

**An-Najah National University  
Faculty of Graduate Studies**

# **Translating Football Nicknames in the Arabic Media**

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**This Thesis is Submitted in Partial Fulfillment of the  
Requirements of the Master's Degree in Applied  
Linguistics and Translation, Faculty of Graduate Studies,  
An-Najah National University, Nablus, Palestine.**

**2018**

# Translating Football Nicknames in the Arabic Media

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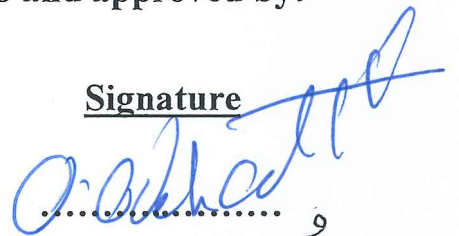
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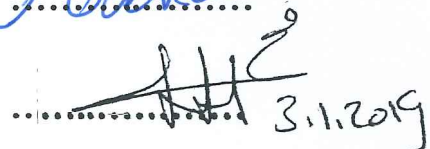
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## **Dedication**

I dedicate this Thesis to my parents ( Ahmed and Iman), my lovely wife (Ala'), my brothers and sisters, my daughters (Iman, Layan and Abeer), my son who hasn't seen the light of life yet, my relatives, my friend Mohamed Saba'neh, the souls of my grandmothers, and to Real Madrid, players, administrators and fans.

## **Acknowledgements**

First of all, I want to thank Allah for giving me life to write these words. Then, I would like to thank my thesis advisor, Dr. Odeh Odeh, for his encouragement, tolerance, and help. It is rare to find an advisor that always gives all his efforts to solve the problems like the ones that I've faced throughout doing this research. His experience, advice and editing comments have played an important role in completing the research. I am so proud to be one of his students since my name will appear alongside his on the cover page of the research.

Moreover, I want to thank my teachers who taught me in the program of Applied Linguistics and Translation at An-Najah National University: Dr. Samir Issa, Dr. Ruqayyah Herzallah, Dr. Nabil Alawi, Dr. Fayez Aqil, Dr. Ayman Nazzal, Dr. Ekrema Shehab and Dr. Sufyan Abu Arra who do not hesitate to enrich their students' translation and linguistics knowledge. Many thanks go to Dr. Sufyan Abu Arra, Dr. Ayman Nazzal and Dr. Bilal Hammamreh for encouraging me to write about the sports genre. I appreciate their time in reading the research proposal and giving me many priceless comments that have helped me to improve and actualize the idea of writing about sports field, football, in particular.

I am thankful to the members of my thesis committee, Dr. Ruqayyah Herzallah and Dr. Mohamed Thawabteh for reading research drafts of this thesis and providing me with many valuable recommendations that have enabled me to present the contents of this thesis. Thanks, again, for their help and efforts.

My thanks also go to my parents, Ahmed and Iman, who have supported and helped me materially and morally, and also to my uncle Mohammed and Aunt Abeer who have always prayed for, and encouraged, me. Special thanks go to my lovely wife, Ala', for her patience, understanding, love and standing by me during my school years. Last, but not least, thanks also go to my best friend, Mohammed Saba'neh, who has persuaded me to pursue my education and given me the enthusiasm that I needed to be writing these words now.

## الإقرار

أنا الموقع أدناه، مقدم الرسالة التي تحمل العنوان:

## ترجمة الألقاب في كرة القدم في الإعلام العربي

**Translating Football Nicknames  
in the Arabic Media**

أقرّ بأن ما اشتملت عليه هذه الرسالة هي نتاج جهدي الخاص، باستثناء ما تمت الإشارة إليه حيثما ورد، وإن هذه الرسالة ككل، أو أي جزء منها لم يقدم من قبل لنيل أية درجة أو لقب علمي أو بحثي لدى أية مؤسسة تعليمية أو بحثية أخرى.

**Declaration**

The work provided in this thesis, unless otherwise referenced, is the researcher's own work, and has not been submitted elsewhere for any other degree or qualification.

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## **List of Abbreviations**

**SL** : Source Language

**ST**: Source Text

**TC**: Target Culture

**TL**: Target Language

**TT**: Target Text

**PNs**: Proper Names

**UEFA**: The Union of European Football Association

**FIFA**: The Fédération Internationale de Football Association

**BBC**: The first letters of Real Madrid's Attack players, Benzema, Bale, Cristiano

**MSN**: The first letters of Barcelona's Attack players, Messi, Suarez, Nymar.

**PSG**: Paris Saint German

**CR7**: Cristiano Ronaldo and his kit number 7

**Translating Football Nicknames in the Arabic Media****By****Tamer Ahmed Lutfi Obeid****Supervisor by****Dr. Odeh Odeh****Abstract**

Football is the most famous sport all over the world. Millions of people play it, follow its matches, and encourage the players and their teams. Nicknames play an important role in increasing its popularity and followers since its fans give nicknames to the epical and local matches between rivals. Moreover, nicknames are given to the players, coaches, teams, clubs and stadiums. In addition, many football exclusive events are given special nicknames.

Description and analytic method were followed in examining the relationship between nicknames and culture since nicknames refer to the culture of the nicknamed entity and give a full description of its reality. Moreover, the study examines the strategies that the translators use in bridging the gap between the SL and TL cultures, that enables the TL reader to comprehend the meaning of the nickname and the message that it connotes.

Results of the research show that translators use various strategies, especially *transliteration* and *literal* translations. These strategies cause a loss in meaning and can not enable the TL reader to recognize the full image as it is in the SL. On the other hand, Arabic is injected with many

foreign terms because of using copying and transliterating strategies instead of using an Arabic equivalent.

Finally, the researcher recommends to follow different strategies, such as the *exegetic* and the *communicative* that enable the translator to explain and clarify the nickname in the way that enables the TL reader to understand the meaning and recognize the hidden message.

# **Chapter One**

## **Introduction**

### **1.1 Overview**

### **1.2 Statement of the Problem**

### **1.3 Purpose of the Study**

### **1.4 Significance of the Study**

### **1.5 Research Questions**

### **1.6 Hypotheses**

### **1.7 Limitations of the Study**

## **Chapter One**

### **Introduction**

#### **1.1 Overview**

Sports are now one of the main fields that the Arabic media deal with, in spite of the fact that the language of sports media may cause changes in the target language (TL) due to more circulated terms by language users. The Media, in general, is a crucial factor that causes language change, such as the vocabulary's death, coinage, and alteration. Sports media is a field that plays a very important role in language change nowadays as a result of an unintentional, or intentional, use of some language terms amongst interested language users in the field of sports, which leads to a change in language by time. Sports language is translated from one language into another with changes in some source language (SL) terms and sometimes such terms or nouns are borrowed into the TL with no change. An example that best illustrates such a point is the translation of nicknames.

The main purpose of this study is to investigate translating football nicknames from English into Arabic. Such nicknames are given to matches, teams, coaches, players, events or stadiums among others. According to some factors of Arabic sports media, such as commentators, journalists or fans, there are different strategies/procedures for translating these nicknames. Some nicknames have equivalents in Arabic while others do

not. On the other hand, some nicknames have equivalents in Arabic but are considered to be inappropriate to use in Arabic. In other words, the Arabic media use to transliterate some nicknames in their English lexical form in order to refer to the origin or the nationality of the team, such as transliterating the nicknames 'Blues' and 'Azzuri' into 'البلوز' to refer to the English club Chelsea (Bein Sports, 2016) and 'الأتزوري' to refer to the Italian national team (Bein Sports, 2016), instead of using الزرق او الأزرق.

Chapter One, identifies the term '*proper noun*' from a linguistic perspective and shows how it functions in any given language. In addition, the researcher sketches the categories of proper nouns and their definitions. Then, he sheds light on the term 'nickname': its origin, use, and categories in a language.

Chapter Two, as well, discusses if there is any relationship integrated between culture and the phenomenon of nicknames usage, and why they were first used.

Chapter Three, first, sketches the methodology and theoretical framework that the researcher uses in the study, then, the data collection and the resources that the researcher uses as a base for the study are presented.

Chapter Four shows the history of nicknames in Football, then the researcher presents the categories and subcategories of nicknames. The researcher, after that, examines the strategies/procedures that are used in



translating such nicknames by Arabic media and discusses the reasons for adopting such strategies/procedures while translating these nicknames into Arabic. On the other hand, the researcher examines some problematic issues and difficulties encountered while dealing with sports texts, including some issues in translation as a process and a translated material as a product, such as nicknames untranslatability and their relationship to culture. This chapter also discusses if translation strategies/procedures can bridge the gap/s that lies/lie behind the cultural origin of nicknames between languages.

Chapter Five summarises the results of the study by presenting main points and findings. The researcher then provides recommendations that present adequate strategies/procedures for translating nicknames in football according to their lexical or cultural background.

## **1.2 Statement of the Problem**

Language is becoming highly affected by what we watch, listen to, and read about, with regard to any kind of sports that interests the public, who are themselves users of a language. Awad (2012: 72) believes that nicknames are becoming the most used form of language to refer to players, matches, stadiums or fans. Despite the fact that all such have proper names, they are not commonly used. This phenomenon triggers one's mind to investigate the relations that bind language, culture, and translation with regard to the given nicknames in the field of sports, football, in particular. Sometimes culture-bound terms, such as nicknames,

are inaccurately translated from the SL into the TL due to either linguistic or cultural differences. Nouns and proper-names are good examples of culture-bound terms that are created from cultural roots that not all cultures share. This can lead to inaccurately translated material from the SL into the TL. Moreover, languages differ in their morphology derivations and word formation. Sometimes, a language item cannot be meaningful and effective when translated into a language item in the TL as it needs more clarifications, such as affixation or other language terms to collocate with. For example, the expression ‘Non-flying Dutch’ is literally translated into ‘الهولندي الذي لا يطير’ (Alarabiya, 2017), but the relative pronoun الذي does not originally exist in the SL text; it is added in Arabic because the expression sounds odd to the ears of the receiver if it is translated as الهولندي لا يطير because the referent is definite, so that it must refer to the same definite referent in the SL.

As a result, mistranslation might take place when encountering nicknames in football due to different reasons, such the lack of equivalency in the TL and the cultural gaps that stem from cultural differences. For example, there are some language terms that are bound to one culture and cannot be found in another, which is the reason for not having an equivalent in the TL, an equivalent that has the same meaning to, and effect upon, the TL addressee. Moreover, some SL terms can be mistranslated in the TL due to lack of the translator’s knowledge in either the SL or TL. This is why translators are required to be bicultural as well as bilingual.

Moreover, resorting to transliteration while translating sports language items may mislead the addressee in understanding the whole message of the SL item. In addition, there are some cases in which the translator does not achieve an effective translation in the TL because of incomplete translation which is caused by a partial description of the SL item. As an example, translating the phrase ‘Hat-trick’ as ‘ثلاثة اهداف’ lacks some very sensitive information that the goals are scored in the same match. However, other times translators tend to add unnecessary details that might be inappropriate to the understanding of the message in the TL, such as translating the word ‘La Bombonera’ as ‘ملعب بومبونيرا الاسطوري’; here, adding the word الاسطوري is unnecessary and irrelevant to the SL text. In some cases, resorting to transference leads to have a common mistake that is circulated amongst users without becoming aware of its usage in origin, such as transferring the word ‘Liver’, which was originally used to refer to some kind of a bird, into the TL as ليفر, instead of طائر العنقاء.

### **1.3 Purpose of the Study**

Nicknames congest the field of sports since they are given to players, coaches, matches, teams, etc. The researcher aims to study the linguistic and cultural origin of nicknames. On the other hand, the researcher wants to present the strategies/procedures that the Arabic media have used to translate these nicknames. As a rule of thumb, translation is supposed to break down walls between users of two different languages and build bridges. As a consequence, if an inaccurate translation takes place because

of cultural or lexical differences, translators should resort to some strategies/procedures that limit these translation problems.

Another very important aspect in investigating translating football language is inadequacy. It occurs when translators' knowledge of semantic choices does not enable them to decide the most appropriate equivalent that has the same meaning in the TL. The variations between morphological derivations from one language to another are another important aspect that might lead to inadequacy when dealing with translating football's nicknames, such as affixation, which differs from Arabic to English.

It is also hoped that this study will show translators that they should be well-informed and knowledgeable of sports language to catch the meaning as well as the effect upon the TL addressee and hit upon the most effective and meaningful TL equivalent in order to help the reader to understand the nicknamed referent.

#### **1.4 Significance of the Study**

Since translating football language causes language borrowing from the SL into the TL, especially when translating most football matches with their nicknames from English into Arabic may cause problems for translators if the nicknames have no equivalents in the TL. Having no equivalences in Arabic would require translators to borrow from English in order to avoid a gap in the process of translation. This gap still exists mostly in the effect of the translated language term because of cultural

differences since a SL term does not exist in the target culture (TC). Moreover, the connotation that lies behind the surface meaning of the given language term is still missing because the addressees are not fully aware of the shades of meaning of the SL cultural concept, which leads to a misunderstanding of the meaning that is delivered to a TL, addressee.

The study also sheds light on the translation strategies/procedures adopted by translators when dealing with sports media language and how these strategies/procedures sometimes bridge the gap between the two languages (English and Arabic) and so create meaningful, communicative and effective texts that enable the reader to understand and the nicknamed referent. Furthermore, the study investigates the relationships between language, culture, and translation with regard to sports language, nicknames, in particular. The translation process, language as a product and the receptor of the message are all interrelated in the process of understanding what is being said. The message remains the same in all languages with the same connotations and other loaded meanings if intentionally managed.

### **1.5 Research Questions**

To meet the above objectives, the research is guided by the following questions:

- 1- Nicknames are widely used in football. They are used for players, teams, matches, etc. Each nickname has a cultural and linguistic

background in real life. The study answers the question that helps the reader to know the origin of nicknames in football. That is, what is the relationship between culture and nicknames as given in the sport of football?

- 2- Although the study sheds light on the relationship between the nickname and its cultural origin, it points out the cultural gap between the SL and the TL. And so the second question is: How does translation as a process bridge the gap between two different cultures and languages?
- 3- Since the previous question leads to an answer of the strategies/procedures that the translators use in order to bridge the gap between the SL and the TL, the third question is: What are the strategies/procedures that translators resort to in order to handle any translation hiccups encountered during the process of translation?

## **1.6 Hypotheses**

The research is based on three hypotheses that the researcher intends to prove, or disprove, their validity:

- A. Sports language has a vital role in injecting new words into Arabic, and the TL is more highly affected by the SL, since new terms are transferred, borrowed or transliterated into Arabic.

- B. Every nickname stems from either a cultural and/or a linguistic origin which maximises effort of translators to deal with the given language item.
- C. As Newmark (1988a: 180) argues, nicknames are alternative names used to the correct or official names of the referents.

### **1.7 Limitations of the Study**

- i. The study focuses on how translators tend to deal with translating proper-names' nicknames, particularly, in football, which is the most popular sport in the world, on the lexical, linguistic and cultural levels.
- ii. The study discusses the translation of nicknames from English into Arabic media, namely, *Bein Sports*, *Aljazeera* TV channels, *Kooora* website, and the Palestinian newspapers, *Al-Ayyam* and *A-Hayah Al-Jadida*.

## **Chapter Two**

### **Literature Review**

#### **2.1 Introduction**

#### **2.2 Nouns**

#### **2.3 Categories of Nouns**

#### **2.4 Categories of Proper Nouns**

#### **2.5 Proper Names**

#### **2.6 Classifications of Proper Names**

#### **2.7 Nicknames**



## **Chapter Two**

### **Literature Review**

#### **2.1 Introduction**

In this Chapter, the researcher discusses several issues that are related to nicknames. The nickname stems from the family of nouns which is divided into common and proper nouns. Moreover, proper nouns are classified into several groups. The researcher presents this Chapter under four subtitles. The first talks about nouns in general. The researcher presents the definitions of nouns besides showing their relationship with word classes. Then, he discusses nouns' features that make them different from the other word classes. The second subtitle presents the classification of nouns (proper and common) and how scholars define them. Moreover, the researcher shows the differences between common nouns and proper nouns giving some examples. The third discusses the categories of proper nouns. Names are the main category of proper nouns that are used to identify either human or nonhuman. The researcher presents the characteristics of personal names, their uses, and their categories. The fourth subtitle discusses nicknames. First, the researcher sketches the origins and the history of nicknames. Then, he runs down the definitions of nicknames according to several scholars and linguists (e.g., Peter Newmark, 1988a and 1988b, Basil Hatim and Jereme Munday, 2004, and others). Moreover, he shows the ways that people use to give nicknames to

a person, either linguistically, by using the name, or descriptively, by using the shape or the behaviour of the person.

## **2.2 Nouns**

Quirk, Greenbaum, Leech, and Svartvik (1972: 127) define nouns as a part of speech that has certain components which set them apart from other word-classes and are divided into proper and common. Carter (2011: 619) argues that nouns can refer to human or nonhuman entities. For example, in the field of sports, nouns, such as ‘player’, ‘coach’, and ‘referee’ refer to people, while nouns, such as a ‘stadium’, refer to a place, ‘match’ refers to an event, and ‘ball’ refers to a thing.

## **2.3 Categories of Nouns**

Pour (2009) classifies nouns as common and proper. She defines a proper noun as a referent which is used to label a specific word from others, such as Barcelona’s ex-player ‘Xabi’, Liverpool’s right winger ‘Salah’. These names are given to label people from different cultures. To illustrate, Xabi is a Spanish name and Salah is an Arab one. On the other hand, Newmark (1988a) argues that common nouns refer to a class of entities, e.g., ‘lions’. Särkkä (2007) also divides nouns into common and proper. Common nouns are given to entities, such as places, people, creatures, establishments, things, etc. Proper nouns are the general category from which names given to people are used to identify them, one from another.

## 2.4 Categories of Proper Nouns

Many scholars divide proper nouns into different categories. According to Vermes (2001: 94), there are some differences between proper names and proper nouns. Proper nouns are simple or complex expressions set with words from any of the common word classes, such as humans, places, jobs, etc, whereas proper names are sets of subclasses of the grammatical class of nouns, such as 'John', 'London', etc. Meyer (2008: 107) asserts that using proper nouns shows one's knowledge of individual entities of personal names such as 'John', names, of places, such as 'Manchester', of institutions, such as 'Manchester United', and of stadiums, such as 'Old Trafford'. Meyer (2008) adds that proper nouns include general information; it is more specific to say 'John' than a 'player' when referring to the same referent. On the other hand, personal names can determine sex, for example, the person whose name is 'John' is male, not female. Moreover, place names often refer to a country, a sea, a town, a street, etc. Institutional names usually contain appellative constituents (Real Madrid Club) which describe the targets and the objectives of the institution and enable the reader to distinguish the work of the institution.

