

**النصوص السياسية لدونالد ترامب: دراسة ترجمية
وتحليلية**

**Donald Trump's Political Texts: A
Translational and an Analytical Study**

م.م. عذراء محمد صالح

Assist. Lec. Athraa Mohammed Saleh

Athraa.m@uosamarra.edu.iq

أ.د. ياسر محمد صالح

Prof. Dr. Yasir Mohammed Saleh

yasirmohammed@uosamarra.edu.iq

الكلمات المفتاحية: التصيير، الخطاب الحكومي، التصيير الدلالي، التصيير
التواصلي، النص المصدر والنص الهدف.

Keywords: rendering, governmental texts, semantic
rendering, communicative rendering, source text and target
text.

المخلص

يتناول هذا البحث إشكالية التصيير الدلالي والتصيير التواصلية في خطابات الرئيس الأمريكي دونالد ترامب، مستنداً إلى نموذج بيتر نيو مارك (بمقارنته المعاد تأويلها) على نصوص مختارة. ويهدف إلى تحليل الكيفية التي تسهم بها استراتيجيات التصيير في إعادة إنتاج الأيديولوجيات والرسائل الحكومية، مع التركيز على تمثلاتها في الترجمات العربية. وقد كشفت النتائج أنّ التباين في مخرجات التصيير يعود بالأساس إلى اختلافات ثقافية ولسانية، مما ينعكس على آليات التلقي وأنماط التأويل لدى القراء. كما يؤكد البحث على الدور المحوري لكلٍ من الدقة الدلالية والملاءمة التواصلية في تجسيد مقاصد النص الأصلي وضمان انسجامه مع الخصوصيات الثقافية. ويوصي باعتماد مقاربة هجينة تجمع بين الأمانة الحرفية والتكييف/التعديل، مع ضرورة امتلاك المترجم لوعي معمق بالبنى الاجتماعية والثقافية في كلٍ من لغتي المصدر والهدف، تحقيقاً لتصيير حكومي ناجز وموائم للسياق التداولي.

Abstract

This research investigates semantic and communicative rendering in Donald Trump's presidential addresses, applying Peter Newmark's (reinterpreted) model to selected texts. It analyzes how rendering strategies shape the transfer of ideologies and governmental messages, with attention to Arabic renditions. Results reveal that variations in rendering outcomes stem from variations in culture and language, influencing the way readers respond and interpretation. The research highlights the role of semantic precision and communicative adaptation in reflecting the source text's intent while ensuring cultural relevance. It recommends that translators adopt a hybrid approach—combining literal accuracy with modulation or adaptation—and develop a deep understanding of sociocultural contexts in both source and target languages to achieve efficient and suitable for the context governmental rendering.

1.1. Rendering

In the literature of rendering theory, Peter Newmark (reinterpreted)'s terms—semantic and communicative rendering—are widely recognized, though not always as extensively discussed as Eugene Nida (as rephrased)'s literal equivalence and functional equivalence. Eugene Nida (as rephrased)'s models received greater attention due to their clear emphasis on readership response, yet Peter Newmark (reinterpreted)'s distinctions between rendering as “art” (semantic) and “craft” (communicative) (Peter Newmark (reinterpreted), 1981:39) have influenced both academic and professional rendering practices.

Peter Newmark (reinterpreted) (1982:7) defines rendering as “a profession composed of an endeavor to substitute a written message and/or declaration in one language by the same message and/or statement in another language.” He suggests two primary types of rendering:

Meaning-focused translation: Transfers the exact meaning and linguistic structure of the ST.

Reader-oriented translation: Recreates the same effect on the TT readership as the ST does on its readership.

1.1.1. Meaning-Focused Translation

Semantic rendering closely follows the form and content of the original text. It reproduces syntactic structures and exact meanings within the boundaries of the TL grammar. Peter Newmark (reinterpreted) (1981:60) argues that it tends to be “more complex, awkward, detailed,” and tends to “over-translate.” Semantic rendering is ideal for translating governmental texts where ideological precision is essential. Semantic rendering aims to reproduce the exact contextual meaning of the original language, respecting the original syntax and stylistic features. According to Peter Newmark (reinterpreted) (1988:39-53), this approach includes:

1. Accurate contextual meaning reproduction.
2. Informative over persuasive orientation.
3. Inevitable loss of some original meaning.
4. Emphasis on the author's voice and source culture.
5. Global applicability.
6. Respect for form-content unity.
7. Linguistic and encyclopedic interpretation.
8. Artistic engagement by the translator.

