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RESEARCH ARTICLE

METHODS OF MASS MEDIA TERMINOLOGY CREATION FROM ENGLISH TO ARABIC

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Manuscript Info	*Abstract*
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This study discusses creation methods used by terminologists to translate mass media terminology from English to Arabic. In this era of globalisation, various forms of mass media such as the print media, radio, television, film, broadcasting and the internet have already become integrated with society all over the world, including in the Arab world. Thus, the appropriate translation of media terminologies which originate from foreign languages, especially English, is important to ensure that Arabic media remains relevant in the mainstream, in addition to guaranteeing the sustainability and dynamism of the Arabic language itself as the main language of communication in the modern world. However, the linguistic discrepancies between English and Arabic pose a unique challenge to terminologists to produce accurate translations of the terminologies. A total of 40 media terms were selected from entry B of the *Mustalahat I'lamiyyah* dictionaryas data for this study. Then, the Malay equivalent of each terminology is identified by referring to the official website of Pusat Rujukan Persuratan Melayu developed by Dewan Bahasa dan Pustaka. Next, the list of Arabic terminologies is classified according to the method of Arabic terminology formation and analysed descriptively based on the views of al-Qasimi (2019). This study found that *ishtiqaq* (derivation) is the most frequently used terminology creation method, followed by *tarkib* (phrase), prefix and suffix, and *ta'rib* (arabization). This study will benefit students and researchers in the field of Arabic linguistics as well as Arab media companies by providing clarification on the methods commonly used by Arab terminologists in constructing technical terms in Arabic, especially in the field of mass media.

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Introduction:-

Mass media refers to various communication channels used to convey information to the public, such as radio, television, newspapers, periodicals and the internet. There are various terminologies associated with mass media such as broadcast, digital, journalism, pressconference, advertisement, marketing, print media, breaking news, etc. Nowadays, various terminology dictionaries or glossaries have been produced to bring together media terms such as *Dictionary of Terms in Mass Communication & Journalism* by Chauhan (2016), *A Dictionary of Media and Communication* by Chandler & Munday (2020), *Dictionary of Media and Communication Studies* by Watson & Hill

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(2006), *A/VA to Z: An Encyclopaedic Dictionary of Media, Entertainment and Other Audiovisual Terms* by Kroon (2010), and *Media Glossary* by Sharma (2009).

In the context of the Arabic language, mass media terminologies are usually translated from English due to the delay of the Arab world in the field of media compared to Western countries.Among the dictionaries that bring together media terms in Arabic are *Media Arabic* by Kendall (2012) and *Arabic Media Dictionary* by al-Lahlali (2018), *Kamus Istilah Media Melayu-Arab* by Abd. Rauf (2005), *Mu'jam al-Mustalahat al-I'lamiyyah* by Lembaga Bahasa Arab (2008) and al-Far (2014) as well as *Mustalahat I'lamiyyah* by al-Dulaimi (2001) which is the source of corpus data in this study. The dictionaries of terms produced in this way are very useful for those who wish to make a bilingual reference on the terms used in the mass media.

In order to translate media terminologies from English to Arabic, terminologists use several methods such as derivation, synthesis or phrase formation (*tarkib*), prefix and suffix affixes, transliteration, combination and so on. The use of appropriate methods is important to maintain the original meaning of a term in the source language, as well as to ensure that the meaning can be conveyed and understood by the target language community. In the context of media terminology, the creation of a suitable term in Arabic as a match for the English term is very important to ensure that Arabic media remain relevant to Arab consumers, in addition to ensuring the sustainability and relevance of the Arabic language as one of the main communication languages in the world in this contemporary age. As the fifth most spoken language in the world, with a total of approximately 362 million native speakers covering more than 20 countries in the Middle East, a uniform creation of Arabic terminology in the mass media is very important to avoid confusion and vagueness, in addition to ensuring that it can be understood by all Arabic speakers (Ethnologue, 2022).