## 2.5 Proper Names

*The World Book Encyclopedia, Vol. 14* (1996: 5) mentions that personal names are used for everything since the beginning of the universe. Allah says in the Holy Qur'an (Surat Al-Baqarah: 31), "And He (Allah) taught Adam the names - all of them. Then He (Allah) showed them to the

angels and said, "Inform Me of the names of these, if you are truthful". As previously mentioned, proper names are subclasses of proper nouns. Many scholars define proper names in different ways. Vermes (2001: 90) argues that proper names are used to give entities identity even if they are nonhuman. They have no meaning, so they do not exist in dictionaries. Moreover, they are not classified as a part of our knowledge of the language, since they are not attached to any either semantic or syntactic dependencies. Proper names are attached to people or objects in order to label them and differentiate them from other names or objects. In addition, Fernandes (2006: 45) believes that names are mono-referential because they refer to an individual entity. In contrast, they are not mono-functional since they may work as carriers of history and culture. Therefore, names are used as signs in many cultures, creating ancient associations, e.g., 'Ptolemy', 'Mozart'. They also indicate gender (e.g., female: Mary; male: Ronaldo), class (e.g., Sir Alex Ferguson), nationality (e.g., Carlo Ancelotti is an Italian name; Raul Gonzales is a Spanish one), religious identity (e.g., Mohamed is an Islamic name, Benjamin and David are Jewish names and Cristiano, a Biblical name), mythology (e.g., Centaur, Unicorn), and so on. Although some names are the same in many languages, the reader/listener could differentiate either the language, culture or the religion of the name's holder because these names have different forms, such as (David, Dawod), (Josef, Yusuf), (Jacob, Ya'qub), (Abraham, Ibrahim), etc. Moreover, Richards and Schmidt (2002: 429) add that "proper names in English are spelled with an initial capital letter". Moreover, most of the names have

meanings that in most cases have stemmed from cultural backgrounds, but even if the given name has a meaning, still this meaning might not be peculiar to the referent since another referent might share the same name, so that one can understand the meaning of the name without knowing its signified in the real world. Sometimes signified objects in the real world play a very important role in determining the signifier that is used to refer to a name, which creates a relationship between the signified and the signifier based on different factors, such as shape, movement, features, colour, ethnicity, etc. This relationship can be clarified when a name (signifier) is used to refer to an object (signified) when it stems from some features that characterise this object from other objects. For example, a nickname is given to someone because s/he is similar to a fictional character, such as the nickname 'Tarzan' to describe Barcelona's ex-defender player Puyol. Secondly, names are codes of different identities of which the reader may become aware, so understand, some of the dimensions related to gender, culture, and religion of the name's holder. Thirdly, names may connote a second meaning about the relationship between two language interlocutors. Minimising or maximising the distance between two language interlocutors depends on how formally either one of them addresses the other. Formal language used by two language interlocutors connotes that one of them is trying to distance him-/herself from the other when using a formal name that refers to his/her addressee; for example, when calling someone by using his/her title and name tells that the language user is distancing him-/herself from the other

because of some factors, such as class, power or education, etc. But using the first name without the title tells that the two language interlocutors are of similar features either in power, class or education, which means that the distance between them is not that wide. Furthermore, using a nickname by someone to refer to an addressee embodies that s/he is not trying to distance him-/herself from the other, which means that the relationship between them is highly informal. For example, addressing someone as Mr. John has a very different connotation from addressing him as 'Johnny'. In the first example, the relationship is formal, but in the second one, it is informal. Also, names may connote something about the intention of the person who gives names to others, for example, in some cultures, such as Arab, when addressing someone with him-/herself surname implies that the producer of the text is minimizing distance between him/her and his/ her language addressee, such as calling the researcher as 'Obeid' instead of 'Tamer'. However, addressing someone with his/her first name with the title maximises distance between the two language interlocutors, such as using Mr/Mrs before the name. Finally, names may be changed or coined depending on age, or other cultural factors, since they reflect the cultural, social, ethnical or national identities, such as calling a child as 'Johnny' instead of 'John'.

## **2.6 Classifications of Proper Names**

In her article, Soltész (1967) divides proper names into three main categories according to the absence or the presence of meaning: first, sign

names which have no meaning and are non-descriptive, non-connotative and unmotivated, such as 'John', 'England', etc. Second are word names which are motivated, connotative and mostly descriptive. These names are rich in meaning, connotation, and motivation. They can be rich in meaning and connotation since they carry a feature, or more, that give the name its meaning; for example, the Arabic name 'Basel' is used to refer to a person and reveals something about either the name itself or its holder since it means courage, fearlessness, and bravery. Third are names that are combined with sign names and elements from the common word classes. These elements could be adjectives, suffixes or most frequently used. For example, 'Bus station' is a name that is used to refer to a specific institution; it is made up of more than one language item: (bus) which functions as a subcategory of vehicles that modifies the noun station. This noun is combined from two language items to refer to one object in the real world. In compound nouns, we have no access to their internal structure.

## **2.7 Nicknames**

Mehrabian and Piercy (1993) say that names are more appropriate formally in business and professional contexts as they are scaled high on the features of success. On the other hand, nicknames are on a high scale with regard to the features of being famous. In other words, names are used for formal positions while nicknames are used for informal relations. Accordingly, a person is called by his/her name in his/her work, while s/he is called by his/her nickname in his/her social relations.

Nurmetov (2015: 811-812) categorises personal names into sixteen groups according to the signifier: the personal name is used to refer to one person, such as ‘John’, ‘William’, etc., whereas the family name is historically used to refer to the whole family. Other categorisations of personal names can be given name, first name, Christian name, praenomen, middle name, family name, surname, last name, nomen, cognomen, nickname, agnomen, petname, diminutive, byname and generation name. Every one of them functions differently from the others.

Watzlawik, Guimaraes, Han, and Jung (2016: 7) argue that the term nickname originated as "an eke name" that was first used in Middle English. Later, this term "an eke name" was translated as "another name". Pour (2009) claims that nicknames are deeply rooted in culture. They can mirror a cultural dimension and can be peculiar to one culture rather than to the other. The expression nickname refers not to the original name of a person, thing, place or event (American Heritage, n.d.). Rolls and Corbin (1996: 198) assure that nicknames’ origin goes back to Middle English, as it was used as an “eke” name. Colman (2014: 124) says that an “eke name” consists of two syllables that are combined with each other. The first one “eke” which is used to mean in Mid-Ages *also* or *added*. The second one is *a name* which is the given language item that refers to a person, thing, place or event in the real world. The two syllables as one unit mean *added name*, which is not used in English today because *ekename* has changed and is substituted with the expression *nickname* (2004). Some linguists



claim that the first “n” in nickname came from the article “*an*” which is originally believed to have been “*an eke name*”, which later developed by more circulation into the expression nickname (Harper, 2010).

On the other hand, Morgan, O’Neill and Harre (1979) consider a nickname as (a), a norm, (b), a form of social control, (c), a form of status, or (d) an insult. They quote McDowell (1981) who shows differences between the scope and the sense of (signifying meaning of nicknames). McDowell (1981) explains that the sociological limitations of name use are described by the aims, so that some people may give an individual person a nickname for a sarcastic purpose. A given nickname might be accepted or rejected by its holder in the real world, but it will distinguish him/her and s/he will be known to that group of people by that nickname because of the nickname’s circulation among this group. Searle (1969) argues that the descriptive content (sense) is missing in proper names in some cultures. This lack is reduced by adding a descriptive nickname, meaning to identify accurately the nicknamed person. Furthermore, giving the person a descriptive name shows the hidden features of the person distinguishing him/her from others; for example, a name like ‘Ronaldo’ does not imply any intended description of the name’s holder, whereas when he is described as ‘the Rocket’, it means that he is fast as a rocket, which gives him a description that is not loaded in his first given name. Moreover, giving proper names is regulated and institutionalised more so than giving a nickname. Nicknames are sometimes given haphazardly and they do not go

through an institutionalised process. This means that it is possible to give a nickname or more for a person under different conditions and periods of time, but it is not possible to give a proper name for a person under the same conditions. Accordingly, when nickname(s) are given to a person after knowing him/her well, they will give more identification than the first name because they are given based on descriptive features that characterise this person from others. On the other hand, nicknames play an important role in showing the social position and the characteristics of their bearers. Therefore, nicknames reflect the maximisation or the minimisation of the social relationships between the bearer and the social group. In some countries, people prefer nicknames to using the first name because nicknames reflect familiarity, friendship, and informality between people.

Gladkova (2002: 1) argues that nicknames are given optionally, so that they are not mandatory as names. Some nicknames are transient, so that they may disappear quickly. Gladkova (2002: 1) believes that nicknames touch the characteristics of nicknamed persons because they label them by reflecting their images sharply and accurately. Some nicknames are given to people according to the form of the names of persons. Accordingly, some people are given nicknames by the first syllable in their names, which is called "standard short forms", such as 'Dan' for Daniel. Other nicknames are given by making "child-oriented short forms" by adding "y" or "ie" at the end of the name in order to show that the nicknamed person is kind or treated as wanton, for example,

‘Jamie’ for James, ‘Stevie’ for Steve. Correspondingly, these types of nicknames have positive and negative connotations, and they represent the strong relationship and familiarity between the speaker and the nicknamed person because they treat each other in an informal way, or they show that they are equal, or the speaker is higher in a social status or position sense than the nicknamed person.

On the other hand, celebrities are given nicknames by their fans and haters. Their fans give them nicknames that have positive connotations, whereas their haters give them nicknames that have negative connotations. In both cases, the nicknames reflect public opinion because they depend on community shared observations toward the celebrity’s values and behaviours. For example, Barcelona’s fans gave their star player Luis Figo the nickname ‘Lion King’ having won several championships with their favorite team. Then, Figo decided to play for Barcelona’s historical rival Real Madrid. Because of that, Figo is given the nickname ‘the Traitor’ by Barcelona’s fans because they hate any player who transfers to Real Madrid from Barcelona. In such a case, the nickname was given to a person according to his behaviour.



**Figure (1): To the right, Luis Figo when he played for Barcelona. To the left, Figo when he played for Real Madrid. (Kooora, 2015)**

Nicknames are deeply originated in culture because they have been used as a sign of sentiment in many cultures, such as Greek culture, instead of the given names. Sometimes, they were used as a short form of the given name, such as ‘Angel’ which is a short form of Angelus (behind the name, n.d.). On the other hand, they were also used as a pseudonym which is a name used by many people instead of the given name because of certain reasons, either to abbreviate a long name or to avoid a desired and desirable meaning associated with the name or to make the name more memorable, or sometimes because a nickname or a synonym pseudonym is easier to spell or to pronounce (Crystal, 2003:152). For example, the nickname ‘Rafa’ was used in English as short for Rafael (bleacher report, n.d.). Garayeva, Akhmetzyanov, and Khismatullina (2016: 10338) claim that nicknames are more important than names since they contain the important features that concur with the historical evolution of a person or his/her named person and his/her culture, with rich connotations of the nickname’s

holder. Garayeva, Akhmetzyanov, and Khismatullina (2016: 10341/2) believe that "nicknames are formed according to internal and external motivations, features and characteristics. The internal motivations are the linguistic derivations of the name that are reduced or derived. For example, the comic actor Les Hope was given a nickname 'Hopeless' after merging the first name with the surname." Likewise, Rosenblatt (2012) points out that the English attacker, Harry Kane, is given the nickname 'Hurrikane' to imply the term 'hurricane' since Kane scores nearly in every match with his club and the national team. On the other hand, Garayeva, Akhmetzyanov, and Khismatullina (2016: 10340) say that nicknames are also formed according to external motivations that indicate internal and external qualities. The internal qualities describe the character, such as being 'smart', 'lazy', 'skillful', etc. The external qualities describe the character by showing the similarities between the character and another famous character, such as nicknaming the Brazilian player Givanildo Vieira de Sousa as the famous animation character 'Hulk' because his shape looks like Hulk. Furthermore, nicknames can be according to the behavioural peculiarities. This reflects the character's behaviour, such as being aggressive, smiley, etc. Semantically, the nicknames that are motivated externally are complete, meaningful and informative because they combine the character of the nicknamed person and the cultural attributes that the nickname may have taken from, such as the 'Vikings' that combines the qualities of the players and the original cultural terms that are peculiar to Danish culture.

Garayeva, Akhmetzyanov, and Khismatullina (2016: 10340) argue that there are two approaches to sorting nicknames. The first defines nicknames as additional or extra names given to people besides their names, for example, using a derivative form of the name by reducing the name, such as 'Zizou' from Zine Aldine Zidane or an affectionate diminutive, such as 'Leo' from Lionel and other forms. The second approach defines nicknames as meaningful units that are added to the person's name in order to be distinguished and known. That means adding a nickname besides the first name in order to help the reader/listener realise the intended person. For example, if there is more than one person whose names are Ahmed, there is a need to add a term or word that enables people to distinguish this Ahmed from another one, for example, adding his/her job as Ahmed 'the Baker' (from "to bake"), adding a skin colour description as Ahmed 'the Black' (from "black"), or adding the region where the person comes from as Ahmed 'the Egyptian' (from "Egypt").

Bertills (2003: 34) defines nicknames as by-names which are given instead of official names. Nicknames are used in specific contexts and are labeled as informal. Usually, nicknames are given to young people, but these nicknames are grown with them. Accordingly, they are known by their nicknames until they are old. Furthermore, Hagström (2012: 1) argues that nicknames are used instead of names in order to make the person more clarified or to draw people's attention. Despite the other opinions that say that nicknames are informal, Hagström believes that

nicknames can be either formal or informal since they are used widely in a specific field, famous people, in particular. Moreover, nicknames may be known to a wide range of people or to a small group of people. Morarasu (2006: 100-103) believes that nicknames are used since names do not describe the reality of the person. Nicknames can provide the reader/listener with the characteristics or the personality of the person, such as "weight, height", cultural or racial background, such as colour, nationality or the place of origin, or the career. On the other hand, some nicknames show sarcasm or irony since the nickname is not real or imagined. Accordingly, Kennedy and Zamuner (2006: 387) define nicknames as descriptive terms used to refer to others. The nickname is called hypocrisy which means using the short form of the name as a pet name or a nickname in order to clarify people by referring to, and addressing, them.

## **Chapter Three**

### **Methodology**

#### **3.1 Methodology and Data Collection**

#### **3.2 Theoretical Framework and Analysis**



## Chapter Three

### Methodology

Nida and Taber (2003: 12) define 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”. This shows that owing to the difficulty of supreme comparability, the "closest" equivalence is the foremost and perfect strategy/procedure. Nida (1964: 167) assures "a natural rendering must fit the receptor language and culture as a whole; the context of the particular message; and the receptor-language audience". In other words, Nida and Taber (2003: 68) claim that the strategies/procedures that translators use to present a "close" meaningful text in the TL depend on "the comprehensive reception of the message" and on "how the translator understands the meaning or content". On the other side, Newmark (1988a: 82) defines *transliteration* as "shifting" the SL into the TL to adapt the same "phonetic and graphic" standards of the TL. Transliteration is considered as the same procedure that Fernandez (2006) calls "*transcription*". Farahzad (1995: 43) claims that "transliteration and transcription are used for translation of personal proper names. The latter is the replacement of one letter of the alphabet in the SL by another letter in TL. The former occurs when the letter of the TL shows the pronunciation of the PN in the SL ."

### **3.1 Methodology and Data Collection**

The researcher in this study has collected data on sports languages, commentaries and translated material into Arabic in football. Then the researcher introduces the notion of nicknames with some examples from the field of sports, especially in football. The translated materials are investigated linguistically and lexically/ semantically to find out how translators deal with nicknames when they encounter them in translation. The researcher then provides some examples of photos and logos which clarify the idea.

The cultural dimension and origin of such nicknames are investigated to show the importance of culture to language and the importance of the knowledge of language and culture to translation. In fact, the relationship between language, culture, and translation is examined with regard to the field of nicknames in sports, especially in football.

Moreover, translation strategies/procedures and language choices are to be examined as well, in order to see whether the translated material bridges the gap between English and Arabic in news reports, commentaries and see which language is being affected more, Arabic or English and to what extent. The researcher also examines if new language terms are being injected into Arabic and whether this leads to a language change over time. The study also decides whether nicknames are translatable or untranslatable.

The researcher has collected many relevant translated texts in football, such as commentaries, news, reports, and articles. Data is needed to investigate how translators deal with nicknames when they encounter them in their translation either from English into Arabic and if there are any problematic issues caused by language. The researcher collects his data from online material, sports journals, and articles.

On the other hand, the researcher has investigated which language is being affected more by the other. He describes the changes that take place in any language through translation and according to the collected data, such as neologisms, coinage, transliteration, as well as lexical items which have cultural implications. The data were collected from the SL and their equivalence in the TL in tables that show the terms and their equivalents and, accordingly, the strategy/strategies procedure/procedures adopted in order to decide the adequacy and accuracy of the translated material with regard to meaning and effect achieved upon the TL addressee.

Moreover, the researcher has analysed how the TL is being affected by the SL as a result of the process of translation and if there are any cultural effects on the TL. He thoroughly goes into the translation strategies/procedures adopted by translators to cope with translation problems encountered in the process of translating sports material and if these strategies/procedures are being effective or not.

The researcher followed a descriptive/analytic approach. The researcher identifies the term of nicknames, its linguistic relationship with

nouns, its origins and its first use in football. Moreover, the researcher describes the nicknames that are used in football, whether they are given to players, events, or teams. In addition, the researcher uses comparative analysis in order to compare the translations of the same term. This can be present in the various strategies/procedures of translation used by Arabic media and shows the similarities and differences between them. Furthermore, the researcher is dealing with given nicknames besides their translation in Arabic media, so that the light is shed on the difficulties of translating nicknames and demands on translators when dealing with sports language.

Thus the researcher uses descriptive, comparative and analytical methods. First, the researcher presents the nicknames according to their classification, such as matches, players, etc. Then, the researcher defines each nickname, its origin and the reason for giving this nickname. Next, the researcher describes the translation strategies/procedures used in translating the terms. Fourthly, the researcher compares the translations used in Arabic media. Finally, the researcher analyzes the translation strategies/procedures in term of accuracy and adequacy.

The researcher has chosen five Arabic Media. First is Bein sports which is a sports channel specialised in all sports, football, in particular. Bein Sports has the copyright to broadcast the main football events in the Middle East and North Africa exclusively, such as the World Cup, the Champions League, the Spanish Liga, the Premier English League, the

Bundesliga, the Italian Calcio, etc.. Second is *Aljazeera channel* that is considered the most effective and trusted Arabic sports news channel in the world since Google Trends shows that the majority of Arabs watch more *Aljazeera* than the other news channels since 2004 (trends.google, n.d.). *Aljazeera* is the first Arab news channel to broadcast not only in the Arab world, but also all over the world since it is specialised in news, whether it is political, commercial, sports and other news (Al-Hroub, 2013). The third is *Kooora* which is the most famous Arabic sports website because it is specialised in football news and one of the best five sports news websites in the world (Alghad, 2014). Fourth and fifth are *Al-Ayyam* and *Al-Hayah Al-Jadida* newspapers. Both of them are Palestinian and they publish news of local and global sports.

### **3.2 Theoretical Framework and Analysis**

This research focuses on the strategies and the procedures used in translating *football nicknames* in the Arabic media. Moreover, the research aims to investigate whether these strategies/procedures enable readers to harvest the messages of the nicknames. Newmark (1991: 10-12) elaborates the difference between procedure and strategy in translation. Newmark (1991) argues that procedures are used for "translating culture-specific terms and...". However, strategy is used for translating the whole text that aims to explain the "rendering allusions" in details. Nord (2003) points out that the descriptive given name, such as a nickname, could indicate a referent. Nord (2003) claims that translating a descriptive name makes it

easier for the TL reader to comprehend the name as it mirrors the person's character. In addition, Shirinzadeh and Mahadi (2014: 8/9) argue that translating, keeping or rendering the proper nouns relies on the features of the languages that are being dealt with; whether the SL and TL are from the same origin, which means that they share some characteristic features, or if the given proper name is referred to as a trans-cultural name. Actually, the above mentioned notions affect the translation procedures that the translator may resort to. According to Newmark (1988a: 9), translators are not always aware of most adequate procedures for translating proper names and other types of neologisms. Newmark (1988a) suggests that translators have to choose the most suitable translation procedures to avoid any problems during the translation process. Newmark (1988a: 81) and Vermes (2003: 89/90) state that phonological transference is used when translating nicknames into the TL. This procedure is used widely in translating SL cultural names that refer to "national characteristics". But Vermes (2003) assures that a translator may feel confused, or astray, if s/he is required to give an adequate and accurate translation of the proper name, especially when the name, or the nickname, has meaning(s). Moreover, Newmark (1988a: 214) asserts that personal names are usually transferred in order to preserve the nationality of the SL name. On the other hand, Newmark (1988a: 151) recommends that the SL personal names should be translated communicatively into the TL when they are treated connotatively. However, Newmark (1988a: 151) points out that if the names, or the nicknames, have an imaginative background in literature or the culture of

the SL, they have to be translated while if they have a nationality and connotation aspects, translators have to transliterate them into the TL, to naturalise the translated names into new personal names. On the other hand, Vermes (2003: 93/4) adopts four different procedures of translating proper names, which are transference, substitution, translation, and modification. Vermes (2003) defines transference as using the SL proper name without making changes in the TL. On the other hand, substitution is mostly used for geographical names by using the conventional correspondence of the SL name in the TL. Moreover, translators may translate the original name in order to render it in the TL. Furthermore, translators may use a modification strategy by making substitution, omission, addition, or generalisation in the translating of names from the SL into the TL. Newmark (1988b: 82-91 / 114 ) proposes fifteen different procedures. First is *transference* which aims to "transfer a SL word to a TL text". Second is *naturalisation* which focuses on "adapting the SL word first to the normal pronunciation, then to the normal morphology of the TL". Third is *cultural equivalent* which means "replacing a cultural word in the SL with a TL one. however, they are not accurate". Fourth is *functional equivalent* which "requires the use of a culture-neutral word". Fifth is *descriptive equivalent* which aims to explain the word in several words". Sixth is *componential analysis* which focuses on "comparing a SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." Seventh *synonymy* which is "near TL

equivalent". Eighth is *through-translation* which is named as calque or loan translation which is "the literal translation of common collocations, names of organizations and components of compounds". Ninth is *shifts or transpositions*, which involves a change in the grammar from SL to TL. Tenth is *modulation* which aims to "reproduce the message of the ST in the TT in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective". Eleventh is *recognized translation* which "normally uses the official or the generally accepted translation of any institutional term." Twelfth is *compensation* which "occurs when loss of meaning in one part of a sentence is compensated in another part". Thirteenth is *paraphrase* which aims to explain the meaning of the SL term with more details than those of *descriptive equivalent*. Fourteenth, *couplets* which "occurs when the translator combines two different procedures". Fifteenth is *notes*, which is "additional information in a translation".