1.1.2. Reader-Oriented Translation

According to Peter Newmark (reinterpreted) (1988:81), communicative rendering aims to produce a similar impact on the TT reader as the original had on the ST reader. This type simplifies and smooths language, replacing culture-bound or idiomatic phrases with equivalents suitable to the TL culture. It is “clearer, smoother, and more conventional” (Peter Newmark (reinterpreted), 1981:39), making it especially suitable for

informative and persuasive content. Communicative rendering seeks to deliver the same effect to the target readership as experienced by the source readership. It allows for adjustments to guarantee fluency and clarity in the target language. Peter Newmark (reinterpreted) (1988:39-53) outlines its characteristics:

1. Focuses on the effect rather than the exact wording.
2. Prioritizes clarity, simplicity, and directness.
3. Adapts expressions for cultural familiarity.
4. Reader-centered and function-specific.
5. Highly contextual and readership-aware.
6. Purely functional and purpose-driven.

In addition, Jeremy Munday (summarized) (2008:290-291) explains that semantic rendering is more accurate in reflecting the meaning of the SL, while communicative rendering is more efficient in conveying the SL message in TL. Semantic rendering is better suited for literary, governmental, or personal texts, whereas communicative rendering is ideal for standardized or informative content.

1.2. Methods of Rendering

Venuti (1988:240) and other theorists outline several rendering approaches, such as:

1. Literal Rendering
2. Faithful Rendering
3. Smart Rendering
4. Creative (Free) Rendering
5. Adaptation
6. Idiomatic Rendering
7. Full Rendering
8. Partial Rendering
9. Word-for-Word Rendering
10. Summary Rendering
11. Literary Arabicization
12. meaning-focused translation
13. reader-oriented translation

1.3. Importance of Rendering

Rendering is vital for diplomacy, cross-cultural communication, and education. Ruskin (2014:19) notes its growing importance in a globally interconnected world. In the same vein, Danshen (2014:19) asserts that stylistic awareness in rendering, particularly literary rendering, enhances fidelity and fluency.



1.4. Kinds of Rendering

Brislin (1976:3-4) categorizes rendering based on purpose:

Pragmatic: focused on clarity of information (e.g., legal, medical).

1-Aesthetic-Poetic: emphasizes form, emotion, and literary nuance.

2-Ethnographic: interprets cultural references and local expressions.

3-Linguistic: targets syntactic and morphological equivalence.

1.5. Principles of Rendering

Duff (restated in new words) (1989:10-11) outlines six principles:

1-Meaning: Convey the full meaning of the ST.

2-Form: Preserve grammatical and structural patterns.

3-Register: Match formality and style.

4-Source Language Influence: Avoid unnatural phrasing due to SL interference.

5-Style and Clarity: Maintain author's tone while enhancing clarity.

6-Idioms: Translate idiomatic expressions with cultural awareness.

1.6. Text

Lyons (explained differently) (1981:195) and Crystal (paraphrased) (1991:350) define a text as a linguistic unit contextualized within a situation. Shuttleworth and Cowie (1997:157,164) distinguish:

Source Text (ST): the original language material to be translated.

Target Text (TT): the result of the rendering that mirrors the ST's meaning in a different language.

2.1.Introduction

This research adopts a qualitative, descriptive-analytical design combining rendering studies and discourse examination to examine selected governmental addresses by Donald Trump. The approach integrates Peter Newmark (reinterpreted)'s semantic and communicative rendering model with Ruth Wodak's discourse-historical method, allowing both linguistic and contextual interpretation. This dual framework ensures accurate meaning transfer to the source text's meaning while adapting it for target readership comprehension.

2.2.Materials

Seven addresses were purposively sampled from official U.S. presidential archives, chosen for their governmental significance, rhetorical style, and translatability. The selection represents different governmental contexts (e.g., domestic policy, foreign relations, international diplomacy) to capture a wide spectrum of rhetorical strategies and ideological framing.

