The disciplined cause and its impact on the branches of

The Use of Modulation as a Strategy of Translating Humour Sense in Obama's Speech

By

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Abstract

This study is conducted to show the use of modulation in translating humour sense in Obama's speech, It aims to reveal how the M.A. students use modulation as a suitable strategy in translating Obama's speech. The data selected is a speech of Barak Obama at correspondent dinner in White House. In this study, the models consist of two adopted phases, the first one is the linguistic model proposed by Fairclough (1995,2003,2010), the second one is related to the pioneers of translation Vinay and Darbelnet (1958-1995). This study concludes that M.A students use modulation strategy of translating Obama's speech more than other strategies.

1.0 Introduction

In translating humour sense in political speech M.A. students have more than strategy to use and the most suitable strategy in translating such a type of text is modulation since it represents the change of point of view of ST text. In an attempt to show and understand the use of modulation in political speech, this study is conducted.

1.1 The Aims of the Study

English and Arabic are very diverse language systems and operate differently at word, sentence and text level, a feature which makes the translation process between them complicated and challenging. In an effort to assist translators in this process and contribute to a better understanding of the pitfalls involved in handling the two language systems, this study has eventuated. It proposes to identify and investigate the use of modulation strategy in some of Obama's speech that include humour sense.

1.2 The Limits of the Study

Five extract statements are taken from Obama's speech at correspondent dinner that took place on April, 28th, 2015 at Washington. In relation to the data of the study 6 M.A students of Tikrit University/ College of Arts/ Department of translation have been involved in achieving this study. Furthermore, the models adopted in this study are Fairclough (1995,2003,2010) linguistic model and the pioneers of translation Vinay and Darbelnet (1958-1995).

1.3 The Concept of Translation

Translation is defined differently by various linguists. Ray (1962:187) sees translation as a procedure of conveying meaning from one language into another. Ciroen (1966:12) states that translation has an important role in human being's communication. Its importance arose in the twentieth century because of the changing in ideas and quantity of the data that happen among languages. Translation can be done by producing target language in a way close to the source language equivalence, with concentration on meaning first, and the form second. It is a method which requires equivalence, not the identicalness of meaning (Nida & Taber, 1974:12). Nida and Taber, further, agree that "translation is concerned with the reproduction of the closet equivalent of the source language text in the target language(TL). This means that translation is based on equivalence not on transference" (ibid.: 13).

In his turn, House (1977:25) believes that the gist of translation depends on conservation of meaning through different languages. Translation is considered as a craft that tries to substitute a certain statement or message of the source text in one language by the same message or statement into the other language (Newmark, 1981:10).

Translation, further, is defined as "an operation that is performed on languages (two or more) in which the source text is replaced by the target text on the basis of equivalence between both texts lexis and grammar of the target language, and the source language phonology or graphology is also consequently replaced by target language phonology or graphology"(IIyas, 1989: 19).

Bell (1991:5) defines translation as "the expression in another language (or target language) of what has been expressed in another source language, preserving semantic and stylistic equivalence". Translation is related to pragmatics according to Gutt's (1991:52). definition as " primarily pragmatic notion "(Translation is defined differently by different linguists, but in general translation tries to bridge the gap between languages and cultures through transferring or conveying ideas and opinions from one language into another.

1.4 Vinay and Darblenet (1958-1995)

Vinay and Darbelnet are two French linguists, who are interested in translation, they propose their model of translation strategies based on comparative stylistic analysis between English and French which are later carried out on many languages by different scholars. The model consists of two general strategies that break

down to seven more strategies which are be discussed separately (Vinay & Darbelnet, 1995). The model that is adopted in this study is Vinay and Darbelnet (1958-1995)) which deals with a comparative stylistic analysis of the different translation strategies which used in English and French, and in its English version which is first published in (1995) they identify two translation methods which are:

A-Direct method (literal translation) has three possible strategies which are: literal translation, calque, and borrowing

B-Free method (oblique translation) covers four strategies: transposition, modulation, equivalence, and adaptation