Moreover, Newmark (1988b: 45-47) sets eight procedures of translation. One of them is *literal translation* "in which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context". Another method is *communicative translation* which "attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership".



Fernandez (2006) is concerned with translating names in the specific text kind, such as a football text. First, he defines what is meant by "names" and tries to offer a number of the maximally crucial kinds of "meanings" usually conveyed via names. Fernandez (2006) introduces ten procedures that are used in translating proper names. First is *rendition* which is "a coincidental procedure that used when the name is semantically motivated or transparent and is in a standardised language", such as the 'cup with big ears' → الكأس ذو الأذنين الكبيرتين. In other words, when the SL name is restricted in the lexicon of the SL, the meaning should be freed into the TL. Second is *copying*, which is close to borrowing and it is considered "the simplest type of translation. This strategy focuses on "reproducing the names in the TT exactly as the forms in the ST without making any orthographic adjustment", such as 'CR7' → CR7. The third is *transcription* which attempts to reproduce "the closest-sounding letters of a different TL alphabet", such as 'Barcelona' → برشلونة. This procedure is called transliteration, or adaptation; that occurs on the levels of morphology, phonology, grammar, etc., often to fit the TL rules. Moreover, Fernandes (2006) says that translators may omit, add or replace the position of letters in order to keep the readability of the text in the TL context. Fourth is *substitution* which is "a formally and/or semantically unrelated name is a substitute in the TT for any existent name in the ST. In other words, the TL name and the SL name exist in their respective referential worlds, but are not related to each other in terms of form and/or semantic significance", such as 'The Cannibal' → دراكولا. Fifth is *recreation* which is "recreating

an invented name in the SL text into the TL text, thus trying to reproduce similar effects of this newly-created referent in another target cultural setting, such as 'tiki taka' → الكرة الشاملة . It is important to stress that recreation differs from substitution in the sense that in recreation the lexical item does not exist in the SL or in the TL". Sixth is *deletion* which aims to "remove the SL name, or part of it, in the TL". It normally happens when the reader is not concerned with names. Seventh is *addition* which aims to add more information to the SL name in order to make it "more comprehensible" or engaging to the TL reader, for example, the 'cup with big' → ذات الأذنين. Moreover, it makes the meaning clearer since it focuses on preventing ambiguity for the reader, such as 'Samurai' → محارب الساموراي الياباني. Eighth is *Transposition* which is "replacing of one word class with another without changing the meaning of the original message", for example, 'Tonigol' → الهدف توني. Ninth is *phonological replacement* which tries to imitate the SL's phonological features in the TL by changing the ST name for another name that exists in the TL in order to recall the sound image of the SL's name", as 'Liverpool' → ليفربول. But this procedure does not have to be mixed with transcription since the latter involves adaptation of the SL's name to the morphology/ phonology of the TL, while phonological replacement means replacing the SL name with a TL name that is graphologically/ phonemically similar to it. Shirinzadeh and Mahadi (2014: 8/9) clarify that the translation may indicate some differences that the translator must bear in mind in order to agree with the phonological system of the TL, such as using the letter 'ف' as an equivalent

to the English letter 'V' which has no equivalent letter in Arabic, even though there is an equivalent sound, such as Viking, transferred into فايكنج. Tenth is *conventionality* which "occurs when a TL name is conventionally accepted as the translation of a particular SL name. It is commonly used with names of historical/literary figures and geographical locations. These conventionalized names in the target language are usually referred to as exonyms", for example 'Tarzan' → طرزان.

Hatim and Munday (2004: 14) claim that literal translation usually does not give or reflect the reality of the language. Hatim and Munday (2004: 31) believe that translators may use compensation, loss and gain translation, in order to bridge any translation gap by adding relevant details when in need, or omitting unnecessary information when in possible need, which helps the reader to get the full meaning of the nickname. Meanwhile, Nurmetov (2015: 814) states that most scholars adopt two strategies to translate proper names. First is *foreignization* which is "a way of translation which keeps cultural aspects". Second is *domestication* which "is a way of translation that makes some changes to the text or sometimes omits some aspects of culture". But Hervey and Higgins (1992: 10) coined the *exegetic* translation process that aims "to denote a translation that explains and elaborates on the ST in this way. The inevitable part played by the translator's accumulated experience becomes obvious in exegetic translation, for any exegesis by definition involves explicitly bringing considerations from outside the text into one's reading of it".

## **Chapter Four**

### **Data Analysis**

#### **4.1 Introduction**

#### **4.2 Nicknames in Football**

#### **4.3 Categories of Nicknames According to Their Referent**

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## Chapter Four

### Data Analysis

#### 4.1 Introduction

Football is the most famous game in the world. It is considered the mother of other games, such as (rugby football and American football). Orejan (2011: 9) says that football is called ‘soccer’ in some countries, such as America, Australia, and New Zealand. Orejan (2011: 5) also says that there are more than two billion spectators who watch its matches all over the world. Moreover, it is popular because everyone can play football from both sexes, whether they are old or young. They need only a ball and people to play anywhere (stadiums, streets, parks, etc.).

However, football attracts people watching its matches since there are different exciting competitions during the year, such as the different leagues in every country, besides the continental yearly competitions, such as the Union of European Football Associations (UEFA) Champions League and UEFA Europe League, The *Confederation of African Football* ( CAF), and the Asian Champions League. The competitions that happen every four years such as the World Cup and the UEFA European National Championship entuse people to watch and follow the matches even if they do not watch matches regularly in their daily life. Moreover, people interact with players, matches and TV commentators. Accordingly, football enables people to enrich their knowledge not only in football but

also in many other fields, such as languages, cultures, and histories, especially when people try to get cultural information about their rivals.

## **4.2 Nicknames in Football**

According to The Fédération Internationale de Football Association (FIFA) (FIFA, 2010), the phenomenon of nicknames first appears in Brazil where players are given nicknames even if they are not professional. The suffix "inho" is added to short players' names, such as 'Robinho'. On the other hand, the suffix "ão" is added to tall players' names, such as ex-Brazil coach 'Felipão Scolari' who played as a defender when he was a player. Moreover, FIFA (2010) considers nicknames as a simple way to distinguish players, especially those who have the same names. Another reason of giving nicknames is that the Brazilian people themselves consider football as a big component of their culture, especially after winning the World Cup five times, so that according to them, football is a way of creativity and entertainment that needs to be dealt with, or with anything related to it, in an informal way and with enjoyment whether the players are legends or amateurs. Hence, it is rare to find people who know the name of the best player over time who, with his team, won the World Cup three times 'Pelé' and whose real name is Edson Arantes do Nascimento (biography, 2016). Another example is the best Player in 2007 'Kaka' whose real name is Ricardo Izecson dos Santos Leite (biography, 2014). Soon, it has become as normal in every country to give nicknames not only to players but also to teams, events, stadiums, etc.



**Figure (2): Ricardo Izecson dos Santos Leite was introduced in 2009 by Real Madrid as ‘Kaka’, not by his real name. (Kooora, 2009)**

Nowadays, nicknames are used highly in sports language to substitute names of players, coaches, teams, stadiums, matches or events. Gamal (2008: 93) points out that nicknames are widely used in Egypt since "influential journalists", such as Naguib Mestekawy and An-Nahass used to credit the major Egyptian clubs with nicknames, such as nicknaming Al-Ahly club as ‘El Shayateen El Homr’, i.e. ‘the red devils’. Zamalek nicknamed as ‘El Khawagat’, i.e., ‘the foreigners’, Tersana given ‘El Shawakeesh’, i.e., ‘the hammers’, and Mahalla nicknamed as ‘El Fellaheen’, i.e., the peasants. Gamal (2008: 93) asserts that these nicknames are still used nowadays. Awad (2012: 72) believes that nicknames used in football are not arbitrary meaningful. Awad (2012: 72)

argues that nicknames play an important role in giving the identity either for the team or the player because they are given based on several criteria that help other nations to enrich their knowledge by recognising information about the country, culture, nature of the team, the description, the behaviour or the performance of the player. Moreover, fans get enthused about nicknames since the latter provide the matches with a sense of humour, liveliness, or action. Linguistically, nicknames used in all sports fields; football, in particular, can enrich languages' terminology by bridging the gap between them since media use the same nicknames in different languages. Awad (2012) argues that using nicknames in the field of football represents privacy and distinction. The word 'team' is widely used when representing a national team, such as the 'Netherlands' team'. This is the formal way that appears on the screen before the match starts, but commentators and editors of magazines and newspapers start using 'the Oranges' instead of 'Netherlands' team'. On the other hand, some teams are represented by giving a description, such as 'Die Mannschaft' which is used for Germany's national team which means 'the team'. In addition, Kennedy and Zamuner (2015: 387) believe that nicknames are a usual custom used in all sports. Kennedy and Zamuner (2015) add that nicknames carry multi social and semantic functions, besides deriving some of them from the phonological structures of languages.





**Figure (3): The players of the National Team of Germany, and behind is their nickname ‘Die Mannschaft’ on the team’s bus. (mercedes-benz, n.d.)**

In addition, Koller (2004) believes that such words as ‘wars’, ‘animals’ and ‘colours’ are employed in creating football nicknames in order to achieve "national identity". Koller (2004) coins the term ‘metaphor’ in football since football teams refer to themselves or their players as ‘Warriors’, which means the competition is a series of wars between two rivals on different battle-fields (stadiums). In order to distinguish their armies, the two teams have to wear different colours and to use a special crest (sometimes animals) to refer to strength, masculinity, and power. Koller uses the Algerian team as an example. The Algerian team is nicknamed ‘Desert Warriors’, Japan’s national team, ‘Samurai warriors’, and the Greeks’ ‘Pirates’ (UEFA, 2004). However, describing matches as ‘war’ is not always used since there are some nicknames that refer to football as a musical band that includes a ‘Maestro’ as the Italian player Pirlo (euronews, 2017), ‘The Musician’ as the German player Mesut Ozil (football365, 2015) and ‘Dancers’ such as the Brazilian and Argentinean teams who act in front of the spectators. Manzenreiter and Horne (2004: 73) point out that professional players who play outside their

countries may be given nicknames that refer to their countries; for example, the Japanese player whose name is Okudera is the first Japanese player who played in Europe. He played in a Brazilian club, and then he transferred to play in the Bundesliga in Germany. The German football magazine *Kicker* nicknamed him ‘the Oriental Computer’ since Japan is one of the best pioneers in computers and technology and perhaps to describe his exact playing.

Pfukwa (2003: 16) argues that most of these nicknames show linguistic creativity and a social environment which leads to an interaction between human and nonhuman. Pfukwa (2003) believes that the connotative meaning is obvious in sports nicknames since they reflect their various origins: social, political, and patriotic. As a rule of thumb, any investigation carried out to examine a translation approach related to culture should first look at the cultural root of the SL item that poses a problem when translated to the TL in order to achieve reasonable and justifiable results about semantic or syntactic choices of the translated materials. Nowadays, nicknames are used highly in sports language to substitute a name of a player, coach, team, stadium, match or fan. In Spanish, the expression ‘Matador’ was originally used to describe the sport of bullfighting which is still very popular in Spain as a cultural event (Collins Spanish Dictionary, n.d.), but nowadays the same word is still used as a nickname to refer to the national football team of Spain. Another example is the nickname ‘Samurai’ (top end sports, n.d.) which is used to

represent the national football team of Japan. A ‘Samurai’ is a word that was originally used to refer to the ancient warriors of Japan (Japan-guide, , n.d.).

### **4.3 Categories of Nicknames According to Their Referent**

In sport, football, in particular, Jarvie (2006: 5) argues that supporters like to express their passion to the team which represents their beliefs, values, norms or their region. Jarvie (2006) points out that supporters and media give nicknames to clubs, players, and important matches, *inter alia*. They create these nicknames depending on various issues, such as the lexical name, the culture, the performance, etc.

Next, the researcher discusses below how these nicknames are created.

#### **4.3.1 Nicknames of Matches**

##### **4.3.1.1 Derby Matches**

Armstrong and Giulianotti (2001: 1) argue, historically, that football was established to be between two binaries, namely, rivalry and opposition. During the Middle Ages, football matches were a part of folk carnivals which were held between two opposing social identities, such as young men against older men, singles against married, village against village. Then in the 1850s, the English public schools aimed to support the Christian masculinity by starting to hold football matches on their

playgrounds. Before 1865, football matches were held between rival teams and opposing identities. After that, football became more rationalised for modern and global rules. Therefore, the basement of football is established on social and cultural antagonisms between nations, religions, political ideologies, etc. Armstrong and Giulianotti (2001: 1) point out that antagonism is increased in football because of the new industrial neighbouring communities which have taken over the rivalries between the old aristocracies. Since that time, a new nickname has been given to the matches between two neighbouring localities, which is ‘Derby’ matches. Derbies are very popular and epical matches because the people of the same region are divided into two halves. The origin of the word ‘Derby’ is taken from Derby County city in England where a horse race had been organised in 1780. In 1840, ‘Derby’ was used for the first time for the football matches between two teams from the same geographical area whether they are from the same city or region (Collins dictionary, n.d.).

The oldest derby in the world was ‘Rule’s Derby’ which was between Hallam vs Sheffield in 1860 (BBC, 2013). Nowadays, the most famous derby matches are divided according to the local city or the region when the match is between two clubs. The sports media add either the name of the city for pointing to the two teams of that city or the name of the region. As examples of local derbies are ‘Manchester Derby’ which is between Manchester United vs. Manchester City (Hodgson, 2011), ‘Madrid Derby’, between Real Madrid vs. Atletico Madrid (football derbies, n.d.)

or ‘Milan Derby’, between AC Milan vs. Inter Milan (football derbies, n.d.). As an example of regional derbies, ‘North England Derby’ is between Liverpool vs. Manchester United (Rice and Reynolds, 2014). Moreover, some derbies are given a special historical nickname, such as ‘The War of Roses’ or ‘The Clash of Roses Derby’ between East Lancashire and West Yorkshire clubs. This derby has taken its nickname from the historic war between the House of Lancaster and the House of York. The war happened between 1455 and 1485 and it is named as the War of the Roses because the cliché of Lancaster was a red rose while that of York was a white rose (Grummitt: 2013). In Turkey, the match between Fenerbahçe SK and Galatasaray SK is nicknamed ‘the Intercontinental Derby’ because Fenerbahçe team is from the Asian part while Galatasaray is from the European part of Istanbul (Nazareth, 2015).

Below are renderings of ‘Derby’:

**Table (1): Derby**

| Rendering(s)   | Media                               | Strategy/Procedure |
|--|-------------------------------------|--------------------|
| ديربي  | <i>Bein Sports channel</i>          | Transliteration    |
| مباراة قمة محلية   | <i>Aljazeera channel</i>            | Recreation         |
| قمة محلية  | <i>Kooora website</i>               | Recreation         |
| ديربي  | <i>Al-Ayyam newspaper</i>           | Transliteration    |
| ديربي  | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration    |
| مباراة قمة محلية (اسم المدينة / المنطقة) مثل: مباراة قمة محلية مدرية (مثلاً) | <i>The researcher's suggestion</i>  | Communicative      |

As shown on Table (1) above, *Bein Sports* channel, *Al-Ayyam* and *Al-Hayah Al-Jadida* newspapers transliterate the nickname ‘Derby’ as *ديربي*

which can not represent the intended meaning, or the importance, of the game for the individual reader although it may be understandable for the reader who is interested in football. This kind of transliteration does not give more information for the reader, but it concentrates on transliterating the same sound of the SL nickname into the TL.

On the other hand, *Aljazeera* channel and *Kooora* website translate ‘Derby’ as مباراة قمة محلية which enables the reader to know the importance of the match since its translation conveys descriptive meaning but the meaning is incomplete.

In conclusion, none of the translations gives the individual reader the complete information that enables him/her to know the meaning. Therefore, the reader needs to know the importance, and the area/city, of the match. The researcher suggests translating the nickname as (مثلاً) مباراة قمة محلية مدريدية which enables the reader to know that the match is between two local teams from Madrid.

There are not only Derbies between clubs in the same country but also between national teams. Peters (2014) argues that these matches are called Derbies due to bad relationships between the communities of the two countries, especially if they are neighbours, have political war, or different religious backgrounds, such as ‘the Old Enemies Derby’ which is between Scotland and England (Duke, 2008), Spain and Portugal (Duke, 2008) and Saudi Arabia and Iran (Duke, 2008).

#### 4.3.1.2 The Clásico Matches

The second special match is called ‘El Clásico’ (Spanish pronunciation: [el 'klasiko]. ‘The Clásico’ is the match between Real Madrid and Barcelona whether the match is inside or outside Spain (BBC, 2008).

**Table (2): El Clásico**

| Rendering(s)   | Media                               | Strategy/Procedure            |
|--|-------------------------------------|-------------------------------|
| كلاسيكو الكون  | <i>Bein Sports channel</i>          | Transliteration + Addition    |
| كلاسيكو الأرض  | <i>Aljazeera channel</i>            | Transliteration + Addition    |
| كلاسيكو ريال مدريد وبرشلونة  | <i>Kooora website</i>               | Transliteration + Description |
| كلاسيكو قطبي الكرة الإسبانية   | <i>Al-Ayyam newspaper</i>           | Transliteration + Description |
| كلاسيكو كرة القدم الإسبانية  | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration + Description |
| مباراة ملحمية (إسبانية) بين<br>الغريمين التقليديين،<br>أو ملحمة كروية (إسبانية)<br>بين فريق..... و فريق..... | <i>The researcher's suggestion</i>  | Exegetic                      |

As shown on Table (2) above, *Bein Sports Channel* and *Aljazeera channel* translate the nickname ‘the Clásico’ as كلاسيكو الكون and كلاسيكو الأرض. Although they use different additional words الكون/الأرض, they have the same rendition for the reader. The individual reader may not sense the importance of the match, the two rivals or their nationalities, and the epical history between them since the term ‘Clásico’ is not interpreted.

In addition, *Kooora website*, *Al-Ayyam* and *Al-Hayah Al-Jadida* newspapers use the same type of translation, but they use different

expressions. *Kooora*'s translation enables the reader to know the two rivals, but it does not enable him/her to know the importance and the history of the match. Furthermore, *Al-Ayyam* newspaper's translation enables the reader to know the nationality of two rivals, which is not enough for the individual reader to know the names of the rival teams or the history of the rivalry between them. Moreover, *Al-Hayah Al-Jadida* newspaper's translation is close to *Al-Ayyam*'s translation but *Al-Hayah Al-Jadida*'s translation is more ambiguous since the translation does not provide any useful information for the individual reader except for the nationality of the two rivals which is also ambiguous because the two rivals are unknown, besides the history and the importance of the match.

Hence, the above translations do not render the exact meaning of 'Clásico' matches since they do not provide important information, such as the names of the two rivals, the reason that makes the match a 'Clásico', and the nationality of the two teams. So, the researcher suggests' (مباراة) because مملحمة (اسبانية) بين الغريمين التقليديين أو بين فريق (ريال مدريد) وفريق (برشلونة)) this exegesis enables the reader to know that the match is between two historical rivals which are both Spanish, and it is an unusual match.