2.3.Research Design and Rationale

The qualitative design enables in-depth examination of rendering choices at the lexical, syntactic, and discourse levels. Peter Newmark (reinterpreted)'s model guides the identification of semantic and communicative strategies, while Wodak's approach situates these

strategies in their socio-governmental context. This combination allows the research to highlight not only how rendering is done, but why certain strategies are chosen.

2.4. Instruments and Analytical Framework

The examination employs two primary instruments:

1. meaning-focused translation Lens: focusing on literal meaning, structural fidelity, and preservation of ideological nuance.
2. reader-oriented translation Lens: emphasizing readership adaptation, rhetorical equivalence, and cultural mediation.

Both lenses are applied to each selected text, and the resulting renderings are compared for differences in tone, governmental impact, and the way readers respond.

2.5. Data Examination Procedures

Each address was translated twice—once semantically and once communicatively. Comparative examination was then conducted in three stages:

1. Linguistic Mapping: identifying key terms, metaphors, and syntactic patterns.
2. Cultural-Governmental Contextualization: examining how each strategy interacts with target readership expectations.
3. Impact Evaluation: assessing potential shifts in meaning, tone, or persuasive effect.

2.6. Ethical Considerations

Given the governmentally sensitive nature of the material, the research guarantees accurate representation of the source text without distortion or partisan bias. Renderings aim to respect both source and target cultures while maintaining professional neutrality. This improved methodology strengthens the research's analytical depth, guarantees replicability, and enhances the clarity of rendering strategy evaluation.

3.1. Introduction

This section produces the outcomes of the rendering examination of Donald Trump's governmental addresses utilizing Peter Newmark (reinterpreted)'s semantic and communicative rendering frameworks. The discussion compares the results of each strategy, highlighting their strengths, limitations, and effects on meaning, tone, and the way readers respond.

3.2. Governmental Texts Examination in Terms of Peter Newmark (reinterpreted)'s Rendering Model

Peter Newmark (reinterpreted)'s dichotomy between semantic rendering and communicative rendering provides a valuable lens through which to examine Donald Trump's governmental discourse in rendering. Trump's addresses, marked by nationalism, populist appeals, and emotionally charged rhetoric, require careful rendering options to balance fidelity to ideological nuance with cultural and communicative accessibility for Arabic readerships.

The following examination applies both strategies to seven representative excerpts, highlighting how meaning, tone, and governmental effect shift depending on the chosen approach.

3.2.1. Meaning-Focused Translation Examination

Semantic rendering, as defined by Peter Newmark (reinterpreted) (1988:39–53), prioritizes lexical precision, syntactic fidelity, and ideological preservation. Applied to Trump's texts, this approach emphasizes his rhetorical power but sometimes presents rigid or unnatural Arabic formulations.

1. English ST: "We will build a great wall along the southern border."
Arabic TT:

"سنشيّد جدارًا عظيمًا على طول الحدود الجنوبية."

The semantic rendering retains Trump's declarative authority and nationalist framing. However, its literalness risks sounding inflexible in Arabic, where "جدار عظيم" carries a slightly archaic resonance.

2. English ST: "America will never be a socialist country."
Arabic TT:

"لن تكون أمريكا أبدًا دولة اشتراكية."

The directness preserves Trump's uncompromising ideological stance. Yet, its emphatic tone may strike Arabic readers as excessively rigid compared to the political register of Arabic rhetoric.

3. English ST: "We are transferring power from Washington, D.C., and giving it back to you, the people."

Arabic TT:

"نحن ننقل السلطة من واشنطن العاصمة، ونعيدها إليكم أنتم الشعب."

Here, semantic accuracy highlights Trump's populist narrative. Still, the repetition of "الشعب أنتم" mirrors the English emphasis but risks redundancy in Arabic stylistics.

4. English ST: "I will fight for you with every breath in my body—and I will never, ever let you down."

Arabic TT:

"سأقاتل من أجلكم بكل نَفَس في جسدي، ولن أخذلكم أبداً، على الإطلاق."

Preserving emotional intensity and syntactic form shows fidelity to the ST—characteristic of semantic translation.