1.5 Modulation

Modulation is a variation of the form of the message which results from the change in the point of view. It indicates a change in the angle from which something is seen. This kind of translation strategy is used when, although the translated text is grammatically correct, it is considered unacceptable in the TL Zakhir (2008). Vinay and Darblnet (1995) distinguish between obligatory and optional modulation. A typical example of obligatory modulation is the phrase 'the time when' which must be translated as 'le moment où' which in back-translation is 'the moment when', and not literally as 'the moment where'. The type of modulation which involves turning a negative SL expression into a positive TL expression is considered optional modulation, as in the phrase 'it is not easy' that can be translated as 'il est difficile'. Sometimes an optional modulation corresponds so perfectly to the situation indicated by the SL text that it may become obligatory.

1.6 The Concept of Humour Sense

Humour is a part of social discourse that generates laughter. Although humour does not come under serious discourse, according to Weaver (2011, 101), "it can have a range of serious effects". These effects can be observed at both individual and societal level and can, therefore, be analysed from both psychological and socio-cultural perspectives.

Gouine (2004, 39) states that "humour does not dismiss the seriousness of the situation, but displays the severity for others to see, understand and mock". It would not be wrong to say that sometimes humour as an indirect tool acts as a more powerful means of expression than any direct discourse of serious disposition. Just as humour can have different effects on individuals and groups and can convey meanings that can be offensive, as is the case with tendentious humour (intended to humiliate others) it can take different forms. Humour has been studied in multi-and interdisciplinary fields such as philosophy, psychology, sociology, literature and linguistics (Yule, 2010).

Ermida (2009) states that every people have their own standard or level of humour, many kinds of humour which is intentionally unintentionally produced in daily life are usually found. "In most of the cases humour is intentional and therefore contrived" (ibid, 102). But it can also be accidental in some cases, as it may occur and unintentionally because of inadequate command of the target language on the part of the speaker or writer because of the slip of tongue or pen (Martin, 2007). The performing humour often reveals the social critic as an expression of a long depressed condition (Kholidah, Widodo, & Saddhono, 2020). In other words, the purpose of performing humour sometimes not only gives a joke but also gives criticism, satire, and even aims to persuade the audience.

The language used in humour discourse is intentional ambiguity to direct the audiences dramatically and even surprisingly (Nilsen & Nilsen, 2019). Martin (2007), divides humour to three kinds: jokes, spontaneous conversion humour, and accidental or unintentional humour.

1-Jokes: are one of the humour kinds which used to amuse or entertain others by telling jokes or stories with funny ending or punch line. It is usually indicated with canned jokes. Jokes consist of a punch line and setup. A punch line shifts the meaning by giving unexpected and pleasant, so that it can create unsuitable perception. Whereas a setup includes all except the last sentence which creates the listeners, a certain set of expectations about how the situation must be interpreted (ibid.)

2-Spontaneous Conversation Humour: depends on the context of humour than joke- telling, meanwhile this humour will be not funny if someone tells it again to the others which means we have to stay there in order to know directly the humour. In such situation of conversation which include humour, the nonverbal sign tries to indicate the humour sense. Yet it is more ambiguous than joke-telling, therefore the hearer is usually not really sure to the speaker who is being serious or jesting (Kuiper, 1999).

3-Accidental or Unintentional Humour: is produced accidentally or unintentionally in social interaction. Therefore, it can cause other people laugh. Even though this humour doesn't mean to be funny, but it appears unintentionally from people utterances or actions (Oaks, 1994).