### 4.3.1.3 Superclásico

‘The Clásico’ has been generalised from the most classical and epical match in a country. In Scotland, it is a religious match between Protestant Rangers and Catholic Celtic (telegraph, n.d.). The Argentinean ‘Superclásico’ is a social class match between Boca juniors, the working-class, and River plate, Millionaires, (telegraph, n.d.). ‘Clásico Italy’ is between two most successful clubs, AC Milan and Juventus (super, 2014). This phenomenon has been generalised to reach every country even in the Arab world. Onwumechili and Akindes (2014: 111/2) point out to ‘Clasico Egypt’ which is between Al-Ahly and Al-Zamalek. Both teams are based on different ideologies, and matches always have clashes either between the players or between their fans. Al-Ahly beginnings belong to the nationalist struggle for independence from the British colonization of Egypt. To elaborate more, Onwumechili and Gerard (2014: 111/2) argue that Al-Zamalek believes in gathering identity and nation in Africa together, and it is represented when its first name was Qasr el-Nil, then called El Mokhtalat which means (mixed) in English. Accordingly, the first team represented the ex-president Jamal Abd Al-Nasser (Pan-Arab and nationalist) while the second represented King Farouq (monarchy and privilege). In Jordan, ‘The Clasico’ is between ‘Al-Faisaly’ whose players are Jordanian in origin and ‘Al-Wihdat’ whose players are Palestinian in origin and live in refugee camps in Jordan (Addustour, 2017).

**Table (3): Superclásico**

| Rendering(s)   | Media                               | Strategy/Procedure            |
|--|-------------------------------------|-------------------------------|
| سوبر كلاسيكو الارجنتين   | <i>Bein Sports channel</i>          | Transliteration + Description |
| السوبر كلاسيكو   | <i>Aljazeera channel</i>            | Transliteration               |
| كلاسيكو الكرة الارجنتينية  | <i>Kooora website</i>               | Transliteration + Description |
| السوبر كلاسيكو   | <i>Al-Ayyam newspaper</i>           | Transliteration               |
| سوبر كلاسيكو بين بوكا جونيور<br>وريفر بلّيت                              | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration + Addition    |
| مباراة قمة الكرة الارجنتينية بين<br>الغريمين ريفير بلّيت<br>وبوكا جونيور | <i>The researcher's suggestion</i>  | Exegetic                      |

As shown on Table (3), the above media translate the ‘Superclásico’ in ways that may be hard for the reader to understand all the connotations that the nickname has. First, *Aljazeera* and *Al-Ayyam* newspaper translate ‘Superclásico’ as السوبر كلاسيكو, which is hard for the reader to know the meaning of the nickname, the referent teams or the country that they belong to, while *Al-Hayah Al-Jadida* refers to the names of the two teams without mentioning the nationality of them. Second, *Bein sports* adds the name of the country that the two rivals belong to, which enables the reader to know that the two rivals are from Argentina. Similarly, *Kooora website* uses the same information *Bein sports* does but in the same order. The latter mentions the country of the two rivals while the former mentions the nationality. Despite this, both translations are not adequately meaningful by cause of not expressing the nickname. So, the translator suggests to define the nickname, then to give details about the rivals and their country or nationality (as on Table 3) .

### 4.3.2 The Nicknames of Teams

Each team has its own nickname that its fans or the media like to call them by. Some teams have more than one nickname, while other nicknames show the opposite meaning of the real names, such as the nickname ‘The Old Lady’ given to the Italian club Juventus as a nickname although that name means ‘the youths’ (UEFA, 2003).



**Figure (4):** A photo of Juventus club crest and its nickname ‘The Old Lady’. (outside of the boot, n.d.)

The nicknames of the teams vary from team to another according to the classification, below:

#### 4.3.2.1 Nicknames Classified according to Derivation

Whether the nicknames come from either the linguistic or cultural level, they should be examined thoroughly to decide on translation choices. First of all, linguistically, nicknames are sometimes formed either by shortening or abbreviating. The short form can be the first or second syllable of the name to represent the full name (behind the name, n.d.), ‘Swans’ for Swansea City (premier league, 2016), ‘Juve’ for Juventus (BBC, 2005), ‘Atleti’ for Atletico Madrid (tyers, 2017) and ‘Barça’ for Barcelona that is formed by using the first and second syllable (fc

Barcelona, n.d.). In other cases, the first word is used as a nickname for the clubs whose names are two blend words, such as ‘Bayern’ for Bayern Munich (Otway, 2018) and ‘Inter’ for Inter Milan (Snowball, 2017) , while the second word is used as a nickname for other teams, such as ‘City’ for Manchester City (Iveson, 2017, ‘United’ for Manchester United, and ‘Spurs’ for Tottenham Hotspur (Iveson, 2017). On the other hand, when the name of the club contains more than two words, the first letter of each word is used to be an Acronym and then as a nickname for the club, such as ‘PSG’ for Paris Saint Germain (Lewis, 2017).

Below are the renderings of the nickname ‘Barça’:

**Table (4): Barça**

| <b>Rendering(s)</b> | <b>Media</b>                        | <b>Strategy/Procedure</b> |
|---------------------|-------------------------------------|---------------------------|
| البارصا             | <i>Bein Sports channel</i>          | Foreignisation            |
| البرشا              | <i>Aljazeera channel</i>            | Naturalisation            |
| البارصا             | <i>Kooora website</i>               | Foreignisation            |
| بارسا               | <i>Al-Ayyam newspaper</i>           | Transliteration           |
| البرشا              | <i>Al-Hayah Al-Jadida newspaper</i> | Naturalisation            |
| البرشا              | <i>The researcher's suggestion</i>  | Naturalisation            |

Table (4) shows that *Bein Sports* and *Kooora* website translate the nickname ‘Barça’ as *البارصا* which is not appropriate since it is pronounced in Spanish as {barsa} which is voiceless. The reader may find it difficult to know the referent team because it is not close to the full name of the team in either language, Arabic or English. Moreover, the translator is trying to naturalise the nickname in Arabic by adding the article ال, but the full translation is incorrect.

*Al-Ayyam* newspaper translates ‘Barça’ as بارسا which suits the pronunciation of the nickname and the full name in English and in Spanish. The reader who does not know the pronunciation of the nickname and the full name may find it difficult to know which team this nickname refers to.

*Aljazeera channel* and *Al-Hayah Al-Jadida* newspaper translate ‘Barça’ as البرشا which fits the name of the team in Arabic برشلونة. The reader finds it easy to match the translation and the referent since they have a close pronunciation.

#### **4.3.2.2 Nicknames Related to the Teams’ Colours**

Chilingaryan and Zvereva (2016: 7728) argue that ‘colourism’ is the widest type of nicknames. It means giving a team or a club a colour nickname based on the colour of the team’s t-shirt which reflects the colour of the country’s flag. Chilingaryan and Zvereva (2016) find that there are 156 national teams that have a colour nickname.

Moreover, ‘red’ is the most repeated colour, which is used for just eleven national teams: either the nickname is the colour only or the colour acts as a defining name.

##### **4.3.2.2.1 Reds**

The English club Liverpool is given the nickname ‘Reds’ because it reflects their kit (BBC, 2018). On the other hand, the Spanish national team is given the nickname ‘La Roja’ which means in English ‘red’ ( football-

espana, 2017). The national team of Bahrain is nicknamed as ‘Al-Ahmar’ in Arabic and means ‘the red’ (worldfootballguide, n.d.). In addition, some colours nicknames are used as defining words, such as the nickname of Manchester United club, ‘Red Devils’ (Street, 2016). Furthermore, some teams are given nicknames after compounding two colours, such as the nickname of the Spanish club Athletic Madrid ‘Rojiblancos’ which means ‘red and white’ (Dorman, 2017), and the Italian club AC Milan is given the nickname ‘I-Rossoneri’ which means the red and black (tuttosport, 2017).

Below are renderings of the nickname ‘Reds’:

**Table (5): Reds**

| Rendering(s)                       | Media                               | Strategy/Procedure |
|------------------------------------|-------------------------------------|--------------------|
| الْحُمْر                           | <i>Bein Sports channel</i>          | Literal            |
| الريدز                             | <i>Aljazeera channel</i>            | Naturalisation     |
| الريدز                             | <i>Kooora website</i>               | Naturalisation     |
| الريدز                             | <i>Al-Ayyam newspaper</i>           | Naturalisation     |
| الْحُمْر                           | <i>Al-Hayah Al-Jadida newspaper</i> | Literal            |
| الفريق الانجليزي أصحاب الزي الأحمر | <i>The researcher's suggestion</i>  | Exegetic           |

Table (5) above shows that *Aljazeera*, *Kooora*, and *Al-Ayyam newspaper* transliterate the nickname ‘Reds’ as الريدز which does not enable the reader to realise what the nickname refers to and what it means. The translators ignore the Arabic equivalent of Reds which helps the reader to know at least the meaning of it. Using الريدز will not enable the reader to differentiate the nationality of the team since it is transliterated from the SL into the TL.

On the other hand, *Bein sports* and *Al-Hayah Al-Jadida* newspaper use the equivalent *الاحمر* to translate the nickname 'Reds'. However, the meaning is not fully rendered to the reader. Moreover, the reader will find it difficult to differentiate the nationality of the team, and what the colour refers to, because *الاحمر* is general and does not show any signs except the colour 'red'.

The researcher suggests 'الفريق الانجليزي أصحاب الزي الأحمر' as a translation to 'Reds' because it enables the reader to distinguish the meaning of the nickname and the nationality of the team. It seems that the translation is too long and somehow far away from the equivalent of 'Reds', but it is more comprehensive to the reader since it contains additional information.

#### **4.3.2.2.2 Blues**

Chilingaryan and Zvereva (2016: 7728) point out that the second more often used colour is 'the blue' which is given to nine national teams. The blue colour is used in more different ways than the red. For example, the English team Chelsea is given the nickname 'Blues' (chelseafc, 2017), while the National team of Italy is given the nickname 'Azzurri' which means 'the blues' (UEFA, 2015). Also, the national team of Kuwait is nicknamed 'Al-Azraq' (worldfootballguide, n.d.). Furthermore, Manchester City is nicknamed 'the Sky blues' (Kabelu, 2017), while the National team of Uruguay is nicknamed 'La Celeste' (worldfootballguide, n.d.), and the Italian club Napoli is nicknamed 'Partenopei' and they all refer to the light

blue colour (UEFA, 2013). On the other hand, when ‘blue’ or ‘sky blue’ is used with another colour, created is a new nickname, such as that of the Italian club Inter Milan, ‘Nerazzurri’ and means ‘black and blue’ (Radaelli, 2009), or the nickname of the national team of the Argentines ‘La Albiceleste’, which means the white and sky blue (worldfootballguide, n.d.). On the other hand, Barcelona is known as ‘the Blaugrana’ (la fcbarcelona , n.d.). ‘Blaugrana’ means in English blue and deep red which are the colours of their shirt.

Below are renderings of the nickname ‘Blues’:

**Table (6): Blues**

| <b>Rendering(s)</b>               | <b>Media</b>                        | <b>Strategy/Procedure</b> |
|-----------------------------------|-------------------------------------|---------------------------|
| البلوز                            | <i>Bein Sports channel</i>          | Naturalisation            |
| البلوز                            | <i>Aljazeera channel</i>            | Naturalisation            |
| الزرق                             | <i>Kooora website</i>               | Literal                   |
| البلوز                            | <i>Al-Ayyam newspaper</i>           | Naturalisation            |
| البلوز                            | <i>Al-Hayah Al-Jadida newspaper</i> | Naturalisation            |
| الفريق اللندني صاحب اللباس الأزرق | <i>The researcher's suggestion</i>  | Communicative             |

On Table (6), it seems that all media except *Kooora* website use the same translation for ‘Blues’, البلوز. The translators ignore the Arabic equivalent الزرق, which then might enable the reader to know the nationality of the team. Mere transliteration may not help the reader to understand what the nickname means because البلوز is an abstract and without any additional information, will not uncover the meaning or the aim of giving this nickname.



*Kooora* website uses الزرق as a translation of ‘Blues’. The translator uses the Arabic equivalent and the reader may realise that it refers to a colour, but it is an abstract still because it does not refer to the nationality or the city of the team. Moreover, the translation does not refer to the ‘thing’ that the colour refers to.

So, the researcher suggests using ‘الفريق اللندني صاحب اللباس الأزرق’ because the translation refers to the colour that ‘Blues’ belongs to, the ‘thing’ that the colour refers to which is all the kit (t-shirt and shorts) of the team, and the home of the team since the team is from London.

Another variety of ‘blue’ is ‘Celeste’ which is translated variously as Table (7) shows:

**Table (7): Celeste**

| Rendering(s)                               | Media                               | Strategy/Procedure |
|--|-------------------------------------|--------------------|
| السمائي                                    | <i>Bein Sports channel</i>          | Literal            |
| السيلبيتي                                  | <i>Aljazeera channel</i>            | Naturalisation     |
| السيلبيتي                                  | <i>Kooora website</i>               | Naturalisation     |
| السمائي                                    | <i>Al-Ayyam newspaper</i>           | Literal            |
| لا سيلبيتي                                 | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration    |
| منتخب الاوروغواي الملقب بـ"الأزرق السماوي" | <i>The researcher's suggestion</i>  | Communicative      |

Table (7) shows various translations of the Spanish word ‘Celeste’ which is another variety of ‘blue’ and used as a nickname for the ‘Uruguayan national team’ whose formal language is Spanish. The translators of *Aljazeera*, *Kooora*, and *Al-Hayah Al-Jadida* use the same

transliteration السيليسي or لا سيليسي , but the former is naturalised into Arabic because of using the article ال, and the latter is transliterated from Spanish into Arabic because the Spanish لا means the article ال in Arabic. Both transliterations refer only to the origin of the word and they do not include any further information, so the reader may find it hard to get the intended meaning of the word.

On the other hand, *Bein Sports* and *Al-Ayyam* use the Arabic equivalent السماوي which refers only to the colour of the team and does not have any extra information that enables the reader to know the name of the team. So, the researcher suggests "الأزرق السماوي" منتخب الاوروغواي الملقب بـ because this enables the reader to know the name of the team, and its nickname.

Another variety of 'blue' is 'Azzurri' which is translated variously as Table (8) shows:

**Table (8): Azzurri**

| Rendering(s)   | Media                               | Strategy/Procedure |
|--|-------------------------------------|--------------------|
| الأتزوري   | <i>Bein Sports channel</i>          | Transliteration    |
| الأزوري  | <i>Aljazeera channel</i>            | Naturalisation     |
| الازوري  | <i>Kooora website</i>               | Naturalisation     |
| الازوري  | <i>Al-Ayyam newspaper</i>           | Naturalisation     |
| الأزوري  | <i>Al-Hayah Al-Jadida newspaper</i> | Naturalisation     |
| المنتخب الإيطالي الملقب بـ<br>الأتزوري أو صاحب القمصان<br>الزرقاء الداكنة. | <i>The researcher's suggestion</i>  | Exegetic           |

Another variety of 'blue' is 'Azzurri' as shown on table (8). 'Azzurri' is an Italian origin and that is pronounced as (attsuri). Translators

use the same method of translation except for *Bein sports*. Some translators use الأزوري with ء (ə') and others use الأزوري with ~ (a) in order to render the spelling, since Arabic as a language has two phonetic equivalences on the sound level that might be used to refer to the SL sound which has no or little effect on the meaning level; otherwise, all it affects is the sound level. In addition, they try to naturalise the word in Arabic by using the article ال. The reader may not realise the meaning of the nickname since it is Italian, not English, origin. Moreover, the reader may distinguish the nationality of the team since 'Azzurri' is an Italian word.

Moreover, *Bein sports* uses الأزوري which is the Italian pronunciation of 'Azzurri'. The translation is ambiguous since it does not give the meaning of the word or what it refers to.

In conclusion, the researcher suggests المنتخب الإيطالي الملقب ب الأزوري since this allows the reader to know the meaning of 'Azzurri' which is الأزرق الداكن and the referent of the colour, القمصان , and the nationality of the team, المنتخب الإيطالي. Therefore, the reader has got the full image of what 'Azzurri' means and what it refers to.

'Blaugrana' represents 'blue' and 'red' which is translated variously as Table (9) shows:

**Table (9): Blaugrana**

| Rendering(s)          | Media                               | Strategy/Procedure |
|-----------------------|-------------------------------------|--------------------|
| البلوغرانا            | <i>Bein Sports channel</i>          | Naturalisation     |
| البلوغرانا            | <i>Aljazeera channel</i>            | Naturalisation     |
| البلوجرانا            | <i>Kooora website</i>               | Naturalisation     |
| الأحمر والأزرق        | <i>Al-Ayyam newspaper</i>           | Domestication      |
| البلاوغرانا           | <i>Al-Hayah Al-Jadida newspaper</i> | Naturalisation     |
| الفريق الأحمر والأزرق | <i>The researcher's suggestion</i>  | Domestication      |

Table (9) shows the translations of the Spanish word ‘Blaugrana’ which refers to two colours. *Bein sports*, *Aljazeera*, *Kooora website* and *Al-Hayah Al-Jadida* translate the nickname in the same way but with a different spelling. *Bein Sports* and *Aljazeera* use البلوغرانا while *Kooora website* replaces the letter غ with ج, البلوجرانا. On the other side, *Al-Hayah Al-Jadida* keeps غ but adds لا before و, البلاوغرانا. All the mentioned translations do not help the reader to know the meaning of the nickname.

However, *Al-Ayyam* newspaper translates the nickname as الأحمر والأزرق mentioning the colours of the nickname. Therefore, this translation particularly helps the reader to understand the meaning of the nickname. The hidden side of *Al-Ayyam's* translation is that the nickname is not known whether it is given to a club or a national team. So, the researcher suggests adding الفريق to be الفريق الاحمر والازرق in order to enable the reader to see that the nickname is given to a club.

#### **4.3.2.3 Nicknames Related to Crests of Clubs or Symbols**

Chilingaryan and Zvereva (2016: 7728) believe that some teams or clubs use symbols in order to refer to their nation or history. The Italian club AS Roma is using the crest that shows a wolf that feeds two children. According to Dillery (2009: 78-81), in the history of Rome, the crest refers to the wolf which rescued the twins "sons of Mars and Rhea Silvia" after their uncle threw them into the River Tiber. When they became young, they took revenge on Amulius. Then Romulus killed Remus and became a king of a new city named in his honor, Rome. Accordingly, the team is nicknamed as 'the Wolves'. Moreover, the English club Arsenal is nicknamed as 'the Gunners' since the club uses a cannon which was directed to the west toward the stadium of their local rival club Tottenham Hotspur, but then it was turned to the east (Carr, 2014). Other nicknames using the crest are 'the Red Devils' for Manchester United, 'the Hammers' for West Ham United (Beckett, 2010), and 'the Roosters' for the French national team (Lisa, 2015). The first crest for Liverpool is created in 1892. Although the owners of the club have changed the crest nine times since 1940, the liver bird is stabled in all the crests (liverpoolfc, n.d.). The liver bird has been used as a symbol of Liverpool city since King John established Liverpool city in 1207. Thus, Liverpool club's nickname is 'Liver' (liverpoolmuseums, n.d.).



Figure (5): A photo shows the crests of Roma Club with the Wolf feeding two children and Liverpool Club with the Liver bird. (dailypost.ng, n.d.)



Figure (6): A photo shows the crests of Arsenal Club with a cannon and Manchester United Club with the 'Red Devil' . (leaguelane, n.d.)

Table (10) shows how translators have dealt with translating 'the gunners'.

**Table (10): The Gunners**

| Rendering(s)       | Media                               | Strategy/Procedure    |
|--------------------|-------------------------------------|-----------------------|
| الجنرز             | <i>Bein Sports channel</i>          | Naturalisation        |
| المدفعجية          | <i>Aljazeera channel</i>            | Literal               |
| مدفعجية لندن       | <i>Kooora website</i>               | Literal + Description |
| الغانرز            | <i>Al-Ayyam newspaper</i>           | Naturalisation        |
| مدفعجية            | <i>Al-Hayah Al-Jadida newspaper</i> | Literal               |
| المدفعجية اللندنية | <i>The researcher's suggestion</i>  | Exegetic              |

Table (10) shows that *Bein sports* and *Al-Ayyam* newspaper transliterate ‘the Gunners’ as الجنرز and الغانرز, which is the same procedure but in a different spelling. Both translations are not clear since the reader does not get their meaning and what they refer to. Moreover, the reader may not know the nationality of the team.

The other media, *Aljazeera* and *Al-Hayah Al-Jadida*, translate ‘the Gunners’ as المدفعجية. The reader may understand the meaning of the nickname, but the translation lacks other information, such as the city of the team. However, *Kooora* website uses مدفعجية لندن which informs the reader about the city that the team comes from.