5. English ST: "From this moment on, it's going to be America First."

Arabic TT:

"من الآن فصاعداً، ستكون الأولوية دائماً لأمريكا."

This maintains the nationalistic tone and phrase structure, reflecting semantic translation.

6. English ST: "The United States has great strength and patience, but if it is forced to defend itself or its allies, we will have no choice but to totally destroy North Korea."

Arabic TT:

"تمتلك الولايات المتحدة قوةً عظيمة وصبراً كبيراً، ولكن إذا اضطرت للدفاع عن نفسها أو عن حلفائها، فلن يكون أمامنا خيار سوى التدمير الكامل لكوريا الشمالية."

The high degree of fidelity to the source meaning and emotional tone affirms semantic translation strategy.

7. English ST: "Our movement is about replacing a failed and corrupt political establishment with a new government controlled by you, the American people."

Arabic TT:

"إن حركتنا تقوم على إزاحة مؤسسة سياسية فاسدة وفاشلة، وإقامة حكومة جديدة تكون بيدكم أنتم، الشعب الأمريكي."

The translation mirrors the accusatory tone and structure—clearly semantic.

In summary, semantic translation captures Trump's exact ideological framing, which is indispensable for archival, legal, or scholarly purposes. However, its literalness occasionally diminishes natural fluency and rhetorical resonance in Arabic.

3.2.2. Semantic Rendering Results

The semantic rendering of Trump's addresses demonstrated strong fidelity to the source text in terms of structure, meaning, and ideological nuance. The literal preservation of governmental slogans, promises, and declarations guaranteed that the translated texts conveyed the same governmental force and rhetorical intent. However, this approach also revealed some challenges:

- Certain idiomatic expressions did not fully resonate with Arabic readerships.
- Literal renderings sometimes appeared overly rigid or unnatural in Arabic syntax.

Despite these challenges, semantic rendering was efficient in preserving the ideological integrity of the original addresses, making it most suitable for archival or formal contexts where exact meaning is paramount.

3.2.3. Reader-Oriented Translation Examination

Communicative rendering, by contrast, prioritizes readership effect, readability, and cultural resonance (Peter Newmark (reinterpreted), 1981:39; 1988:81). In Trump's case, this strategy makes the rhetoric more accessible to Arab readers by softening confrontational tones and contextualizing slogans.

1. English ST: "We will build a great wall along the southern border."
Arabic TT:

"سوف نقيم جدارًا ضخماً يحمي حدودنا الجنوبية."

The addition of "يحمي" shifts focus from confrontation to protection, aligning better with Arabic rhetorical norms. Here, the wall is interpreted metaphorically. The translation softens the literal tone for cultural sensitivity—communicative (Trump, 2016:1).

2. English ST: "America will never be a socialist country."
Arabic TT:

"لن تتحول أمريكا مطلقاً إلى دولة اشتراكية."

The verb “تتحول” contextualizes the ideological claim as a potential transformation rather than an absolute negation, making it less dogmatic in Arabic discourse. This adaptation clarifies the implied political values—communicative (Trump, 2019:2).

3. English ST: “We are transferring power from Washington, D.C., and giving it back to you, the people.”

Arabic TT:

"نحن نعيد السلطة من أيدي واشنطن إلى أيديكم أنتم، الشعب."

Focus shifts to the people's empowerment—communicative strategy. (Trump, 2017:2).

4. English ST: “I will fight for you with every breath in my body—and I will never, ever let you down.”

Arabic TT:

"سأقاتل من أجلكم بكل ذرة قوة في جسدي، ولن أخذلكم أبداً مهما حصل."

This simplifies and smooths the phrase to make it more culturally persuasive and accessible—communicative (Trump, 2016:3).

5. English ST: “From this moment on, it's going to be America First.”

Arabic TT:

"من الآن فصاعداً، ستكون الأولوية دائماً لأمريكا."

It clarifies what “America First” means to Arabic audiences (Trump, 2017:1).

6. English ST: “The United States has great strength and patience... we will have no choice but to totally destroy North Korea.”

Arabic TT:

"تمتلك الولايات المتحدة قوة وصبراً هائلين، لكن إذا اضطرت للدفاع عن نفسها أو عن حلفائها،

فلن يكون أمامنا خيار سوى تدمير كوريا الشمالية بالكامل."