1.7 Norman Fairclough's linguistic model

Norman Fairclough is an acknowledged founder in the study field related to CDA. Actually, the term (CDA) is derived from Critical Discourse Analysis, whose characteristics are discussed by Fairclough in 1989 and 2015 in his book, *Language and Power*. This book is regarded as a landmark in the developmental history of CDA. In this book, Fairclough (1989,2015) introduces his thoughts and definitions of some key concepts, for instance, discourse, power, ideology, social practice, common sense, etc., which are closely related to his analytical approach of CDA. From the viewpoint of Fairclough, who absorbs much from the SFL (Systemic Functional Language) theory and Sociological theory, language is argued as social practice instead of simple linguistic phenomenon that is independent from society. Therefore, he argues that language should be studied as discourse, both in spoken and written forms. In addition, he discusses the term 'text', which is seen just as a part of people's communicating process. From the perspective of CDA, Fairclough claims that through analyzing language, its ultimate purpose is to raise people's consciousness towards exploitative social relations (Fairclough, 1989: 4). He suggests that there are three dimensions of discourse, which are text, interaction, and context respectively.

1.8 Methodology

The methodology adopted in this study is an analysis of a speech presented by Obama which occurs in Washington at annual correspondent dinner on 28th April 2015. He spotlights some jokes at the dinner. Fairclough's eclectic model (1995, 2003,2010) is used to analyze the data linguistically, the translation model of Vinay and Dareblent (1958-1995) is selected accordingly and the strategy of translation chosen by the subjects are analyzed, then showing the use of modulation in Obama's speech.

1.9 Data Analysis

ST1/My advisors asked me "Mr. president, do you have a bucket list?" And I said, well I have something that rhymes with bucket list **"**<u>Take executive action on immigration? Bucket New climate regulations? Bucket</u>".

According to Fairclough (2010) the text used in this statement includes representation as seen in opening words "Mr. president, do you have a bucket list?" then turning to main body which is "well I have something that rhymes with bucket list" after that close the text with "Take executive action on immigration? Bucket New climate regulations? Bucket".

The discourse practice shows Obama's picking up on criticism of his executive actions, which republicans say, have gone far beyond his legal authority. His 'Bucket' joke was rooted on foundation of truth- the president knows that with no more elections left to run and his legacy solidifying, he's no longer playing the daily political game. It's the historians who will keep the score from now on, so he seems to think that Republican attacks are just water off a duck's back.

The sociocultural practice in this text represents in Obama's criticizing republican thoughts. The institutional stage shows Obama's right as a president to criticize Republican Party.

TT1/

1 يتخذ اجراء تنفيذي بشان الهجرة بما يتعلق بالظروف المناخية .
2 ابدأوا باتخاذ اجراءات تنفيذية جديدة ضد المهاجرين وضوابط جديدة حول المناخ .
3 خذ اجراءات خاصه للهجرة ايها الدلو وتنظيمات مناخية جديدة ايها الدلو .
4 صدروا اجراءات تنفيذية على الهجرة حكم قوانين جديدة عن المناخ حكم .
5 افعل شيئا حول الهجرة وقوائم من التدابير الجديدة .
6 اتخاذ اجراء تنفيذي حيال حقيقة الاغتراب والهجرة هدف قواعد ونظم بيئية جديدة هدف .

Subject (1) fails in conveying the message of ST Speaker he omits (Bucket) word that lead to fall in lexical problem and loss the correct meaning, he uses modulation strategy. Subject (2) has lexical problems that he faces which are the main reason behind his failure to translate the sentence. He adds words that are not exist in the sentence, he uses oblique translation specifically modulation. Subject (3) fails in conveying ST message, he does not able to translate (Bucket) correctly and this lexical problem leads to mistranslation. he uses, literal translation. Subject (4) also has lexical problem of the word (Bucket) that lead to loss the correct meaning of ST speaker intended. he uses adaptation strategy. Subject (5) fall in structural and lexical problems that producing incorrect translation, he uses modulation strategy. Subject (6) does not succeed in rendering the appropriate meaning of the sentence, he faces structural problem, he uses calque translation strategy. See Table (1) for more details.

The proposed translation is:

اتخاذ اجراءات تنفيذية بشأن الهجرة هدف لوائح مناخية جديدة هدف

Table (1) The analysis of TT1

ST2/"For many Americans, this is still a time of deep uncertainty. For example: I have one friend, just a few weeks ago she was making millions of dollars a year. <u>She is now living out of a van in Iowa</u>".