Problem Statement:-
The Arabic language has experienced a significant growth in vocabulary in this era along with the development of knowledge and technological advancement. Cultural and foreign language assimilation due to globalisation has also contributed to the development of the Arabic language (Lasawali, 2018). The influence of foreign languages, especially English, on Arabic is very significant, with the impact of English on Arabic being more significant than other languages (Boyle, 2012; Mahmoud, 2013; Newman, 2002; Versteegh, 2010). Technological progress and socio-cultural changes occurring around the world have led to the dumping of technical terms and concepts in various fields which need to be translated into Arabic, leading to a flooding of foreign terms into the Arabic language including in the media field. In the past four decades, Arabic media as a whole has been experiencing an influx of foreign components borrowed from the English language (Al-Awthary, 2016). In relation to that, Arab terminologists have made various efforts to translate foreign terms into Arabic to ensure that the Arabic language and society do not lag behind in the world of science, technology and innovation in this contemporary era.

In reality, Arab terminologists face various challenges in creating new terms because the Arabic language has strict rules for word creation (Syamsul Hadi, 2017). Elmgrab (2011, 2016) mentioned several factors that contribute to the difficulty in translating English terms into Arabic, such as the linguistic differences between the two languages, the absence of uniformity and coherence in the use of Arabic terms, disagreement among Arabic linguists in creating new terms especially technical ones, the existence of *diglossia* in Arab society is due to the use of several different forms of Arabic such as classical Arabic (*fusha*), modern Arabic (*Modern Standard Arabic*, MSA) and colloquial Arabic called *'ammiyyah* or *darijah*, in addition to the difficulty of transliterating English and foreign terms into Arabic. The creation of new terms in the Arabic language is an important issue that needs to be researched and discussed scientifically because it involves the question of dignity and relevance of the Arabic language as a language of communication and knowledge in this day and age.

Research Objective:-
The objectives of this study are to: identify equivalents in Malay for selected English mass media terms; and analyse the terminology creation method in the Arabic language for mass media terms which originate from the English language.

Research Methodology:-
This study is a qualitative study that discusses the formation of selected Arabic media terms. The corpus data for this study was taken from the dictionary *Mustalahat I'lamiyyah* (Mass Media Terminology) by al-Dulaimi (2001)

published by the Department of Media and Communication, Open Arab University in Denmark. The dictionary is a dictionary of mass media terminology in three languages, namely English, Arabic and French. Each entry in the dictionary begins with a media term in English, followed by its equivalent in Arabic and French. For this study, a total of 40 media terms in English and their translations in Arabic were selected from a total of 140 entries found in entry B in the dictionary. This study employed a content analysis method to obtain information on the method of term creation in Arabic from the book *'Ilm al-mustalah ususuh al-nazariyyah wa tatbiqatuh al-'amaliyyah* by al-Qasimi (2019). In addition, the Malay equivalent of each term was identified by referring to the official website of Pusat Rujukan Persuratan Melayu developed by Dewan Bahasa dan Pustaka. Next, the selected terms were classified according to the terminology creation method, tabulated and analysed based on the theory and views of al-Qasimi (2019). In addition, the frequency of term formation methods used were calculated and the research findings were then presented in the form of a Venn diagram.

Literature Review:-

Few studies have been conducted on the formation of Arabic language mass media terms. Among the studies that touched on the formation of Arabic terms in general are studies conducted by Elmgrab (2011), Rahmap (2016), Nasruddin (2017) and Syamsul Hadi (2017). Some researchers have debated the method of forming Arabic terms specifically, for example Abdul Malik (2009) and Abdul Aziz (2019) who discuss the method of *ta'rib* or arabization, and Albantani et. al. (2020) who discuss the development of Arabic vocabulary through *ishtiqaq* or derivation. In addition, related past studies also discuss the translation of foreign terms into Arabic, such as the study of Giaber (2017) which touches on the aspect of translation of the *suffix* " -ism", the study of Giaber & Sharkas (2021) which discusses the translation of the term- terms in translation studies (*Translation Studies*) from the English language, and Hassan's study (2017) which analyses the translation of technical terms in the Microsoft terminology Collection (English-Arabic).