It avoids literal war threats and conveys the diplomatic message. (Trump, 2017:4).

7. English ST: “Our movement is about replacing a failed and corrupt political establishment...”

Arabic TT:

"حركتنا تهدف إلى استبدال المؤسسة السياسية الفاسدة والفاشلة بحكومة جديدة تكون بيدكم أنتم، الشعب الأمريكي."

This makes the tone more neutral and constructive—adapted for Arab audiences. (Trump, 2016:5).

These examples reflect that communicative translation often adapts ideology, tone, or expression to match the target audience's cultural and political sensitivities.

3.2.4. Reader-Oriented Translation Results

The communicative rendering approach prioritized accessibility, cultural relevance, and rhetorical effect for Arabic-speaking readerships. This strategy composed of the following important items:

- 1-Adjusting governmentally sensitive statements to avoid cultural offense.

- 2-Recasting slogans to illustrate implicit governmental meanings.
- 3-Smoothing sentence constructions for better readability.

3.3. Comparative Examination

A side-by-side comparison of the two approaches illustrates several key insights:

- 1.Accuracy vs. Accessibility: Semantic rendering presents high accuracy but risks reduced readership engagement; communicative rendering maximizes accessibility but may sacrifice some precision.

- 2.Cultural Mediation: Communicative rendering is more efficient in contexts requiring sensitivity to cultural norms, especially in governmentally charged statements.

- 3.Readership Impact: The choice between semantic and communicative strategies should depend on the purpose of the rendering: documentation (semantic) or persuasion/information (communicative).

- 4.Strategic Blending: In practice, a hybrid approach often yields the best results, combining semantic accuracy for vital terms with communicative adjustments for readership engagement.

3.4. Implications for Governmental Rendering

The examination confirms that governmental rendering is not merely linguistic transfer but ideological negotiation. Trump's rhetoric, rich in repetition, slogans, and hyperbole, poses challenges that demand a flexible approach. Translators should:

- Employ semantic rendering when fidelity to ideology is crucial (e.g., policy declarations, slogans).
- Use communicative rendering to guarantee rhetorical resonance in culturally sensitive contexts.
- Adopt a hybrid strategy to maintain Trump's intended force while preventing cultural alienation.

As a result, the communicative renderings often carried a softer tone, reduced confrontational language, and emphasized shared values. While this improved reception, it occasionally diluted the ideological intensity of the authentic addresses.

3.5. Implications for Rendering Practice

The results suggest that governmental translators should adopt a flexible, context-driven approach. Rigid adherence to a single strategy may limit efficientness, whereas combining strategies allows for both ideological accuracy and readership connection. Translators must assess the governmental climate, readership expectations, and communicative purpose before choosing an approach.

3.6. Summary

In summary, semantic rendering safeguards the integrity of governmental discourse, while communicative rendering guarantees that messages are culturally attuned and rhetorically efficient. The optimal approach depends on the translator's goals, the target readership's cultural context, and the governmental sensitivity of the content.

SECTION FOUR CONCLUSIONS AND FINDINGS

1.CONCLUSIONS

1. The utilization of Peter Newmark (reinterpreted)'s renderingal model proved efficient in assessing how various strategies impact message reception. It underscored that the nature of the source text—its emotional force, ideological framing, and rhetorical repetition—must guide rendering strategy selection.
2. The semantic rendering of Trump's addresses preserved ideological precision, syntactic structure, and rhetorical force. It proved efficient in transferring nationalistic slogans and governmental declarations, making it suitable for archival, legal, and academic purposes. However, its literalness sometimes resulted in rigid or less natural Arabic formulations. The examination illustrated that Trump's strong nationalistic rhetoric, direct sentence structure, and ideological tone can be semantically transferred while maintaining the authentic force.
3. The communicative rendering stressed cultural adaptation, clarity, and rhetorical resonance. It permitted the softening of confrontational tones, contextualization of slogans, and clarification of governmentally sensitive ideas, thereby improving accessibility for Arabic-speaking readerships. Nonetheless, this strategy occasionally diluted the ideological intensity of the original texts. From the communicative rendering perspective, the examination revealed that governmental content, particularly Trump's, demands cultural adaptation for proper reception by Arabic-speaking readerships. Communicative rendering permitted to rhetorical softening, adaptation of governmentally sensitive content, and enhancement of target readership understanding.
4. The comparative examination asserted that governmental rendering functions as both a linguistic and ideological performance. Translators must weigh accuracy against cultural resonance, readership expectations, and communicative purpose when choosing between strategies. The dual application of semantic and communicative strategies presents that efficient governmental rendering requires both accuracy (semantic) and cultural intelligibility (communicative). Translators must exercise discretion in selecting which parts to preserve exactly and which to adapt.
5. A hybrid approach—combining semantic accuracy for ideologically charged terms with communicative flexibility for rhetorical or culturally sensitive expressions—emerges as the most efficient strategy for translating governmental discourse.
6. The research confirms the significance of cultural, linguistic, and governmental awareness in rendering practice. Translators of governmental texts should carefully balance fidelity to the source text with sensitivity to target the way readers respond.