In this joke, Obama opens his statement with "I have one friend" then moves to the main body which is "she was making millions of dollars a year" after that closing his joke with "she's now living out of a van in Iowa".

The discourse practice in this Joke sentence reveal Obama's criticism to Hillary Clinton (former lawyer who served as the 67th United States secretary- States Senator) for her last comment that she and president Bill Clinton were 'dead broke' when they left the White House. He jabs fellow democrat Hillary Clinton for her multi-million dollar speaking fees and her listening tour in her black Scooby van, saying it proved times were still tough for so many American.

TT2/

1- تعيش الان في سيارة نقل في ولاية ايوا .
2- هي تعيش في العراء الان في ايوا .
3- هي الان تعيش بترف في ايوا .
4- تعيش الان من دون سكن في ايوا.
5- تعيش الان من دون سيارة في ايوا .
6- تتجول الان في مركبة النقل في ولاية ايوا.

Subject (1) reflects the intended meaning by the speaker, he conveys the meaning as required. He uses direct calque translation strategy as he uses a different structure that found in the ST. Subject (2) fails to convey the intended meaning because he faces a lexical problem in translating (living), So he uses oblique translation modulation. Subject (3) fails in conveying meaning the of the ST. He faces a lexical problem which reflects whole meaning of the sentence. He uses oblique translation modulation. Subject (4) omits word from sentence and replaces it with other which affects negatively on the translation. He fails in conveying the meaning that the speaker intends. The structural and lexical problems he faces lead to loss in transferring the intended meaning. He uses modulation strategy. Subject (5) also fails to transferring the intended meaning by the ST speaker, as he faces lexical problem that results of mistranslation and uses modulation strategy. Subject (6) does not succeed in conveying the speaker's intended meaning, he faces lexical problem and he uses calque strategy. Table (2) supplies adequate information concerning the analysis of TT2.

The proposed translation is:انها تسكن الان في

Humour sense ST1	Subjects	Methods of Translation							Problems of Translation				ss
		Direct			Oblique								
		Borrowing	Calque	Literal	Transposition	Equivalence	Adaptation	Modulation	Lexical	Structural	Grammatical	Cultural	
rs asked me "Mr. presi ket list?" And I said, that rhymes with bucke ction on immigration, ulations	1	–	–	–	–	–	–	+	+	–	–	–	–
	2	–	–	–	–	–	–	+	+	–	–	–	–
	3	–	–	+	–	–	–	–	+	–	–	–	–
	4	–	–	–	–	–	+	–	+	–	–	–	–
	5	–	–	–	–	–	–	+	+	+	–	–	–
	6	–	+	–	–	–	–	–	+	–	–	–	–

شاحنة في أيوا

Humour sense ST2	Subjects	Methods of Translation							Problems of Translation				Appropriateness
		Direct			Oblique								
		Borrowing	Calque	Literal	Transposition	Equivalence	Adaptation	Modulation	Lexical	Structural	Grammatical	Cultural	
"For many Americans, this is still a time of deep uncertainty. For example, I have one friend just a few weeks ago, she was making millions of dollars a year and she is now living out of a van in Iowa".	1	–	+	–	–	–	–	–	–	–	–	–	+
	2	–	–	–	–	–	–	+	+	–	–	–	–
	3	–	–	–	–	–	–	+	+	–	–	–	–
	4	–	–	–	–	–	–	+	+	+	–	–	–
	5	–	–	–	–	–	–	+	+	–	–	–	–
	6	–	–	–	–	–	–	–	+	–	–	–	–

Table (2) The analysis of TT2

ST3/ "Galileo believed the world revolved around the sun, <u>Ted Cruz believes the earth revolves around Ted Cruz</u>".

In this sentence Obama criticizes Ted Cruz (junior United States senator) as "Ted believes the earth revolves around Ted Cruz "the main body is Obama knocks Ted Cruz as a narcissist after the Texas Republican senator recently compare himself to Galileo for fighting back against climate change. The institutional stage (include in socio cultural practice) shows Obama's use the right to criticize the showoff character of Ted Cruz and his self-confidence
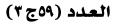
TT3/

<div dir="rtl">

1- يثق تيد كروز انه محور الحياة .