In addition, among the studies that comment on the formation of technical terms in Arabic are such as Musthofa's study (2017) on the formation of terms in medicine, Nurul Aini's study (2018) on the formation of terms in the political field, Haddad & Montero-Martinez's study (2020) about the formation of the term Covid-19, as well as the study of Hamdan & Al- Salman (2021) about Arabic neologisms in social media applications, in addition to studies that discuss the formation of Arabic linguistic terminology by Hussein (2019), Mikhtari (2021) and Mohamed (2022) . Among the relevant studies related to Arabic media terminology is Al-Athwary's (2016) study which discusses the semantic aspects of English loanwords in Arabic-language newspapers in the Gulf countries. Because there are not many previous studies on the methodology of the formation of Arabic media terms, this study was conducted to fill the scientific gap.

Background of Research:-

In the process of building a new term, terminologists will first refer to the dictionary to identify and choose the appropriate words and vocabulary to use. In the Arabic language, the dictionary is referred to as معجم which comes from the word أعجم which means someone who is not eloquent, unclear or incomprehensible (al-Jawhari, 1987). In terms of terminology, *mu'jam* is defined as a book that contains a glossary of words or vocabulary, arranged in a certain order, and has definitions and explanations which can eliminate confusion and ambiguity (Yahya, 2016). Meanwhile, the science of dictionary compiling or lexicography is defined as the science that discusses the production or compilation of dictionaries, in addition to discussing aspects related to the vocabulary of a language such as derivation, structure, synonyms, collocations and idiomatic expressions (al-Qasimi, 2004).

Lexicography is not a new concept in the Arab world. The first dictionary in the history of the Arabic language was produced by al-Khalil bin Ahmad al-Farahidi (Kamarul, 2017). The existence of dictionaries in the Arab world was due to several factors such as understanding the Qur'an, understanding the words in Arabic poetry, avoiding losing knowledge of the Arabic language from its fluency, knowing the correct pronunciation, and studying etymology. (al-Batili, 1992). However, compilation of dictionaries by early Arab scholars was different from modern dictionaries. The compilation of the earliest Arabic dictionaries can be divided into three main methodologies, namely:

1. Compilation Based on *Makhraj* of Alphabet

This methodology is also known as *madrasah taqlibat*, because the word entries are arranged in a special order based on the reversal of letters. The scholar who pioneered this methodology was al-Khalil ibn Ahmad al-Farahidi in his dictionary *al-'Ain*. The following is the arrangement of the 29 Arabic alphabets according to al-Khalil in his dictionary: ع ح هـ خ غ ق ك ج ش ض ص س ز ط د ت ظ ذ ث ر ل ن ف ب م و ا ي ء

Based on the above arrangement, it can be observed that al-Khalil prioritized letters starting from throat alphabets until alphabets ending in the lips, followed by the *madd* alphabets. Word entries in his dictionary are arranged based on the letter reversal or *taqlibat method* as follows:ربض - رضب - بضر - ضرب - ضبر - برض
The reversal of the letter is done by following the earliest letter to come out of *the makhraj*. The number of words resulting from alphabet reversal is calculated based on the formula below:

Two letters   = 2 × 1 = 2
Three letters   = 3 × 2 × 1 = 6
Four letters   = 4 × 3 ×2 × 1 = 24
Five letters   = 5 × 4 × 3 × 2 × 1 = 120

This means that a word made of three letters such asضربwill have as many as six words resulting from the letter permutation. A word that has four letters like دحرجwill have as many as 24 resultant words, while a word with five letters such as شمردلwill have as many as 120 total words resulting from the permutation of letters. In addition, the dictionary also outlines whether certain words are used or not used in the Arabic language, including words used by certain tribes (Mebkhout & Guerfa, 2020). Thus, although a word with four letters such as دحرج has as many as 24 words formed as a result of letter permutation, only some of those are actually used by Arabic speakers.