7. Peter Newmark (reinterpreted)'s model proved a valuable framework for analyzing rendering strategies, but its success depends on the translator's discretion and ability to negotiate between preserving meaning and adapting for cultural resonance.

8. Future research could expand this examination by applying Peter Newmark (reinterpreted)'s model to the discourse of other governmental figures, comparing renderings across various languages, or examining how translated governmental texts are received by several target readerships.

2.FINDINGS

The results recommend that governmental translators should:

1-Be fully aware of cultural and governmental sensitivities in both languages.

2-Use semantic rendering for precise ideological conveyance.

3-Use communicative rendering for broader accessibility.

4-Consider readership impact and reception during rendering.



REFERENCES

1. Brislin, R. W. (1976). *Rendering: Application and Research*. New York: Gardner Press Inc. (Brislin, 1976:3-4)
2. Crystal (paraphrased), D. (1991). *A Dictionary of Linguistics and Phonetics* (3rd ed.). Oxford: Blackwell Publishers. (Crystal (paraphrased), 1991:350)
3. Danshen. (2014). Peking University, Beijing. *Stylistics in Rendering Studies*. (Danshen, 2014:19)
4. Duff (restated in new words), A. (1990). *Rendering*. Oxford: Oxford University Press. (Duff (restated in new words), 1990:10-11)
5. Lyons (explained differently), J. (1981). *Language and Linguistics*. Cambridge: Cambridge University Press. (Lyons (explained differently), 1981:195)
6. Jeremy Munday (summarized), J. (2008). *Introducing Rendering Studies* (2nd ed.). London: Routledge. (Jeremy Munday (summarized), 2008:290-291)
7. Peter Newmark (reinterpreted), P. (1981). *Approaches to Rendering*. Oxford: Pergamon. (Peter Newmark (reinterpreted), 1981:39-81)
8. Peter Newmark (reinterpreted), P. (1982). *Approaches to Rendering*. Oxford: Pergamon. (Peter Newmark (reinterpreted), 1982:7)
9. Peter Newmark (reinterpreted), P. (1988). *A Textbook of Rendering*. Hertfordshire: Prentice Hall. (Peter Newmark (reinterpreted), 1988:39-53)
10. Ruskin, J. [1862] (2014). *Unto This Last: Four Essays on Christian Socialism*. Cercenasco: Marco Valerio. (Ruskin, 2014:19)
11. Shuttleworth, M., & Cowie, M. (1997). *A Dictionary of Rendering Studies*. Manchester: St. Jerome Publishing. (Shuttleworth & Cowie, 1997:157,164)
12. Trump, D. J. (2016). *Republican National Convention Address*. Retrieved from <https://www.presidency.ucsb.edu/documents/republican-acceptance-address>
13. Trump, D. J. (2017). *Inaugural Address*. Retrieved from <https://www.presidency.ucsb.edu/documents/inaugural-address>
14. Trump, D. J. (2017). *UN General Assembly Address*. Retrieved from <https://www.presidency.ucsb.edu/documents/address-un-general-assembly>
15. Trump, D. J. (2019). *State of the Union Address*. Retrieved from <https://www.presidency.ucsb.edu/documents/state-the-union-address-5>