2- يؤمن تيد كروز انه شخص مهم .

3- يعتقد كروز بانه على الصواب دائما .

4- تيد كروز يعتقد بان الارض تدور حول شخصه هو .

5- تيد كروز هو شخص واثق بنفسة .

6- تيد كروز يخال نفسه محور اهتمام الجميع .

</div>

Subject (1) fails in conveying the meaning he faces a lexical problem in rendering ST accurate message, He uses literal strategy. Subject (2) succeeds in rendering the ST and preserving the message implied. He uses oblique translation modulation. Subject (3) does not provide the accurate meaning as he faces grammatical problem which leads to confuse the intended meaning by the speaker, uses modulation strategy. Subject (4) gives an appropriate translation, he uses transposition strategy. Subject (5) does not succeed in producing the appropriate messages as he uses different lexical word, he uses modulation strategy. Subject (6) succeeds in rendering the correct message, he uses calque strategy. For more information, see Table (3).

The proposed translation is: يعتقد تيد كروز انه محور الكون

Table (3) The analysis of TT

ST4/ "The fact is a feel more loose and relaxed than ever. "Those Joe Biden shoulder massage, they're like magic. You should try one. Oh, you have."

In this statement, the three level of text start with Obama's opening point which is "those Joe Biden shoulder massage" moving on to the main body which is "they're like magic" completing the sentence with "you should try one".

The relation, in this sentence shows Obama's complain that he is feeling more loose and relax in the fourth quarter of his presidency. The discourse practice shows Obama drawing back to a too-close-

Humour sense ST 3	Subjects	Methods of Translation							Problems of Translation				Appropriateness
		Direct			Oblique								
		Borrowing	Calque	Literal	Transposition	Equivalence	Adaptation	Modulation	Lexical	Structural	Grammatical	Cultural	
"Galileo believed the Earth revolves around the sun. Ted Cruz believes the Earth revolves around Ted Cruz".	1	–	–	+	–	–	–	–	+	–	–	–	–
	2	–	–	–	–	–	–	+	–	–	–	–	+
	3	–	–	–	–	–	–	+	–	–	+	–	–
	4	–	–	–	+	–	–	–	–	–	–	–	+
	5	–	–	–	–	–	–	+	+	–	–	–	–
	6	–	–	–	–	–	–	–	–	–	–	–	+

for comfortable moment involving vice president Joe Biden and Defense Secretary Ash Carter's wife.

TT4/

١- ان تدليك اكتاف جو بايدن اشبه بالسحر

٢ - تدليك جو بايدن اشبه بالسحر

٣- مساج الكتفين لجو بايدن ذلك اشبه بالسحر

٤- ان الذين يمسحون على اكتاف جو بايدن لهم تاثير كبير

5- طريقة مساج جو بايدن تلك غير عادية

6- جو بايدن لدية طريقه رائعه في التدليك

Subject (1) fails in rendering the exact meaning of ST speaker as he falls in lexical and grammatical problems, he uses literal strategy. Subject (2) succeeds in conveying the intended meaning of ST speaker, he implies modulation strategy. Subject (3) does not translate the sentence correctly since he faces grammatical problem of possession that affects negatively in translation, he uses literal translation strategy. Subject (4) adds many words to the sentence that does not relate to the intended meaning, thus, lexical and grammatical problems produce inappropriate translation. He uses modulation strategy. Subject (5) also cannot translate the ST sentence accurately, he faces structural problem that effect negatively on the intended meaning, he uses modulation strategy. Subject (6) does not succeed in rendering the ST intended message, he faces a lexical problem, he uses calque strategy. The analysis of TT4 is shown in Table (4).

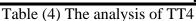The proposed translation is: ان تدليك جو بايدن للكتف اشبه بالسحر

Table (4) The analysis of TT4

ST5 "I love that man. He's not just a great vice president, he is a great friend. <u>we've gotten so close in some places in Indiana, they won't serve us pizza any more</u>".