2. Compilation Based on the Last Letter
This methodology is also known as *madrasah qafiyah*. Among the earliest dictionaries compiled according to this methodology is *Taj al-Lughahwa Sihah al-ʿArabiyyah* composed by al-Jawhari. The following is a procedure of how to use the al-Jawhari dictionary:
- Return the original letter without any additions as in (استخرج - خرج)
- Return the alphabet of *ʿillah* (ا و ي)to the original letter as in (قال – قول)
- Search in the dictionary based on the last letter in the word and the dictionary is arranged in normal alphabetical order(ء ب ت ث ج ح)
- Look for the first alphabet, the second alphabet and so on after looking for the last letter and this must be in alphabetical order.

In addition, Ibn Manzur's *Lisan al-ʿArab* dictionaryis also one of the dictionaries compiled based on the final letter. The arrangement in this dictionary is the same as *al-Sihah dictionary*by al-Jawhari. Ibn Manzur laid down the methodology in the construction of his dictionary as follows:
- Establish the root word.
- Make the last letter a chapter in the dictionary and start the dictionary with *hija'iyyah* letter*,* then hamzah, ba' and so on.
- There is no stipulation in the arrangement of words in terms of either nouns or verbs such as " ركب - راكب" and not as in the usual such as " ركب يركب".
- State the plural form of each word.
- Quote verses from the Qur'an or related Hadith as examples of the usage of the word.
- Explain morphological changes so that there is no ambiguity in the understanding of the word.

Apart from the above-mentioned dictionaries, there are also others that follow the final letter arrangement system such as *Qamus al-Muhit* by al-Fayruzabadi and *Taj al-ʿArus* by al-Zabidi (Rawway, 1990).

3. Compilation Based on the Conventional Alphabetical Order
The methodology of compiling a dictionary based on the normal alphabetical order, which is *alif*, *ba'*, *ta'* and so on, is also known as *madrasah abjadiyyah*. One of the earliest scholars who pioneered this methodology was Ibn Durayd who compiled word entries in his dictionary beginning with the letter *alif* and ending with the letter *ya'*. Although this dictionary is arranged in alphabetical order and is easy to use to find a word, there are repeated vocabularies in the dictionary (al-Dawudi, 2019). In addition, other dictionaries that use this system include the dictionaries *Asas al-Balaghah* by al-Zamakhshari, *al-Mujmal fi al-Lughah* by Ibn Faris and *al-Nihayah* by Ibn al-Athir. An interesting point about al-Zamakhshari's dictionary is that its order starts with the letter *hamzah*, followed by *ba'* at each letter of the Arabic word. For example, the chapter *on dhal* in the dictionary starts with the word ذأب, followed by ذبأ and so on according to the order of *hija'iyyah* letters(Ashari & Djuaeni, 2021).

The three methodologies above serve as a guide in the composition of later dictionaries either as a wholeor only partially (Kocak, 2002). However, only the third methodology remains in use to this day, while the first two methodologies are no longer in use. In addition, some scholars divided the lexicographical system or methodology into five, namely the phonological system and the vowel fluctuation system, the special alphabet system, the final rhyming letter system, the regular alphabet system and the pronunciation alphabet system (Ya'qub, 1985).Meanwhile, the development of lexicography in modern times can be observed in the production of dictionaries of technical terms. Based on the common dictionaries, terminologists of a language are able to produce dictionaries that compile specific terms in certain fields, such as medicine, engineering, law, administration, media, education, religion, linguistics and so on.

