalence, transposition, modulation and literal translation.

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