Obama opens the phrase with "I love that man" refereeing to Biden then moves to the main body "we've gotten so close" describing their relationship ending his joke by "some places in Indiana they won't serve us pizza".

The discourse practice expresses Obama's criticizing Indiana recent religious freedom law that angered LGBT (Lesbian, Gay, Bisexual, Transgender) right activities.
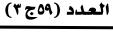
TT5/

1- اصبحنا مقربين الى درجه ان بعض المطاعم في انديانا ترفض تقديم البيتزا لنا

2- لقد اقتربنا كثيرا في بعض الاماكن في انديانا ولن يقدموا لنا البيتزا بعد الان

3- لقد اقتربنا كثيرا في بعض الاماكن في انديانا ولن يساعدونا بعد الان

4- لقد كنا متقاربين لدرجة كبيرة ورفضوا تقديم الطعام لنا في انديانا

5- المحبة التي بيننا ادى الى رفض تقديم البيتزا لنا في انديانا

6- كنا مقربين جدا ولم يسمحوا لنا بتناول البيتزا في انديانا

Subject (1) succeeds in rendering the ST and preserves the message. He uses oblique translation modulation. Subject (2) fails in conveying the meaning because he has structural and lexical problems with the position of (some places) that affects negatively on the translation, he uses equivalence strategy. Subject (3) omits some word and fails in producing the appropriate translation, he faces a lexical problem and he uses modulation. Subject (4) fails in translating the message because of grammatical and the lexical problems we've got so close. He uses oblique translation specifically modulation. Subject (5) fails in rendering the

Humour sense ST4	Subjects	Methods of Translation							Problems of Translation				
		Direct			Oblique								
		Borrowing	Calque	Literal	Transposition	Equivalence	Adaptation	Modulation	Lexical	Structural	Grammatical	Cultural	Appropriateness
The fact is a feel more loose and relaxed than ever.. "Those Joe Biden shoulder massage, they're like magic. You should try one. Oh, you have	1	–	–	–	–	–	–	+	+	–	+	–	–
	2	–	–	–	–	–	–	+	–	–	–	–	+
	3	–	–	+	–	–	–	–	–	–	+	–	–
	4	–	–	–	–	–	–	+	+	–	+	–	–
	5	–	–	–	–	–	–	+	–	+	–	–	–
	6	–	+	–	–	–	–	–	+	–	–	–	–

intended message because he faces of the lexical problem (so close) that affects negatively on the translation. He uses modulation. Subject (6) does not succeed in rendering and conveying the implied message which the speaker intended in his speech, he faces a grammatical mistake and uses calque strategy. The following table illustrates the analysis of TT5.

The proposed translation is:اصبحنا قريبان جدا حيث ان هناك بعض الاماكن في ولاية

انديانا لن يقدموا لنا البيتزا بعد الان

Humour sense ST 5	Subjects	Methods of Translation							Problems of Translation				Appropriateness
		Direct			Oblique				Lexical	Structural	Grammatical	Cultural	
		Borrowing	Calque	Literal	Transposition	Equivalence	Adaptation	Modulation					
"I love that man. He's not just a great vice president, he is a great friend. we've gotten so close in some places in Indiana, they won't serve us pizza any more".	1	–	–	–	–	–	–	+	–	–	–	–	+
	2	–	–	–	–	+	–	–	+	+	–	–	–
	3	–	–	–	–	–	–	+	+	–	–	–	–
	4	–	–	–	–	–	–	+	+	–	+	–	–
	5	–	–	–	–	–	–	+	+	–	–	–	–
	6	–	+	–	–	–	–	–	–	–	+	–	–

Table (5) The analysis of TT5

1.10 Conclusions

According to the analysis conducted in this study, it is concluded that M.A. students have relay heavily on modulation as a means of translating Obama's speech because of the feature of modulation allow them to change the point of view to reach to the correct intended meaning. M.A. students who have good political backgrounds and interests are more successful in rendering the speeches loaded with humour sense than those who are not.

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