Table (11) shows the proof that the translation of ‘the Wolves’ literally is not always enough to give the full meaning:

**Table (11): The Wolves**

| Rendering(s) | Media                               | Strategy/Procedure    |
|--------------|-------------------------------------|-----------------------|
| ذئاب روما    | <i>Bein Sports channel</i>          | Literal + Description |
| الذئاب       | <i>Aljazeera channel</i>            | Literal               |
| ذئاب روما    | <i>Kooora website</i>               | Literal + Description |
| ذئاب روما    | <i>Al-Ayyam newspaper</i>           | Literal + Description |
| ذئاب روما    | <i>Al-Hayah Al-Jadida newspaper</i> | Literal + Description |
| ذئاب روما    | <i>The researcher's suggestion</i>  | Literal + Description |

Table (11) shows that *Aljazeera* channel translates ‘the Wolves’ as الذئاب which is correct as an equivalent but it does not provide any extra information that helps the reader to guess the referent team. Thus, the reader needs to know at least the team’s home name to grasp the intended team.

However, the four other media use ذئاب روما which is useful for the reader more than the first one because it is easier for the reader to know that the team is from Rome and ‘the Wolves’ is the team’s nickname.

The translations of ‘Liver’ on Table (12) show how some translators mislead the TL readers by translating incorrectly and inadequately:

**Table (12): Liver**

| Rendering(s) | Media                               | Strategy/Procedure |
|--------------|-------------------------------------|--------------------|
| الليفير      | <i>Bein Sports channel</i>          | Naturalisation     |
| الليفير      | <i>Aljazeera channel</i>            | Naturalisation     |
| الليفير      | <i>Kooora website</i>               | Naturalisation     |
| الليفير      | <i>Al-Ayyam newspaper</i>           | Naturalisation     |
| الليفير      | <i>Al-Hayah Al-Jadida newspaper</i> | Naturalisation     |
| طيور العنقاء | <i>The researcher’s suggestion</i>  | Compensation       |

Table (12) shows that all media translate ‘Liver’ as الليفير. The translators ignore the nickname’s equivalent in Arabic, or they consider that ‘Liver’ refers to the first two syllables of Liverpool. The translation misleads the reader since the Arab media do not use the Arabic equivalent of ‘Liver’.

On the other hand, the researcher suggests translating ‘Liver’ as طيور العنقاء because it is clearer for the reader than الليفير. Liver birds are the sign of Liverpool city and it is not a surprise for its team to use it as a nickname.



So, translators should use the Arabic equivalent, not naturalise the nickname ‘Liver’ into Arabic.

#### **4.3.2.4 Nicknames Related to the Culture of the Country**

Many national teams use nicknames according to the cultural profession that is the specialty of their country. The Colombian national team is nicknamed ‘Coffee Growers’ because the country grows and exports a best coffee (worldfootballguide, n.d.). On the other hand, some teams may be nicknamed according to their specialised customs, such as nicknaming the Brazilian team as ‘Samba Dancers’ while the Argentinean team as ‘Tango Dancers’ since both types of dance and music are different. Furthermore, some clubs are given a cultural nickname to refer to their special cultural item. Vaczi (2015: 142) points out that ‘Meringue’, which is a white Spanish sweet, is given as a nickname to Real Madrid. The nickname ‘Matador’, which means the bull fighter, is given to the Spanish national team since this sport is famous and popular as a traditional custom there.



**Figure (7): A photo shows ‘The White Meringue’ Sweets which are famous in Madrid (theboyhotspur, n.d.)**

Matador is translated variously as Table (13) shows:

**Table (13): Matador**

| Rendering(s)                                | Media                               | Strategy/Procedure           |
|---|-------------------------------------|------------------------------|
| ماتادور                                     | <i>Bein Sports channel</i>          | Transliteration              |
| ماتادور                                     | <i>Aljazeera channel</i>            | Transliteration              |
| الماتادور الإسباني                          | <i>Kooora website</i>               | Naturalisation + Description |
| مصارعو الثيران                              | <i>Al-Ayyam newspaper</i>           | Literal                      |
| الماتادور الإسباني                          | <i>Al-Hayah Al-Jadida newspaper</i> | Naturalisation + Description |
| المنتخب الإسباني الملقب بـ "مصارعي الثيران" | <i>The researcher's suggestion</i>  | Exegetic                     |

As shown on Table (13), 'Matador' is translated differently. The reader needs to know the meaning of 'Matador', the nationality of the team, and the referent, either a club or a national team. *Bein sports* and *Aljazeera channel* translate 'Matador' as ماتادور which does not provide any information, neither meaning nor other. However, *Kooora website* and *Al-Hayah Al-Jadida* add some information to become الماتادور الإسباني, but the meaning is still ambiguous for the reader, noting that the nationality of the team/club is clear.

In contrast, *Al-Ayyam newspaper* uses مصارعو الثيران which enables the reader to know the meaning of 'Matador', but it is misleading since bull fighting is a popular sport in Spain and the reader may think that the referent is bullfighters, not football players. Moreover, the nationality of the team is still ambiguous and unknown.

So, the researcher suggests clarifying the nickname by using المنتخب الإسباني الملقب بمصارعي الثيران which enable the reader to know the meaning of

matador as مصارع الثيران, the nationality الإسباني and it is a national team منتخب.



**Figure (8): The Spanish defender Sergio Ramos celebrates after winning the Euro 2012 title by performing the Veronica pass, which the bullfighters do (gettyimages, n.d.)**

Moreover, some teams get their nicknames based on the name of the family who lived in, or ruled, at some point in history, their country. The national Egyptian team is nicknamed ‘Pharos’ since pharos were rulers in Egypt for thousands of years (worldfootballguide, n.d.). Moreover, ‘the Viking’ tribes lived in the Scandinavian region, so that most of the national teams of that region are nicknamed ‘the Vikings’, such as the Danish and the Norwegian national teams. In addition, the Japanese national team is nicknamed ‘Samurai’ referring to the Japanese empire’s armed men more than one thousand years ago (worldfootballguide, n.d.) , and Table (14) shows the ways used in translating ‘Samurai’:

**Table (14): Samurai**

| Rendering(s)                    | Media                               | Strategy/Procedure              |
|---------------------------------|-------------------------------------|---------------------------------|
| محاربو الساموراي                | <i>Bein Sports channel</i>          | Transliteration + Communicative |
| الساموراي الياباني              | <i>Aljazeera channel</i>            | Transliteration + Description   |
| محاربي الساموراي                | <i>Kooora website</i>               | Transliteration + Communicative |
| محاربو الساموراي                | <i>Al-Ayyam newspaper</i>           | Transliteration + Communicative |
| الساموراي الأزرق                | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration + Description   |
| منتخب محاربو الساموراي الياباني | <i>The researcher's suggestion</i>  | Exegetic                        |

On Table (14), the word ‘Samurai’ does not exist in Arabic and doesn’t have an equivalent, so *Bein sports*, *Kooora*, and *Al-Ayyam* newspaper compensate the loss in meaning by adding the word محاربو to ‘Smaurai’ to be محاربو الساموراي or محاربي الساموراي according to its position in the sentence. This translation enables the reader to know the meaning of ‘Smaurai’, but it does not render the referent.

Separately, *Aljazeera channel* translates ‘Samurai’ into الساموراي الياباني. The meaning produced by this translation is ambiguous because the nickname is transliterated as it is in the TL. However, the nickname of the Japanese team is obviously known since the translator uses الياباني.

In addition, *Al-Hayah Aljadida* uses الساموراي الأزرق. The translation is also ambiguous as the translation above. The translator adds the word الأزرق to refer to the colour of the team, but it does not give any extra meaning because the name of the team is still unknown.

The researcher suggests منتخب محاربو الساموراي الياباني which enables the reader to comprehend the meaning of ‘Samurai’ and the referent team since the researcher mentions the nationality of the ‘Samurai’ by adding the word الياباني.



**Figure (9): A photo shows Japanese Samurai Warriors (toptenz, , n.d.)**

However, some teams use animals’ names as nicknames in order to show bravery and power, such as the Moroccan national team nicknamed ‘the Atlas Lions’ (Aarons, 2017) , or to show that the used animal is rare in the world but lives in that country, such as ‘the Elephants’ given to the Republic of Côte d’Ivoire ( Ivory Coast) national team because elephants live there (BBC, 2017). Furthermore, the English club Newcastle is nicknamed ‘Magpies’ which are birds that live in that area. In Nigeria, the men’s and the women’s national football teams are nicknamed ‘Eagles’ (Vanguardngr, 2017) and ‘Falcons’ (Okeleji, 2016) , respectively, because the two birds are plenty in the country.



**Figure (10):** Two of Newcastle United fans wear the team's shirt which represents the magpie bird (pantip, n.d.)

### 4.3.3 Nicknames of Players and Coaches

In football, it is rare to see, or hear about, a player who has no nickname. Most of the players are known by their nicknames. Sometimes their fans do not know the real name or they do not care to know it. Most players are given nicknames by their fans and lovers based on several factors. In some cases, the nicknames are given by the rival's fans to show sarcasm. Morarasu (2006: 3-6) believes that nicknames are used since names do not describe the reality of the persons. Nicknames can provide the reader/listener with the characteristics or the personality of the person, such as weight, height, cultural or racial background, such as colour, nationality or the place of origin, or the career. However, some nicknames show sarcasm or irony since the nickname is not real but imagined. For example, Jack Charlton, an ex-player in the national team of England, is nicknamed as 'the Giraffe' because he has long legs and neck.

Kennedy and Zamuner (2006: 387) focus on the ways of giving athletes their nicknames. They point out that some nicknames are derived from the referent's first name or surname, such as 'Rafa' from Rafael. Other nicknames are phrasal nicknames, such as 'the Prince of Rome' and 'the Golden Boy' which are imagery and wordplay. Other nicknames are close to being a literal description of the player, such as 'the Rocket' and 'the Tank' .

Most of football players and coaches have their own nicknames, which makes them popular and common. Nicknames are given to the coaches for their experience in leading their teams to win many titles, such as 'the Special One' for José Mourinho who gave this nickname to himself (Sport News, 2010) after winning a European championship (FIFA, 2016).

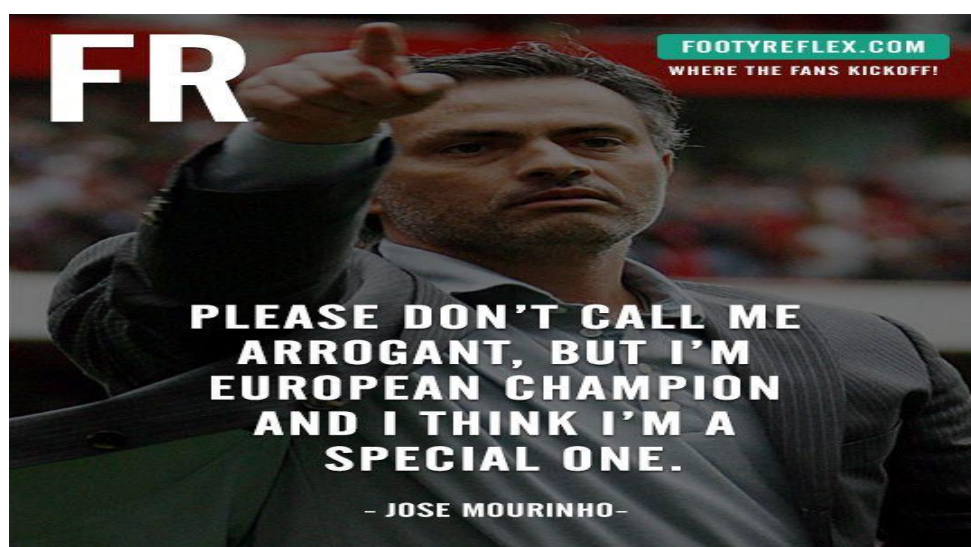


Figure (11) a photo shows Benfica ex-manager 'José Mourinho' with his famous quote of describing himself as 'The Special One'. (Quote Master, n.d.)

'The Special one' is translated and borrowed variously as Table (15) shows:



**Table (15): The Special One**

| Rendering(s)   | Media                               | Strategy/Procedure |
|----------------|-------------------------------------|--------------------|
| المميز         | <i>Bein sports channel</i>          | Domestication      |
| الإستثنائي     | <i>Aljazeera channel</i>            | Domestication      |
| الرجل الخاص    | <i>Kooora website</i>               | Literal            |
| السبيشال وان   | <i>Al-Ayyam newspaper</i>           | Transliteration    |
| السبيشل وان    | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration    |
| المدرّب المميز | <i>The researcher's suggestion</i>  | Communicative      |

On Table (15), Arabic media translate the nickname ‘The Special One’ variously, and that only two media have the same translation. *Bein Sports* translates the nickname as *المميز* which is correct as a meaning, but the reader may find it difficult to know the referent, whether a player or a coach. Thus, this translation needs to give further information to help the reader to know the referent.

Moreover, *Aljazeera* uses *الإستثنائي* as a translation for the nickname, but the translation does not help the reader to distinguish the nickname holder, either. Correspondingly, the translator needs to add more information in order to make the meaning adequate and accurate by mentioning *المدرّب* before *الإستثنائي*.

Furthermore, *Al-Ayyam* and *Al-Hayah Al-Jadida* ignore using an Arab equivalent to translate the nickname. They transliterate ‘The Special One’ into *السبيشال وان* and *السبيشل وان* which are the same words but with a different spelling. Both translations are not adequate since the nickname has an equivalent in the TL. Moreover, the reader may not understand the meaning of the nickname, and to whom it was given.



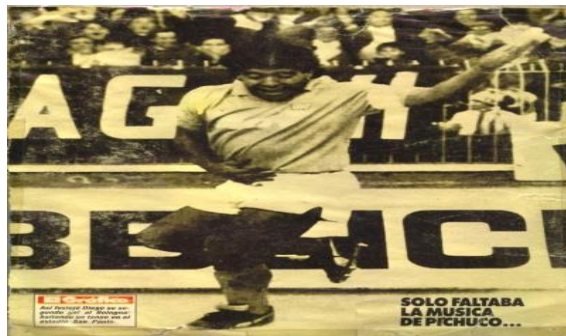
In addition, *Kooora website* translates ‘The Special One’ as الرجل الخاص. The translation is too literal and too general. In other words, الرجل الخاص does not render the referent since ‘الرجل’ is given to both player and coach.

In short, the researcher suggests المدرب المميز because it expresses the meaning of the nickname. Moreover, the reader can recognise the nickname holder because المدرب expresses the profession.

Some nicknames are given to the whole team players, such as ‘Samba Dancers’ and ‘Tango Dancers’, which refer to the Brazilian and the Argentinean national team players, respectively (Edwards, 2010).



**Figure (12):** Brazilian players celebrating by dancing the ‘Samba’ after winning 3-0 against the USA on May 30, 2012 (Goal, 2012).



**Figure (13):** A photo shows the Argentinean player Diego Maradona celebrating winning the Italian League on May 10<sup>th</sup>, 1987, by dancing the Argentinean ‘Tango’. (Kooora, 2005).

Since ‘Samba’ and ‘Tango’ are related to dancing, the researcher presents how ‘Samba’ and ‘Tango’ are translated variously in the same table as Tables (16) shows:

**Table (16): Samba and Tango**

| Rendering(s)  | Media                               | Strategy/Procedure             |
|---|-------------------------------------|--------------------------------|
| راقصو السامبا<br>راقصو التانغو                                  | <i>Bein Sports channel</i>          | Transliteration + Compensation |
| السامبا<br>التانغو  | <i>Aljazeera channel</i>            | Transliteration                |
| السامبا<br>التانجو  | <i>Kooora website</i>               | Transliteration                |
| منتخب السامبا<br>منتخب التانجو                                  | <i>Al-Ayyam newspaper</i>           | Transliteration + Addition     |
| منتخب السامبا<br>منتخب التانغو                                  | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration + Addition     |
| منتخب راقصو السامبا البرازيلي<br>منتخب راقصو التانغو الأرجنتيني | <i>The researcher's suggestion</i>  | Exegetic                       |

As Table (16) shows, *Aljazeera* and *Kooora* translate ‘Samba’ and ‘Tango’ by using transliteration, which does not cover all the connotations of the nicknames. The connotations that the reader needs to know are the meaning of both nicknames, the nationality of the referent, and whether it is a club or a national team. Moreover, *Al-Ayyam* and *Al-Hayah Al-Jadida* newspapers try to bridge the meaning gap by adding the word منتخب which helps the reader to know that the nickname is given to a national team. In addition, *Bein sports* compensates the loss of meaning by adding راقصو which enables the reader to infer some of the meaning but not all. In conclusion, the researcher suggests combining the translations of the above media, besides adding the nationality of the teams. So, the researcher

suggests adding منتخب in order to show that the nickname is given to a national team, راقصو in order to compensate the meaning of ‘Samba’ and ‘Tango’, and finally, الأرجنتيني and البرازيلي to enable the reader to know the nationality of the teams and to grasp their culture.

Some nicknames are given to a couple or trio of players who play in the same position on the same team, such as ‘BBC’ which is given to Real Madrid players, Benzema, Bale and Cristiano Ronaldo (Hayward, 2015). Another example is ‘MSN’, which refers to Barcelona players Messi, Suarez and Neymar (Hayward, 2015).



**Figure (14): To the left, ‘BBC’, Real Madrid attack players Benzim, Bale and Cristiano from 2013-2018. To the right, ‘MSN’, Barcelona attack players Messi, Suariz and Nymar from 2014-2017. (Youtube, 2016)**

In 2017, emerged ‘Fab Four’ as a new nickname given to the key quartet players of Liverpool, the ex-player Philippe Coutinho, Sadio Mane, Roberto Firmino and Mohamed Salah, which is also given to the old rock band that was established in Liverpool (Markham, 2017).



**Figure (15): ‘Fab Four’ of Liverpool attackers. From the left the ex-Liverpool player Coutinho, Ferminho, Mane and Salah. (thisisanflie, 2017)**

On the other hand, one of the most famous nicknames is ‘Galácticos’. It is a Spanish nickname which means Galactic or expensive in English. ‘Galácticos’ appeared between 2000-2007 when the President of Real Madrid started to sign with superstar players, such as Luis Figo, Zinedine Zidane, Ronaldo, David Beckham and Michael Owen (soccer phile, n.d.).



**Figure (16): The four Real Madrid ‘Galácticos’ legends with Real Madrid President in the middle (RealMadrid, n.d.)**

Table (17) shows the different strategies/procedures used in translating 'BBC' and 'MSN' :

**Table (17): MSN and BBC**

| Rendering(s)  | Media                               | Strategy/Procedure              |
|---|-------------------------------------|---------------------------------|
| BBC/MSN   | <i>Bein Sports channel</i>          | Transference                    |
| ثلاثي ريال مدريد: الويلزي غاريث بيل والفرنسي كريم بنزيمة والبرتغالي كريستيانو رونالدو (بي بي سي)<br>ثلاثي برشلونة -الأرجنتيني ليونيل ميسي، والأورغوياني لويس سواريز، والبرازيلي نيمار | <i>Aljazeera channel</i>            | Description                     |
| مثلث الـ BBC الفرنسي كريم بنزيما والويلزي جاريث بيل والبرتغالي كريستيانو رونالدو. ثلاثية MSN ميسي وسواريز ونيمار  | <i>Kooora website</i>               | Transference + Description      |
| الثلاثي "بي بي سي" بايل والفرنسي كريم بنزيمة والبرتغالي كريستيانو رونالدو<br>الثلاثي "أم أس أن" الأرجنتيني ليونيل ميسي و الأورغوياني لويس سواريز والبرازيلي نيمار دا سيلفا            | <i>Al-Ayyam newspaper</i>           | Transliteration + Description   |
| ثلاثي الهجوم الناري المعروف بلقب (بي بي سي)<br>الثلاثي الهجومي لبرشلونة (ام اس ان)  | <i>Al-Hayah Al-Jadida newspaper</i> | Communicative + Transliteration |
| ثلاثي هجوم ريال مدريد (بنزيما و بيل وكرستيانو)<br>ثلاثي هجوم برشلونة ( ميسي و سواريز ونيمار)  | <i>The researcher's suggestion</i>  | Communicative                   |

On Table (17), 'BBC' and 'MSN' are two of the most problematic nicknames in translation because they are acronyms. The connotations that these nicknames embody are the names of the players, the clubs that the players play for, and their positions and missions inside the pitch. *Bein*

*sports* transfers the nicknames as they are without any changes or even converting the letters of the nicknames into Arabic. Therefore, the transference does not convey any of the information that the reader needs to know.

*Aljazeera channel* gives more details some of which are inappropriate, such as mentioning the nationality of the players. The translators start with ثلاثي برشلونة and ثلاثي ريال مدريد. Then, they mention the nationality of the players and their first names and family names, and finally transliterating the acronym of only 'BBC' into Arabic between brackets. This translation may distract the reader's attention because of some details that are unrelated to the nicknames, such as referring to the nationality of the players which adds no affective or useful information to the context. Likewise, *Al-Ayyam* newspaper uses the same translation but it does not mention the team that the players play for and their position on the pitch. In another way, *Kooora website* replaces the word ثلاثي with مثلث which gives the same meaning and copies the nickname as it is in the ST into the TT. The problems that the reader may face in *Kooora website's* translation are ignoring the names of the teams that the players belong to.

*Al-Hayah Al-Jadida* translates both nicknames in the same way. The newspaper mentions the number of the players, their role on the pitch, the team of 'MSN' but ignores the team of 'BBC' and finally the transliteration of the nickname in Arabic letters. This translation provides the reader with most of the nickname's connotations except for the main thing that forms

the nicknames which is the names of the players. In response, the researcher suggests using *Al-Hayah Al-Jadida*'s translation by adding the name of the players to be as the following for the 'BBC' (ثلاثي هجوم ريال مدريد) and (برشلونة (ميسي و سواريز ونيمار) and ((بنزيما و بيل و كرستيانو)) for the 'MSN'.

To add, the most common players' nicknames are those given to one single player. Many players have their own nicknames which were given to the player for different reasons, such as his name, his shape and his way of playing.

#### **4.3.3.1 Nicknames Related to Players' Names**

Players' nicknames are formed according to their derivation by shortening, abbreviating or making an acronym, such as 'CR7' that refers to Cristiano Ronaldo. These strategies of nicknames' formation are close to the procedures that are used in classifying nicknames of teams, but in wider ways.

Some players' nicknames are formed by taking the first two syllables of the name, such as 'Rafa' which is used to refer to Rafael Benitez (Sharma, 2015), 'Carra' which refers to Jamie Carrager, 'Lass' for Lassana Diarra (Steckelmacher, 2008), or editing some letters but keeping the same pronunciation, such as 'Leo' for Lionel Messi (fcbarselona, , n.d.). In contrast, some nicknames are formed to refer to the full name by taking the final syllables of the name, such as 'Nando' for Fernando Torres (Steckelmacher, 2008).



On the other hand, there is another diminutive category when the nickname is formed by adding the letter/s “y” or “ie” at the end of the name, such as ‘Crouchy’ for Peter Crouch (Steckelmacher, n.d.), ‘Woody’ for Jonathan Woodgate (Steckelmacher, n.d.) and **Stevie** for Steven Gerard (Steckelmacher, n.d.). Another way of making nicknames in sports language is the substitution. It is when the first name ends with "o", the last syllable in the surname name is replaced with "o", such as ‘Moro’ to Fernando Morientes (Steckelmacher, n.d.) and ‘Mancio’ for Roberto Mancini (football-Italia, 2014). In addition, there are nicknames formed by combining the two in full names of the original, such as ‘Zizou’ for Zinedine Zidane (Steckelmacher, n.d.). Another combining of names is the nickname that is formed by adding "gol" to the last name of the attacker players to refer to the large number of goals that the nicknamed player has scored, such as ‘Trezegol’ for David Trezeguh (Steckelmacher, 2008) and ‘Tonigol’ for Luca Toni (Steckelmacher, n.d.). In a special case, ‘CR7’ is a nickname given to Cristiano Ronaldo, the nickname representing the first letter of his first and last name, besides his kit number in his club and the national team, and it is used as a trademark. ‘CR7’ is translated dissimilarly as Table (18) shows:



**Table (18): CR7**

| Rendering(s)                       | Media                                   | Strategy/Procedure            |
|------------------------------------|---|-------------------------------|
| CR7                                | <i>Bein Sports channel</i>              | Transference                  |
| سي آر 7                            | <i>Aljazeera channel</i>                | Transliteration               |
| كريستيانو رونالدو الشهير ب<br>CR 7 | <i>Kooora website</i>                   | Transference +<br>Description |
| سي آر 7                            | <i>Al-Ayyam newspaper</i>               | Transliteration               |
| CR7                                | <i>Al-Hayah Al-Jadida<br/>newspaper</i> | Transference                  |
| كريستيانو رونالدو الشهير ب<br>CR 7 | <i>The researcher's<br/>suggestion</i>  | Description +<br>Transference |

Table (18) shows the translation of ‘CR7’ which has become a global brand-name. Although Newmark (1988b: 72) says that brand names are not translated, the reader needs to know the origin of the nickname and its holder. *Bein sports* and *Al-Hayah Al-Jadida* use the same nickname as it is in the SL, while *Aljazeera channel* and *Al-Ayyam newspaper* transliterate the nickname into Arabic. Both translations ‘CR7’ and سي آر 7 do not render the full connotation of the nickname since its holder is unknown.

*Kooora* website translates ‘CR7’ as كريستيانو رونالدو الشهير ب CR7. The translation is the best since it presents the name of the nickname holder.

Table (19) shows similar translations of ‘Zizou’ :

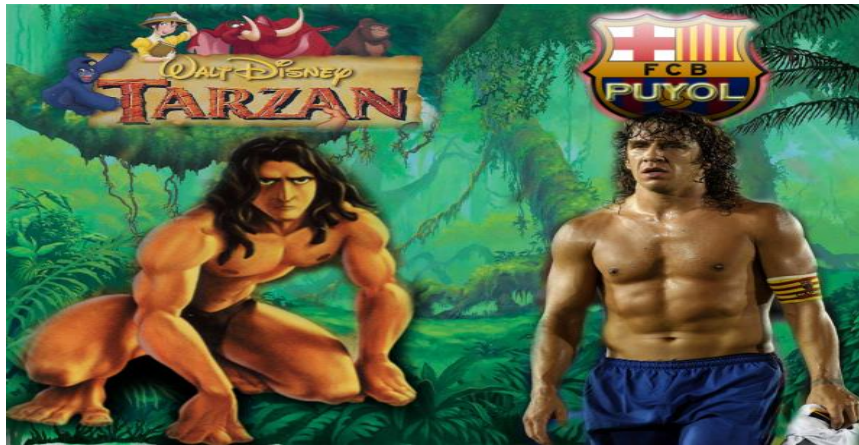
**Table (19): Zizou**

| Rendering(s)    | Media                               | Strategy/Procedure |
|-----------------|-------------------------------------|--------------------|
| زيزو            | <i>Bein Sports channel</i>          | Transliteration    |
| زيزو            | <i>Aljazeera channel</i>            | Transliteration    |
| زيزو            | <i>Kooora website</i>               | Transliteration    |
| زيزو            | <i>Al-Ayyam newspaper</i>           | Transliteration    |
| زيزو            | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration    |
| زين الدين زيدان | <i>The researcher's suggestion</i>  | Modulation         |

Table (19) shows the translation of Zinedin Zidane's nickname, 'Zizou', given to Zidane when he was a professional player. Zidane also used to work as an ex-manager of the first team of Real Madrid. All the above media transliterate the nickname in the TL. Since 'Zizou' was given to Zidane when he was a player, there is no need to translate the nickname because the nickname represents informality. It used to be an acceptable transliteration زيزو when he was a professional player. So, the researcher suggests to ignore the nickname and use the formal name of the manager.

#### **4.3.3.2 Nicknames Formed According to the Players' Shapes**

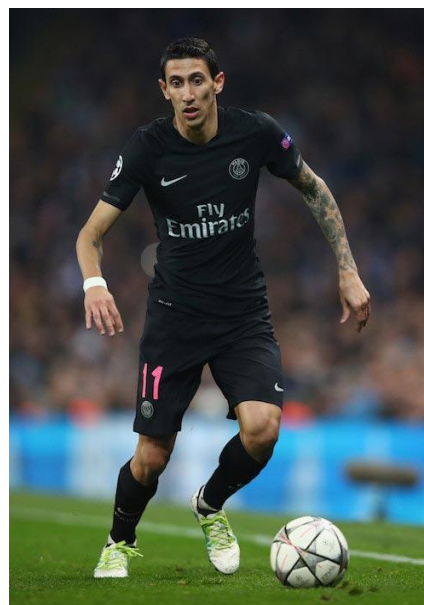
The nicknames that are given according to the shape of player are cultural. The nickname is given to the player because of his shape which is highly similar to that of a famous fictional character in the literature or in the movies. Carles Puyol is an example. His nickname is 'Tarzan' (mid-field-dynamo, n.d.) because he and 'Tarzan' are similar in the shape. Another player who has a nickname because of his shape is the Brazilian player Givanildo Vieira de Souza. De Souza's nickname is 'Hulk' because of his similarity to the actor Lou Ferrigno who played the comic book hero in a series of television serials (Hubble, 2011). The player Angel Di Maria is nicknamed as 'Fideo' or 'Noodles' because he is thin and tall (pickup, 2014).



**Figure (17):** To the right, the ex-defender of Barcelona, Carles Puyol, and his similar cartoon character, ‘Tarzan’. (inginsekaliseshatt.wordpress, n.d.)



**Figure (18):** the Brazilian attacker, GivanildoVieira De Souza, and his similar cartoon character, ‘Hulk’. (soccerwallpaper.mackafe, n.d.).



**Figure (19):** Angel Di Maria whose nickname is ‘Noodles’ ( healthyceleb, n.d.)

Table (20) shows that only three of the below media translate ‘Noodles’, two of which share the same translation and the other is different.

**Table (20): Noodles**

| Rendering(s)   | Media                               | Strategy/Procedure                      |
|--|-------------------------------------|---|
| الـ"نودل"، أي المعكرونة بسبب بنيته الجسدية النحيلة ومرونته اللامتناهية | <i>Bein Sports channel</i>          | Transliteration + Literal + Description |
| -----  | <i>Aljazeera channel</i>            |   |
| المعكرونة  | <i>Kooora website</i>               | Literal                                 |
| المعكرونة  | <i>Al-Ayyam newspaper</i>           | Literal                                 |
| -----  | <i>Al-Hayah Al-Jadida newspaper</i> |   |
| المعكرونة النحيلة  | <i>The researcher's suggestion</i>  | Literal + Description                   |

As shown on Table (20), *Kooora website* and *Al-Ayyam newspaper* translate ‘Noodles’ as (المعكرونة). Although the translation is correct, it does not render the intended meaning of the nickname. The reader needs to know why this nickname is given to its holder. On the other hand, *Bein sports* translates ‘Noodles’ by using transliteration and explanation. First, the translator transliterates the nickname into the TL. Then, the translator explains the meaning of the nickname. Finally, the translator writes the reason for giving the player his nickname.

#### **4.3.3.3 Nicknames Formed according to the Players’ Performances During the Matches**

It is obvious that culture is affective when nicknames are formed. Nicknames are sometimes inspired by cultural influence, such as ‘the

Berlin Wall’ which is used to the stead-fastening defender player Fabio Cannavaro (the daily star, 2014). Player and Wall both demonstrate defense against rivals. Cannavaro was given his nickname because of his position on the team as a defender; besides, it was difficult for attackers to score when he played (the daily star, 2014). Another example, Louis van Gaal - the former coach of Netherlands’ national team- nicknamed his player Edgar Davids vthe Pitbull’, as the player said in an interview about the story of that nickname, "Van Gaal gave me the name ‘Pitbull’ at Ajax. He said that on the defensive side, I was always on the forward – at his ankles" (four four two, 2010).

On the other hand, the Uruguayan player Luis Suarez is nicknamed ‘the Cannibal’ since he used to bite players from the other team (the guardian, 2010). Suarez bit three players in three different matches (Bordon, 2014). Also, the former captain of Inter Milan club Javier Zanetti who played as defender and midfielder is nicknamed ‘Tractor’ because he used to run up and down the pitch, like the farming tractor, during the match, which means that he helped his team in both attacking and defending (FIFA, 2014) (UEFA, 2017).



**Figure (20): Suarez biting three different players during his career (sports keeda, n.d.)**

Football is a coin that has two faces, peace and war. Football represents war since it is considered as a battle between two teams, and it represents peace since the players of the two teams shake hands, respect the final result and share their kits (FIFA, 2014).

As football is a war, some players are given nicknames related to war, fighting and the military. The Chilean player Arturo Vidal who plays as the midfielder is nicknamed ‘the Warrior’ because his style of playing is "aggressive and tenacious" (Menicucci, 2012). Moreover, The Uruguayan player Luis Suarez has another nickname which is ‘El Pistolero’ or ‘the Gunfighter’ because he plays as a striker and scores a lot of important goals, then he celebrates by moving his hands as shooting guns (liverpoolecho, 2013).





**Figure (21): Luis Suarez celebrates scoring a goal by acting shooting guns (Peru21, n.d.)**

In addition, the Argentinean striker Carlos Teves celebrates when he scores a goal by showing *Fuerte Apache* that is printed on his under-shirt. *Fuerte Apache* is the name of the neighborhood near Buenos Aires where Teves was born and still lives in. The world media used that name to make the nickname ‘El Apache’ that combines a specific place and the strong attack helicopter because he plays as a striker and scores very many goals (assafir, 2016).



**Figure (22): Teves celebrating after scoring a goal by showing the name of his neighborhood. (caras.perfil, n.d.)**

Furthermore, the Norwegian player Ole Gunnar Solskjær, who played as a striker, is nicknamed ‘the Baby Face Assassin’ because he used to play as a substitute, and entered the match and scored late goals which helped his team win or draw (Winter, 2008).

‘The Cannibal’ is translated variously as Table (21) shows:

**Table (21): The Cannibal**

| Rendering(s)          | Media                               | Strategy/Procedure    |
|-----------------------|-------------------------------------|-----------------------|
| دراکولا               | <i>Bein Sports channel</i>          | Mistranslation        |
| العضاض                | <i>Aljazeera channel</i>            | Modulation            |
| آكل لحوم البشر        | <i>Kooora website</i>               | Literal               |
| العضاض                | <i>Al-Ayyam newspaper</i>           | Modulation            |
| العضاض                | <i>Al-Hayah Al-Jadida newspaper</i> | Modulation            |
| العضاض آكل لحوم البشر | <i>The researcher's suggestion</i>  | Literal + Description |

As the nickname implies on Table (21), the reader needs to know the meaning of Cannibal and the reason for giving this nickname. *Bein sports* translates Cannibal as دراکولا which is irrelevant because دراکولا means blood sucker, not as the nickname means.

However, *Aljazeera*, *Al-Ayyam*, and *Al-Hayah Al-Jadida* translate ‘Cannibal’ as العضاض which is also, somehow, irrelevant because العضاض means the biter. Neither دراکولا nor العضاض connotes the same meaning of ‘Cannibal’ if it is translated back from the TT into the SL, nor is the reason for giving the nickname expressed in the translation.



*Kooora* website translates ‘Cannibal’ literally as *آكل لحوم البشر*. It is obvious that the meaning is clear; however, the reason for giving the nickname is still ambiguous. Correspondingly, the researcher suggests *العضاض آكل لحوم البشر* in order to express the reason for giving the nickname in the translation, i.e., to provide a full image to the reader.

#### 4.4 Nicknames of Stadiums

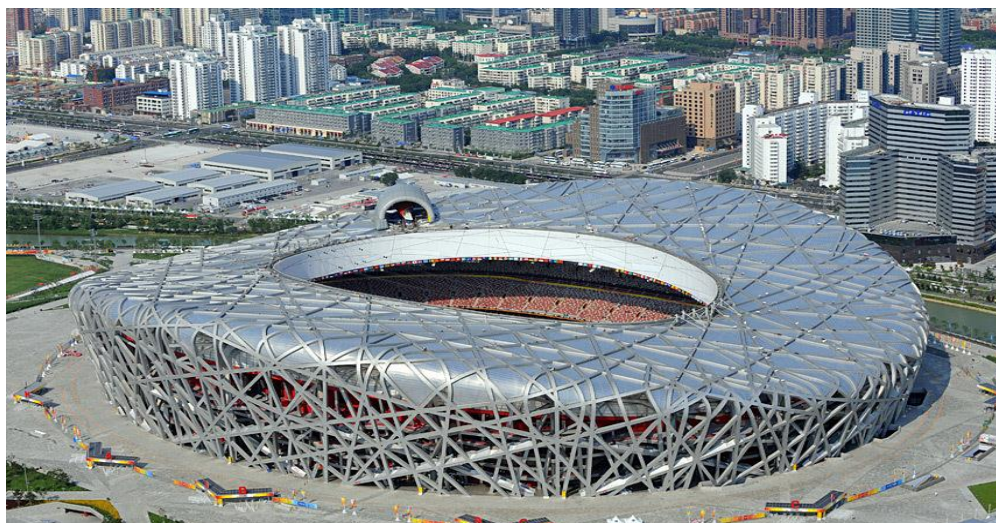
Shulman (2005: 63/4) points out that Athletic Bilbao Club stadium is named after a local saint, San-Mamés. Then, it is given the nickname ‘the Cathedral’ because it is designed as a church, besides being considered as a holy place that people visit. On the other hand, the team is nicknamed ‘the Lions’ because of a belief that San-Mamés was fed by lions when he was a child.



**Figure (23):** The home stadium of Athletic Bilbao San Mames, ‘the Cathedral’. (Pinterest, n.d)

Furthermore, the Old Trafford which is Manchester United’s stadium is nicknamed ‘the Theater of Dreams’ by their ex-player Sir Robert

Charlton. He said in an interview that the nickname came from his romantic feelings toward this stadium, especially when he played for Manchester United for the first time. He continues that the stadium is considered as a magical place, so everyone "gasps" to visit it (Marshall, 2016). In China, Beijing National Stadium is nicknamed 'the Bird's Nest' because it looks like a big nest. Also, it represents the hope for the future since it looks like a cradle bearing a human (travel china guide, n.d.).



**Figure (24): The Beijing National or 'Bird's Nest' Stadium (Telegraph.co.uk, n.d.)**

On the other side, the Estadio Alberto J. Armando is widely known for its Spanish nickname which is 'La Bombonera' that means in English the Chocolate Box because of its shape that consists of three normal stands' sides, one vertical side and that looks like a block of flats to suit the stadium's space available (Groundwater: 2010).

All of the below media translate 'the Theater of Dreams' similarly, except one, as Table (22) shows:

**Table (22): The Theater of Dreams**

| Rendering(s)   | Media                                   | Strategy/Procedure |
|--|---|--------------------|
| مسرح الأحلام   | <i>Bein Sports channel</i>              | Literal            |
| ملعب "أولد ترافورد" الملقب<br>بمسرح الأحلام                  | <i>Aljazeera channel</i>                | Exegetic           |
| مسرح الأحلام.  | <i>Kooora website</i>                   | Literal            |
| مسرح الأحلام   | <i>Al-Ayyam newspaper</i>               | Literal            |
| مسرح الأحلام   | <i>Al-Hayah Al-Jadida<br/>newspaper</i> | Literal            |
| "أولد ترافورد" ملعب مانشستر<br>يوناييتد الملقب بمسرح الأحلام | <i>The researcher's<br/>suggestion</i>  | Exegetic           |

On Table (22), *Bein sports*, *Kooora*, *Al-Ayyam* and *Al-Hayah Al-Jadida* literally translate 'the Theater of Dreams' as مسرح الأحلام, which does not present all the connotations that the reader needs, such as that it is a stadium, the team's owner and the original name of the stadium.

*Aljazeera* translates the nickname by giving more information because it mentions the original name of the stadium. ملعب "أولد ترافورد". However, the reader still needs the name of the team that owns the stadium. Therefore, the researcher suggests adding the name of the stadium's owner to be clearer and more adequate to the reader.

In contrast to Table (22), Table (23) shows that 'La Bombonera' is translated differently:

**Table (23): La Bombonera**

| Rendering(s)                                       | Media                               | Strategy/Procedure                   |
|--|-------------------------------------|--------------------------------------|
| ملعب لابومبونيرا                                   | <i>Bein Sports channel</i>          | Transliteration                      |
| ملعب "لابومبونيرا"، أي "علبة الشوكولاتة"           | <i>Aljazeera channel</i>            | Transliteration + Literal            |
| ملعب "بومبونيرا" الأسطوري                          | <i>Kooora website</i>               | Transliteration + Addition           |
| ملعب بوكا جونيورز (لا بامبونيرا)                   | <i>Al-Ayyam newspaper</i>           | Transliteration + Description        |
| ملعب بومبونيرا                                     | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration                      |
| ملعب بوكا جونيورز (بومبونيرا) أي "علبة الشوكولاتة" | <i>The researcher's suggestion</i>  | Transliteration + Addition + Literal |

As shown on Table (23), the reader needs to know what 'La Bombonera' is given to, the meaning of the nickname, and who the stadium belongs to. *Bein sports* and *Al-Hayha Al-Jadida* transliterate the nickname in the TT and add ملعب. The translation does not express all the connotations of the nickname. However, *Kooora* adds the word الأسطوري that is inappropriate to the reader because the connotation is still ambiguous. Moreover, *Al-Ayyam* newspaper adds the name of the team that the stadium (لا بامبونيرا) ملعب بوكا جونيورز belongs to, but the meaning is not expressed. In a different way, *Aljazeera* translates the nickname as "ملعب "لابومبونيرا"، أي "علبة الشوكولاتة" which gives the meaning of the nickname; however, the user of the stadium is not mentioned. In conclusion, the researcher suggests mixing all the above translations in one in order to collect all the information that helps to make the meaning adequate and comprehensible.



**Figure (25): Alberto J. Armando stadium, ‘La Bombonera’, in Buenos Aires, Argentine. (steemit, n.d.)**

## **4.5 Nicknames for Special Events**

In football, there are some events that are given special nicknames in the media. Some of these nicknames are of English origin, but others are from other languages.

### **4.5.1 Mercato (The Transfer Market)**

‘Mercato’ is an Italian word that means ‘market’ in English (Collins dictionary, n.d.). In football, it is given to the limited period when the player can transfer from his club to another club, whether he is under contract or his contract with his team is over. The process of transferring is subjected to FIFA’s rules. If the player is under contract with his team, the new team has to pay the transferring fees to the former team. According to FIFA, the ‘Mercato’ is a limited period during winter and summer, that when it is over, the process of transferring will be stopped. (BBC, 2003)



**Table (24): Mercato**

| Rendering(s)             | Media                               | Strategy/Procedure |
|--------------------------|-------------------------------------|--------------------|
| ميركاتو                  | <i>Bein Sports channel</i>          | Transliteration    |
| سوق الإنتقالات           | <i>Aljazeera channel</i>            | Communicative      |
| ميركاتو                  | <i>Kooora website</i>               | Transliteration    |
| ميركاتو                  | <i>Al-Ayyam newspaper</i>           | Transliteration    |
| ميركاتو                  | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration    |
| سوق انتقالات<br>اللاعبين | <i>The researcher's suggestion</i>  | Exegetic           |

Table (24) shows that most of the media translate the nickname as ميركاتو which does not enable the reader to know the meaning of the nickname and for whom/which it is used because it is transliterated as it is in TT without adding any information.

*Aljazeera* translates the nickname communicatively in order to make the meaning clear, but the problem is that the translation is general since it is not mentioned that the transference is only of players. So, the researcher adds the word اللاعبين in order to make the meaning adequate and obvious.

#### 4.5.2 Remontada

‘Remontada’ is a Spanish word that means ‘coming back’ or ‘recovery’. In football, it is used when a team seems to be losing the match because the opposing team has scored many goals, but by the end of the match the team can score and win the match. ‘Remontada’ was firstly used in 2005 when Liverpool lost in the first half of the match 0-3 against AC Milan when they met in the final match of the European Champions League. In the second half, Liverpool had succeeded to score three goals to draw and to play penalties and won the title. In 2017, this nickname was

renewed when Barcelona succeeded to qualify to the semi-final when it had lost 0-4 against PSG on the first leg. In that event, Barcelona needed to score five goals to win. The mission became more difficult when PSG scored a goal at the beginning of the second leg match, so Barcelona needed to score seven goals in order to win and qualify and they did. (sports-king, n.d.).

**Table (25): Remontada**

| Rendering(s)                              | Media                                   | Strategy/Procedure |
|---|---|--------------------|
| عاد الفريق من بعيد وقلب<br>تخلفه إلى فوز  | <i>Bein Sports channel</i>              | Communicative      |
| قلب الفريق تأخره إلى تعادل<br>مثير        | <i>Aljazeera channel</i>                | Communicative      |
| ريمونتادا                                 | <i>Kooora website</i>                   | Transliteration    |
| ريمونتادا                                 | <i>Al-Ayyam newspaper</i>               | Transliteration    |
| مباراة العودة                             | <i>Al-Hayah Al-Jadida<br/>newspaper</i> | Literal            |
| قلب الفريق تأخره إلى فوز او<br>تعادل مثير | <i>The researcher's<br/>suggestion</i>  | Communicative      |

On Table (25), the reader needs to know the meaning of the nickname 'Remontada'. *Kooora website* and *Al-Ayyam newspaper* transliterate this nickname in the TT which does not make a difference for the reader since the meaning is still undefined.

*Al-Hayah Al-Jadida* translates the nickname literally and shows that the nickname refers to a match, but the meaning is still ambiguous since the reader does not know that the team lost the first leg and needed to win, or draw, with goals on the second leg.

*Bein sports* and *Aljazeera* translate the nickname by giving more details. In other words, *Bein sports* uses عاد الفريق من بعيد وقلب تخلفه إلى فوز which means that the team in the first half of the match was almost losing, then the team succeeded to return and win. Same as *Bein sports*, *Aljazeera* uses قلب الفريق تأخره إلى تعادل مثير which means the same, but the team succeeded to avoid losing and equalised in a dramatic way. *Aljazeera* describes the equaliser with مثير which means that the team kept trying until the last moment of the match to return. The researcher agrees with the translation of *Bein sports* and *Aljazeera* but says فوز or تعادل according to the match's result.

#### 4.5.3 Hat-trick

It is possible for any player to score a goal, but seldom can a player score three goals or more in one match. When the player scores two goals, it is called a 'Brace'. (soccer-training-info, n.d.). On the other hand, 'Hat-trick' is given when the player scores three goals in a single match. The term was firstly used in 1858 when a cricket player scored three points, then he celebrated with the fans who gave him a new hat (Hutchinson, 2014). The first 'Hat-trick' in the World Cup in 1930 was scored by the American player Bert Patenaude against Paraguay (FIFA, n.d.). Amin-ul Islam (2014: 25) points out that scoring four goals in the same match is called 'Super Hat-trick'. However, 'Perfect Hat-trick' means that the player scores three goals by both his/her both legs and head. (languagecaster, n.d.)



**Table (26): Hat-trick**

| Rendering(s)                | Media                               | Strategy/Procedure |
|-----------------------------|-------------------------------------|--------------------|
| هاتريك                      | <i>Bein Sports channel</i>          | Transliteration    |
| سجل ثلاثة اهداف في المباراة | <i>Aljazeera channel</i>            | Exegetic           |
| هاتريك                      | <i>Kooora website</i>               | Transliteration    |
| هاتريك                      | <i>Al-Ayyam newspaper</i>           | Transliteration    |
| سجل ثلاثة أهداف "ثلاثية"    | <i>Al-Hayah Al-Jadida newspaper</i> | Exegetic           |
| سجل ثلاثة اهداف في المباراة | <i>The researcher's suggestion</i>  | Exegetic           |

As shown on Table (26), *Bein sports*, *Kooora*, and *Al-Ayyam* newspaper translate 'Hat-trick' as هاتريك which does not enable the reader to get the meaning. Moreover, the reader needs to know that 'Hat-trick' happens only if a player scores three goals in the same match, which is not mentioned in the previous translation.

*Al-Hayah Al-Jadida* translates the nickname as سجل ثلاثة اهداف "ثلاثية". This translation provides the partial meaning of the nickname because it is not mentioned that the goals are scored in the same match. However, *Aljazeera* adds this information which makes the meaning more adequate and accurate.



**Figure (26):** A photo shows 'Perfect Hat-trick', From the left, scoring with right leg, with head, and with left leg. (sports-king, n.d.)

#### 4.5.4 Tiki Taka

Lavric (2008: 354) point that this nickname is coined by a Spanish sportswriter called Andrés Montes during a TV commentary for the World Cup in 2006. ‘Tiki Taka’ is a style of playing football in which the players move the ball by short passing between themselves in order to control the match and keep possession of the ball. This style was firstly used by the Dutch Johan Cruyff when he was the manager of Barcelona during 1988-1996. Then, it was adopted by several coaches of different teams. Quiroga (2012: 110/1) points out that the style has been highly praised in football since it is used to show modernity and diversity of the Spanish football. Moreover, the Spanish national team used ‘Tiki Taka’ style and they succeeded to win the World Cup in 2010 and the European National Championship in 2008. In addition, Barcelona and Real Madrid clubs used this style and they succeeded to dominate the other clubs.

**Table (27): Tiki-Taka**

| Rendering(s)  | Media                               | Strategy/Procedure         |
|---|-------------------------------------|----------------------------|
| طريقة التيكى تاكا   | <i>Bein Sports channel</i>          | Foreignisation             |
| أسلوب السيطرة والإستحواذ على الكرة (تيكى تاكا)  | <i>Aljazeera channel</i>            | Transliteration + Exegetic |
| الكرة الشاملة   | <i>Kooora website</i>               | Domestication              |
| أسلوب التيكى تاكا   | <i>Al-Ayyam newspaper</i>           | Foreignisation             |
| تناقل الكرة بأسلوب الـ"تيكى تاكا"   | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration + Exegetic |
| منظومة الكرة الشاملة بتناقل الكرة بين اللاعبين بشكل سريع ودقيق من أجل السيطرة والإستحواذ. | <i>The researcher's suggestion</i>  | Exegetic                   |

Table (27) shows the differences between the above media in translating ‘Tiki Taka’. *Bein sports* tries to clarify the meaning by adding the word طريقة before التيكى تاكا. This translation is too general and ambiguous because the meaning is not expressed in a way that enables the reader to get it. Like *Bein sports*, *Al-Ayyam* uses the same method, but the difference is substituting the word طريقة with the word أسلوب. However, *Al-Hayah Al-Jadida* clarifies the meaning and then transliterates the nickname, as shown on the table تتناقل الكرة بأسلوب التيكى تاكا. The translation gives the reader a hint that this nickname is given to passing the ball between the players, but the meaning is not adequate.

On the other side, *Kooora* website translates the nickname communicatively by using الكرة الشاملة. The translation is partially clear but still general to the reader since it is not defined with more details. Unlike *Kooora*, *Aljazeera* defines and clarifies the nickname, then transliterates it. The translation is almost clear, but the translator has to mention that the players must pass the ball quickly between each other.

In short, the researcher suggests using منظومة الكرة الشاملة بتناقل الكرة بين اللاعبين بشكل سريع ودقيق من اجل السيطرة والاستحواذ as a translation of the nickname. The translation is communicative when he mentions منظومة الكرة الشاملة. Then, the researcher adds a nickname definition to compensate and specify the meaning, which makes it more accurate and adequate.

#### 4.5.5 The Boxing Day

‘The Boxing Day’ was established in the 19<sup>th</sup> century by Queen Victoria. ‘The Boxing Day’ is the next day of Christmas, December 26. All the countries whose official language is English, except the USA, celebrate it. The name is given on account of the custom which was on that day for merchants to collect their Christmas boxes and present them for their servants throughout the year (Nathan, 2016).

In football, ‘Boxing Day’ is given for the matches that are held on that day, namely in England because in the other European countries there are no matches on that day because of the Christmas holiday (FIFA, 2013).

**Table (28): The Boxing Day**

| Rendering(s)  | Media                               | Strategy/Procedure |
|---|-------------------------------------|--------------------|
| البوكسينغ داي   | <i>Bein Sports channel</i>          | Transliteration    |
| مباريات كرة القدم الإنجليزية التي تقام يوم تبادل صناديق هدايا عيد الميلاد، مباريات "البوكسينغ داي". | <i>Aljazeera channel</i>            | Exegetic           |
| البوكسينج داي   | <i>Kooora website</i>               | Transliteration    |
| البوكسينغ داي   | <i>Al-Ayyam newspaper</i>           | Transliteration    |
| البوكسينغ داي   | <i>Al-Hayah Al-Jadida newspaper</i> | Transliteration    |
| مباريات كرة القدم الإنجليزية التي تقام يوم تبادل صناديق هدايا عيد الميلاد، مباريات "البوكسينغ داي"  | <i>The researcher's suggestion</i>  | Exegetic           |

On table (28), *Bein Sports*, *Kooora*, *Al-Ayyam* and *Al-Hayah Al-Jadida* transliterate ‘Boxing Day’ into the TT. The difference between the translations is writing بوكسينج with ‘ج’ or ‘غ’. Still, the translation does not show all the connotations that the reader needs to know.

Furthermore, *Aljazeera* translates the nickname more adequately and more accurately because the translation clarifies the meaning by giving more details in order to make all the connotations clear to the reader. First, the translator mentions the name of the league and the country where the matches happen. Second, the translator transliterates the ‘Boxing Day’ after translating the nickname literally and then defining it. The researcher sees that *Aljazeera’s* translation is the best.

#### **4.5.6 The Cup with Big Ears**

The UEFA Champions league is the most popular clubs’ competition in the world. (Bevan, 2010). It is held every year between the best European clubs who qualified for the competition after they had won the first, second or third rank in their local leagues. This competition started in 1955 in Vienna (UEFA, 1998-2017).

The old trophy was small, so in 1967 the UEFA decided to change the design of the Trophy. The new trophy is designed by a Swiss designer. It is about 73.6 cm in height and 7.5 kg in weight. The most special thing about this trophy is its big handles. Respectively, it is nicknamed ‘The Cup With Big Ears’ (Borden, 2016).



Figure (27): The European Champions League trophy ( mirror.co.uk, n.d.)

Table (29): The Cup With Big Ears

| Rendering(s)                                | Media                               | Strategy/Procedure |
|---|-------------------------------------|--------------------|
| الكأس ذات الأذنين الكبيرتين                 | <i>Bein Sports channel</i>          | Literal            |
| "الكأس الفضية" ذات الأذنين                  | <i>Aljazeera channel</i>            | Addition           |
| الكأس ذات الأذنين                           | <i>Kooora website</i>               | Deletion           |
| الكأس ذات الأذنين                           | <i>Al-Ayyam newspaper</i>           | Deletion           |
| ذات الأذنين                                 | <i>Al-Hayah Al-Jadida newspaper</i> | Deletion           |
| كأس دوري أبطال أوروبا ذات الأذنين الكبيرتين | <i>The researcher's suggestion</i>  | Exegetic           |

As shown on Table (29), *Al-Hayah Al-Jadida* translates ‘The Cup With Big Ears’ as ذات الأذنين. The translator omits the phrase ‘cup’ which is the referent and the description of the ears, ‘big’. The translation is partially correct because it has no details that enable the reader to know the championship of the cup, or the size of its ears.

In addition, *Kooora* and *Al-Ayyam* use the same translation الكأس ذات الأذنين, which is too literal and general. The translator also ignores the size of the ears and the name of the championship. This translation does not provide the reader with all the connotations that the SL nickname has, and

this means the reader needs more information to understand the connotations. Furthermore, *Aljazeera* describes the cup as الفضية which does not exist in the ST. Moreover, *Aljazeera* ignores again the size of the cup's ears and the name of the championship. However, *Bein sports* enables the reader to know the size when the translator adds الكبيرتين . So, in order to provide all the connotations of the nickname, the researcher suggests translating the nickname as كأس دوري أبطال الأذنين الكبيرتين , which contains the name of the championship دوري أبطال أوروبا and الكبيرتين describes the ears of the cup.

Table (30) shows the frequency (and percentage) of the strategies/procedures adopted by the five Arabic media in the translations of the nicknames discussed.

**Table (30): The Frequency and Percentage of the Adopted Strategies/Procedures**

| <b>Strategy/Procedure</b>               | <b>Frequency</b> | <b>Percentage</b> |
|---|------------------|-------------------|
| Transliteration                         | 36               | 25.17%            |
| Naturalisation                          | 26               | 18.18%            |
| Literal                                 | 19               | 13.29%            |
| Transliteration + Description           | 7                | 4.90%             |
| Transliteration + Addition              | 6                | 4.20%             |
| Literal + Description                   | 5                | 3.50%             |
| Domestication                           | 4                | 2.80%             |
| Exegetic                                | 4                | 2.80%             |
| Foreignisation                          | 4                | 2.80%             |
| Communicative                           | 3                | 2.10%             |
| Deletion                                | 3                | 2.10%             |
| Modulation                              | 3                | 2.10%             |
| Transference                            | 3                | 2.10%             |
| Transliteration + Communicative         | 3                | 2.10%             |
| Naturalisation + Description            | 2                | 1.40%             |
| Recreation                              | 2                | 1.40%             |
| Transference + Description              | 2                | 1.40%             |
| Transliteration + Description           | 2                | 1.40%             |
| Transliteration + Exegetic              | 2                | 1.40%             |
| Addition                                | 1                | 0.70%             |
| Communicative + Transliteration         | 1                | 0.70%             |
| Description                             | 1                | 0.70%             |
| Mistranslation                          | 1                | 0.70%             |
| Transliteration + Compensation          | 1                | 0.70%             |
| Transliteration + Literal               | 1                | 0.70%             |
| Transliteration + Literal + Description | 1                | 0.70%             |
| <b>Total</b>                            | <b>143</b>       | <b>100%</b>       |



## **Chapter Five**

### **Conclusions and Recommendations**

#### **5.1 Conclusions**

#### **5.2 Recommendations**

## Chapter Five

### Conclusions and Recommendations

#### 5.1 Conclusions

This thesis is basically based on a descriptive, analytic approach in the translation of twenty-nine nicknames in football in five Arabic media; *Bein Sports*, *Aljazeera channel*, *Kooora website*, *Al-Ayyam* and *Al-Hayah Al-Jadida* Palestinian newspapers. Translators should transfer the meaning of each nickname and show its connotations that refer to the SL culture or history.

Researchers agree that there are many differences between proper names and nicknames. Proper names are derived from proper nouns, and have been used to label entities for ages while nicknames are derived from proper names and used instead of proper names in order to show, or describe, the reality of the nicknamed entity. Nicknames are sometimes periodic since they are given according to different conditions. While each entity has one proper name, it is possible to have more than one nickname. However, proper names are multifunctional since they refer to gender, religion, nationality, etc. Also, nicknames are multifunctional as they refer to shape, performance, social position, etc.

Nicknames are widely used in football. They carry different messages that belong to language, culture or history in order to praise the

nicknamed holders or describe their shape, performance or attitude in the pitch, or, sometimes, to poke fun at them.

Translators aim to reflect the full image of the nickname in the TL, whatever the procedures used since literal translation or transliterating does not clarify this image to the TL addressee.

The researcher has reached the conclusions, below, concerning translating nicknames:

1. Since nicknames are culturally bound, translators need to bridge the gap between the SL and TL since translating nicknames literally or transliterating them, does not help the TL addressee to get the adequate message that the nickname carries.
2. Translators need to explain or clarify the ambiguous nickname to the TL addressee since Arabic does not necessarily have the same equivalent that makes the same effect of the ST on the TT readers.
3. Translators tend to inject Arabic with many foreign terms by depending on transference when there is no equivalent in Arabic. Most translators avoid making any clarification or compensation in the TL meaning that enables the reader to comprehend the full message of the nickname.
4. The researcher has found that translators do not use the same phonetic equivalent letter, such as the sound 'g'; some of them use

‘ج’ and others use ‘غ’ for the same sound. On the other hand, they use shortened transliteration to the non-English nicknames in order to naturalise them in Arabic as they translate the Italian nickname ‘**Azzurri**’ which is spelled as (attsuri) to be translated as أزوري. However, translators mistranslate ‘**liver**’ when being dealt with as a lingual nickname not a type of birds although it is clear on the crest of the team.

5. Translators should add nationality to nicknames of national teams, in the TL, to clarify the culture and the origin of the nickname, such as translating ‘Samurai’ and ‘Matador’. The reader needs to know that the ‘Samurai’ is Japanese and the ‘Matador’ is Spanish. On the other hand, adding nationality of other nicknames, such as ‘BBC’ and ‘MSN’ is irrelevant since the reader only needs to know the names of the players.
6. Since nicknames are informal names, translators need to deal with them according to the formal position of the nicknamed holder whether s/he is a player or a manager. It is acceptable to be informal with the players’ nicknames since their fans deal with them informally. On the other hand, it is not acceptable to deal with the ex-player who became a manager for such a team with the same ex-nickname given to him when he was a player since fans deal with him/her formally, such as Zinedine Zidane.

7. Seldom do translators use an exegesis that provides the TL reader with all the full information that the nickname contains. Exegetic translation can give more details since it depends on explaining and interpreting the nickname.
8. Some translators delete an important description that forms the meaning that is important for the TL addressee to know, such as deleting the adjective 'big' that describes the ears of the 'Cup' by translating it as 'ذات الأذنين'. This causes a loss in meaning. Moreover, deletion causes misunderstanding to the TL reader since nicknames are culture bound, which means that nicknames need to be explained in order to bridge the gap between the SL and TL cultures.
9. To summarise, The researcher has found that football nicknames need to be clarified in the TT since the TT reader needs more details to recognise the message that the nickname embodies. Moreover, some translators tend to use literal translation and transliteration as basic strategies/procedures to translate nicknames, which affects the meaning and hides the connotations of the nickname. In addition, translators should be accurate when they add or delete information in the TT in order not to add irrelevant details that disrupt the meaning for the TT reader or delete an important information that misleads him/her.

## 5.2 Recommendations

By the end of this research, the researcher suggests the following recommendations:

1. Although nicknames belong to proper names, translators have to deal with translating nicknames in a different way. Proper names are abstract and may not have meaning, while nicknames connote meaning that stems from a characteristic feature which might be the origin of the nickname given to a person (player or coach), object (event, team, or stadium). So, translators should keep in mind that the addressee needs to get the same effect which was created upon the SL addressee. For example, if a player is given a nickname based on his/her shape, the meaning of the nickname should be rendered in the TL so as to provide a clear vision of the given nickname, why and where s/he got it from. For example, Carles Puyol is nicknamed 'Tarzan' since he has Tarzan's shape.
2. Some translation strategies/procedures, such as literal translation and transliteration, do not convey the same connotations of the SL text (nicknames) because of cultural variations since the surface meaning of the text does not help the TL readers in getting the same message of the SL one. As we know, texts tolerate more than one meaning, the literal meaning and the hidden meaning. The communicative translation might be a better strategy/procedure because it seeks to deliver the meaning of the SL text communicatively taking into

consideration cultural differences which create the same effective message upon The TL addressee. Translators have to explain more in order to present the full meaning of the nickname by using footnotes, parentheses, double quotes or dashes. The TT reader needs more details to recognise the intended meaning, such as translating ‘Hat-trick’ which will be ambiguous if translated literally as سجل ثلاثة اهداف without mentioning ‘in the same match’. Moreover, it is abstract if it is translated into هاتريك because it does not have any information.

3. Since most of the sports media discourse comes from non-Arabic speaking countries, and that is because sports events dominating media usually take place in non-Arabic speaking countries, we (Arabic speakers) always receive new terms that are not from Arabic origins. Translators usually resort to transliteration and copying because they are the easiest. So new terms are used in Arabic, especially in football as a sport. The Arabic language is injected with many new terms because media language plays a basic role in injecting Arabic with these new terms since they do not have equivalents in Arabic. Translators are recommended to find equivalents in Arabic to support the Arabic language.
4. Arabic media resort to addition and deletion inappropriately. In some cases, Arabic media add to the TT irrelevant information that may not be explicitly or implicitly found in the SL text, which may

distract the reader's attention, such as translating 'BBC' which refers to Real Madrid's attackers Benzema, Bale, and Cristiano. Some Translators add the nationality of the players with their first names although it is enough to mention just the names and their club. Worse, translators delete some necessary information that might be very important in understanding the text.

5. Since nicknames are culture-bound terms, translators need to provide some details to clarify the meaning in the TL to help the addressee recognise the meaning based on the culture that the term originates from. For example, 'Samurai' might not be recognised by all TL receivers, so that translators need to compensate any loss of meaning that might occur by adding the word محاربو to indicate that this word originally refers to Samurai warriors.
6. Translators should have some background knowledge of sports, football in particular, as well as of the lingual and cultural background of the nicknames given, which makes the process of translation easier since it enables the TL reader to recognise whether the nickname is given to a stadium, a match, a player, etc. On the other hand, being aware of the cultural background of the nickname given enables the translator to provide a more detailed image about the nickname, especially where the nickname originally comes from, which makes it easier for the addressee to know all the information that the nickname connotes. For example, 'Magpies' might not be



recognised by all TL receivers, so that translators need to compensate any loss of meaning that might occur by adding the word طيور to indicate that this word originally refers to a kind of birds that lived in the area of the team.

7. It is important, because it is surely useful, to establish centers/academies where Arabic media professionals get trained in the proper and adequate translation of foreign sports language discourse that might be problematic within the cultural context in order to achieve the best possible translation product to the TL addressee.
8. It is also important to establish societies to Arabicise the new terms. This will help translators to find standard, trusted and communicative equivalents in the TL, which makes the process of translation easier, clearer and less demanding.

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## **Appendix 1**

The nicknames according to their classification

### **1. Matches' Nicknames**

Derby

El Clasico

Super Clasico

### **2. Teams' and Clubs' Nicknames**

Reds

Blues

Celesti

Azzurri

Blaugrana

Gunners

Wolves

Liver

Matado

Sumurai

### **3. Coaches' and Players' Nicknames**

The Special One

Samba Dancers

Tango Dancers

BBC

MSN

CR7

Zizou

Noodles

Cannibal

#### **4. Stadiums' Nicknames**

The Theater of Dreams

La Bombonera

#### **5. Special Events' Nicknames**

Mercato

Remontada

Hat-trick

Tiki Taka

Boxing Day

The Cup with Big Ears



## Appendix 2

### Samples of Nicknames Used in Foreign Media

Milan **Derby**: Mario Balotelli frustrated as AC Milan held by Inter.

(BBC: Feb 24, 2013)

Barcelona forward Neymar will miss **El Clasico** against Real Madrid on 23 April after being banned for sarcastically applauding a referee.

(BBC: Apr 12, 2017)

Last weekend marked the centenary of one of the world's great local derbies, River Plate against Boca Juniors, the Buenos Aires "**Superclasico**".

(BBC: Aug 26, 2013)

**The Gunners** and **The Red Devils** remain among the eight top-ranked sides despite a shake-up in UEFA's seeding system but both Chelsea and Liverpool are among the second seeds.

(Daily Mail: Aug 26, 2004)

**Reds** gearing up to beat **The Blues** to cement a UEFA spot.

(Sport24: May 6, 2018)

**The Blaugrana** has unveiled plans for their stunning revamp that will see Lionel Messi and Co move to a new £450million new home.

**Barca** will not have to move home while the upgrade is taking place.

(The Sun: Jun 29, 2016)

With Luis Suarez out injured and Edinson Cavani also struggling to recover from a knock picked up in Sunday's defeat in Ireland, **La Celeste** will surely struggle to end a run of four consecutive defeats when they take on their in-form opponents.

Having won six and lost none of their last eight fixtures, **The Azzurri** are 23/20 (2.15) favourites to maintain their strong form with another victory at the Allianz Riviera.

(Goal: Jun 6, 2017)

Roma have one of the most co-ordinated and effective pressing games in Europe. **The Wolves**, as Roma are known, hunt in packs.

(BBC: Apr 28, 2018)

**El Matador** has scored three times in Russia.

(FIFA: Jul 1, 2018)

The **Blue Samurai** looked to be heading for a historic win after taking a 2-0 lead early in the second half but Belgium hit back, with Nacer Chadli's goal the last kick of the game to win it 3-2.

(ESPN: Jul 3, 2018)

**The Special One** then spent three seasons as head coach at Real Madrid, delivering what is now **Los Blanco**'s only La Liga title in eight years.

(Telegraph: Jun 1, 2016)

It's **Tango** meets **Samba** on the petrodollar stage.

(The Guardian: Jul 13, 2007)

Barcelona's **MSN** vs. Madrid's **BBC**: The Rivalry within a Rivalry Set to Heat Up.

(Bleacher Report: Aug 15, 2016)

Zinedine Zidane: There is little evidence that **Zizou** can be Real Madrid's Pep Guardiola.

(The Independent: Jan 4, 2016)

Suggestions the 33-year-old could complete a shock move to the Serie A champions arose earlier week, when Spanish TV show Jugones reported Real Madrid were ready to accept Juventus' \$116.5 million offer for **CR7**.

(News Week: Jul 5, 2018)

World Cup 2014: Can Angel di Maria - **The Noodle** - satisfy Argentina's cravings?

(The Independent: Jul 4, 2014)

Football has seen two footed tackles, head butts and even Eric Cantona's kung fu kick and no matter how improbable they might be you cannot compare them with Suarez's **Cannibal** like behaviour.

(Goal: Jun 25, 2014)

The old ground, still then about the grandest in English football, looks tired, a little bleak, and nakedly free of the all-around branding in which the **Theater of Dreams**<sup>TM</sup> is draped now.

(The Guardian: May 12, 2013)

“When I first entered **La Bombonera**, I started running to warm up and felt like the ground was shaking,” Krasouski recalled.

(Four Four Two: Nov 13, 2015)

**Hat-tricks** are usually a rare occurrence in football. However, in under 24 hours of 2018 FIFA World Cup™ qualifying, four different players bagged trebles, with two even coming in the same game.

(FIFA: Sep 1, 2017)

Before 2010, the World Cup had constantly eluded the Spanish national side. However, riding on a wave of **Tiki-Taka** confidence after victory at the 2008 European Championships, they finally managed to take home the greatest trophy in world football.

(FIFA: May 8, 2018)

Juventus are not PSG - why another Barcelona **Remontada** will be much more difficult this time

(Goal: Apr 19, 2017)

**Boxing Day** is always one of the big match days of the Premier League season, so who's set to be in action as the fixture list is announced this morning?

(Metro: Jun 14, 2017)

Ancelotti arrives: 'I am here to win **The Cup with the Big Ears**'

(The Independent: Jul 12, 2009)

### Appendix 3

#### Samples of Translated Nicknames in Arabic Media

ويتأخر ليفربول ، المنتشي بفوزه الكبير على سيتي، بنقطتين عن يونايتد في المركز الثالث، وسيلعب ضد جاره إيفرتون في قمة محلية يوم السبت.

(Kooora: Apr 5, 2018)

هل تحدد نتيجة كلاسيكو الكون مصير زيزو؟

(Bein Sports: Dec 1, 2017)

وتطرق أيقونة نادي نابولي الإيطالي، للحديث عن كرة القدم الأرجنتينية، قائلاً: "ما يحدث للكرة في الأرجنتين ليس لطيفاً."

وتابع: "إنها تمر بوقت عصيب، رأيت سوپر كلاسيكو بين بوكا جونيورز وريفر بليت، لكنه بدا وكأنه لقاء في دوري الدرجة الثانية، ليس لدينا لاعبون."

(Al-Hayah Al-Jadida: Apr 26, 2016)

مباريات الريال و البرشا تتعش خزينة المقاهي المغربية

(Aljazeera: Apr 18, 2015)

تعادل «الحمير» مساء الثلاثاء على ملعب «انفيلد رود» مع ضيفه تشلسي المتصدر، في مباراة كانت الفرصة متاحة فيها أمام المضيف لتقليص الفارق مع النادي اللندني إلى سبع نقاط، فيما لو تمكن من تكرار نتيجة مباراة الذهاب التي فاز بها خارج قواعده 2-1 .

(Al-Hayah Al-Jadida: Feb 2, 2017)

كورتوا يتلأ في تجديد عقده مع البلوز

(Aljazeera: Dec 12, 2017)

واحتفلت الجماهير ، التي حملت أعلام البلاد بغزارة رغم وجود رايات بعض الأندية ، ربما كما لم تفعل منذ عام 1950 عندما حصل منتخب "السماعي" على لقب كأس العالم بمدينة ريو دي جانيرو ، بالفوز على البرازيل 1/2 في قلب استاد "ماراكانا."

(Al-Ayyam: Jul 15, 2010)

بالوتيلي يستبشر بتولي مانشيني تدريب "الأتزوري "

(Bein Sports: Jul 8, 2018)

البلوغرانا ينتصر بعد شوط مُبهر

(Bein Sports: Mar 18, 2018)

العلاق البافاري" يفترس "مدفعجية" لندن "رقميا" قبل صدامهما في دوري الأبطال"

(Kooora: Feb 18, 2013)

بعد 25 عاما.. ليلة وداع توتي مع "الذئاب"

(Aljazeera: May 28, 2017)

ذهب المركز الرابع هذه المرة لفريق الليفر بقيادة الألماني كلوب وبفارق نقطة واحدة من أرسنال الخامس ، مما دفعه بأن لا يخرج من الموسم خالي الوفاض بعد أن توج البلوز بلقب الدوري وتوج المان يونايتد بكأس الرابطة بالإضافة للدوري الأوروبي بعد الفوز على اياكس الهولندي ليضمن بذلك فريق (الإشبيل ون) تواجده ضمن فرق دوري أبطال أوروبا العام المقبل وهي البطولة المحببة للمدرب البرتغالي ،

(Bein Sports: May 31, 2017)

وفقد الماتادور الإسباني تحت قيادة مدربه جولين لوبيتيجي نقطتين فقط خلال مشوار التصفيات ليحصد 28 من أصل 30 نقطة متاحة من تسعة انتصارات وتعادل وحيد جاء على ملعب المنتخب الإيطالي ضمن المجموعة السابعة، وتلقت شبك الفريق ثلاثة أهداف فقط مقابل تسجيله 36 هدفا.

(Kooora: Oct 10, 2017)

الساموراي الياباني يحجز مقعده بمونديال روسيا

(Aljazeera: Aug 31, 2017)

وأحرز الفريق اللندني لقبه الدوري لأول مرة منذ 2010 وكأس الرابطة على حساب توتنهام في الولاية الثانية للمدرب "المميز" في ملعب ستامفورد بريدج.

(Bein Sports: Aug 8, 2015)

شهدت بطولة كأس العالم الأخيرة خسارة مذلّة وتاريخية لمنتخب السامبا 1-7 أمام المنتخب الألماني، الذي توج باللقب، في الدور نصف النهائي للبطولة، حيث كان لتلك الهزيمة وقع الصاعقة على الجماهير البرازيلية لسنوات. وفي المقابل، يبدو منتخب البرازيل على النقيض تماماً، فبعدما بات أول المتأهلين إلى نهائيات كأس العالم المقبلة، نجح أيضاً في إزاحة منتخب التانغو من قمة التصنيف الشهري العالمي الذي يصدره الاتحاد الدولي للعبة (فيفا)، ليتربع على الصدارة حالياً.

(Al-Hayah Al-Jadida: Jun 8, 2017)

ورداً على سؤال عما إذا كان الثلاثي الهجومي "بي بي سي" (بايل والفرنسي كريم بنزيمة والبرتغالي كريستيانو رونالدو) لا يزال بالنسبة له أساسيا في التشكيلة المديرية بالرغم من تألق إيسكو كصانع للالعاب، لم يكن زيدان حاسما في الإجابة.

(Al-Ayyam: Nov 28, 2017)

بين ال **MSN** و ال **BBC** ؛ قصة صدام أرقام لا تنتهي !

(Bein Sports: May 27, 2017)

وفي ظل استمرار المزاعم، هدد صاحب علامة "CR7" وأفضل هدّاف في تاريخ ريال مدريد، بترك إسبانيا ما أدى إلى خوف مشجعي الفريق الملكي. لكنه المح بعدها إلى البقاء، قائلاً لصحيفة "ماركا" أنه سيتابع إحراز الألقاب مع ريال.

(Bein Sports: Jul 29, 2017)

كلمة استفزازية قد تُبعد "العضاض" عن لقاءات برشلونة.

(Al-Hayah Al-Jadida: Sep 1, 2016)

ويبدو أن رحيل اللاعب قريباً، حيث أن وجهته بلا شك ستكون إنجلترا وتحديدًا نادي مانشستر يونايتد الذي قد يضع على الطاولة أكثر من 70 مليون يورو للتعاقد مع "المعكرونة".

(Koor: Aug 22, 2014)

وقالت صحيفة "ديلي إكسبريس" البريطانية اليوم الأحد، إنّ جوزيه مورينيو، يرغب في ضم البرازيلي ويليان إلى كتيبته في مسرح الأحلام .

(Koor: Nov 19, 2017)

استهل كارلوس تيفيز عودته إلى صفوف فريقه بوكا جونيورز بفوز غال على ضيفه كويلميس 2-1 الأحد على ملعب "بومبونيرا" وأمام 50 ألف متفرج في المرحلة السابعة عشرة من بطولة الأرجنتين لكرة القدم، وعزز صدارته.

(Al-Hayah Al-Jadida: Jul 19, 2015)

بطولة انكلترا: هاتريك لأغويرو يعيد سيتي إلى درب الإنتصارات.

(Al-Ayyam: Jan 22, 2018)

برشلونة: مرور عام على "الريمونتادا" التاريخية.

(Al-Ayyam: Mar 9, 2018)

تشهد بداية صيف الليغا ركودا نسبيا لوتيرة الصفقات حيث لم يبرم كبيرا الليغا الريال والبارسا لحد الساعة أي صفقات مدوية بينما يبقى الأتليتيكو مكبلا بقيود العقوبة بعدم التعاقد مع اللاعبين خلال الفترة الصيفية للميركاتو.

(Bein Sports: Jul 11, 2017)

ولعب كرويف مباراته الأولى مع منتخب بلاده في شهر سبتمبر / أيلول عام 1966 ومع وجود ميتشيلز أيضا على مقعد المدير الفني، كان الثنائي أحد أضلاع مفهوم "الكرة الشاملة" للـ"طاحونة الهولندية" إلى جانب كل من يوهان نيسكنز وجوني ريب وروب ريسينبرينك، وهي المجموعة التي تأهلت لنهائي كأس العالم عام 74 قبل أن تخسر اللقب لحساب الماكينات الألمانية، حيث تم اختيار كرويف كأفضل لاعب في هذه البطولة.

(Koor: Nov 19, 2017)

وواصل: "كما تم استحداث بعض جولات (البوكسينج داي)، على الطريقة الإنجليزية، حيث ستلعب 3 جولات في أيام 22 ديسمبر، 26 ديسمبر، 29 ديسمبر 2018.. ستكون تجربة مثيرة للاهتمام."

(Kooora: Mar 5, 2018)

وأشارت تقارير صحافية إسبانية إلى أن النادي ينتظر ما يقارب أسبوع لوضع "الكأس ذات الأذنين الكبيرتين"، وهي الرابعة التي يحزرها منذ عام 2014، نظراً لعدم وجود مساحة كافية في واجهة العرض.

(Bein Sports: Jul 1, 2018)

جامعة النجاح الوطنية  
كلية الدراسات العليا

## ترجمة الألقاب في كرة القدم في الإعلام العربي

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2018



## ترجمة الألقاب في كرة القدم في الإعلام العربي

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الملخص

تعتبر كرة القدم الرياضة الشعبية الأولى في العالم بحيث يتابعها الملايين من جميع أنحاء العالم. كما تلعب الألقاب دوراً مهماً في زيادة شعبيتها ومتابعيها، إذ يتم إطلاق الألقاب على المباريات المهمة والنارية التي تشهد صراعاً دائماً بين الخصوم، كما يتم إطلاقها على غالبية الأندية والمنتخبات بالإضافة إلى اللاعبين والمدربين فيها. كما وصلت ظاهرة الألقاب إلى إطلاقها في مناسبات وأحداث أخرى مهمة وحصريّة بكرة القدم دون غيرها من الرياضات الأخرى.

تتبع الرسالة منهجي الوصف والتحليل، حيث تبحث هذه الرسالة في ارتباط الألقاب بالثقافة النابعة منها. ووجد الباحث أن هناك ارتباطاً وثيقاً بين اللقب والثقافة والتاريخ واللغة التي جاء منها. كما تبحث الرسالة في دور المترجمين العرب في مد الجسور مع الثقافة الأجنبية للقارئ العربي بالشكل الذي يسمح للقارئ بأن يعرف معنى اللقب ويدرك الرسالة والثقافة التي يحملها. وأظهرت النتائج أن المترجمين يستخدمون استراتيجيات مختلفة وخاصة الترجمة الحرفية والترجمة النسخية (Transliteration) لكنها لا تسمح للقارئ العربي أن يدرك المقصود من الألقاب بالشكل التي تكون عليه في لغتها الأم. بالإضافة إلى ذلك، أصبحت اللغة العربية مطعمة بالكلمات الأجنبية التي تم استبدالها بالكلمات العربية بحيث أصبحت هذه الألقاب دخيلة على اللغة العربية. لقد فشل المترجمون في إيصال المعنى الواضح والكافي الذي يمكن القارئ من فهم الرسالة التي يحملها اللقب. وفي النهاية، وجد الباحث أن استخدام الإستراتيجية التفسيرية (exegetic) والتواصلية (communicative) هي أفضل الاستراتيجيات التي تساعد القارئ على فهم معنى اللقب والرسائل الأخرى التي يحملها.