Theoretical Framework:-
This study uses the views of al-Qasimi (2019) in Arabic terminology creation. Among the term formations used are; arabization, derivation*, tarkib, naht*, prefixes and suffixes. The following is a summary of the methods of Arabic term formation according to al-Qasimi (2019):

1. Derivation (*Ishtiqaq*)
Derivation according to al-Qasimi (2019) refers to a language born from words formed from the root of words with a certain weightage (*awzan*). It includes several components namely:
- Root word(*al-jidhr*):Consists of three consonants and contains the original meaning.
- Main body(*al-jidh*ʿ):Is a word derived from *al-jidhr* after being formed through morphological scales, for example:(كَاتِب) = (فَاعِل) الوزن + (ك ت ب) الجزر
- *Kalimah* or Word:Formed from *al-jidh*ʿ and added with the addition of one or more letters to indicate something, such as:(كاتبة) الكلمة = (تاء التأنيث) الزائدة + (كاتِب) الجذع

2. Synthesis or Phrase (*Tarkib*)
Tarkib is the merging of two or more words into a new term without any form of reduction (Abdul Rahman, 2012; al-Qasimi, 2019). There are several forms *of tarkib* in the Arabic language; among them are *tarkibidafi* (*idafah* phrase), *tarkib wasfi* (adjective phrase), *tarkibidafi wasfi* (combination of *tarkibidafi* and *tarkib wasfi*), *tarkib 'adadi* (numerical phrase)and *tarkib mazji* (mixed phrase)(al-Qasimi, 2019). Here are examples of phrases in Arabic according to al-Qasimi (2019):

التركيب الإضافي: صلاح + الدين = صلاح الدين
التركيب الوصفي: الشرق + الأوسط = الشرق الأوسط
التركيب الإضافي الوصفي: إدارة + المصادر + الطبيعة = إدارة المصادر الطبيعية
التركيب المزجي: بعل + بك = بعلبك

3. Arabization (*Ta'rib*)
Arabization or *ta'rib* is defined as the transfer of a word from a foreign language to Arabic without changing any of the characteristics found in the word, or by changing its characteristics to adapt it to the Arabic pronunciation or morphology system, and is also a translation (al-Qasimi, 2019). Arabization can also be said to be the transfer of foreign words and their meanings into the Arabic language based on the rules and principles of Arabic linguistics to ensure the clarity and fluency of the meaning (Obeid, 2017). An example of a word that is Arabicized is تلفزيون which is taken from the combination of the French word *tele* which means far and the word *vision* (Moustafa, 2018).

4. Borrowing
Borrowing refers to the process of inserting a word of foreign language and adapting it into the target language (Abdelghani, 2017). Examples of loanwords in Arabic are *ustuwanah*, *zanjabil* and *fihrist* which come from Persian; *jughrafiya*, *funduq* and *musiqa* which come from Greek; as well as *sabun*, *qindil* and *qaysar* which come from Latin (al-Qasimi, 2019).

5. Combination and Abbreviation (*Naht*)
Naht refers to the abbreviation of two or more words into a single word. Unlike *tarkib*, it involves the omission of letters, and can also involve changes to the *tashkil* or diacritical marks of the letters (al-Qasimi, 2019). For example:
بِسْمِٱللَّهِٱلرَّحْمَنِٱلرَّحِيمِ = بَسْمَلَة
حي على الصلاة = حَيْصَلَة
ضبط وضبر = ضِبْطَر

Naht is also considered to be one of the terminology creation methods that is often used to translate new terms born out of various fields of knowledge and societal domains as a result of modernisation (Takida, 2011). Some examples of modern and technical terms formed through *naht* are:

بر+ماء=برمائي (amphibian)
فوق+صوتي=فوصوتي(supersonic)
حلل+ماء=حلمأ(hydrolyse)
تحت + تربة = تحتربة (subterranean)

6. Prefixes and Suffixes (*Sawabiq wa Lawahiq*)

Prefixes and suffixes according to al-Qasimi (2019) are derivatives, or morphological units that arise at the lexical beginning or before the addition of another letter into a lexical unit such as *un~* in *unhappy* in English. While the suffix is an addition at the end, such as *~less* in *endless* in English. In the context of the Arabic language, examples of prefixes are *alif lam ta'rif*, while examples of suffixes are personal pronouns such as *kaf* and *ha'*, *nun al-niswah* and *waw al-jama'ah* (Sayyid, 2017). Prefixes and suffixes in Arabic are also closely related to derivation which is also one of the methods of term formation.The diagram below is a summary of the methods of terminology creation in Arabic:
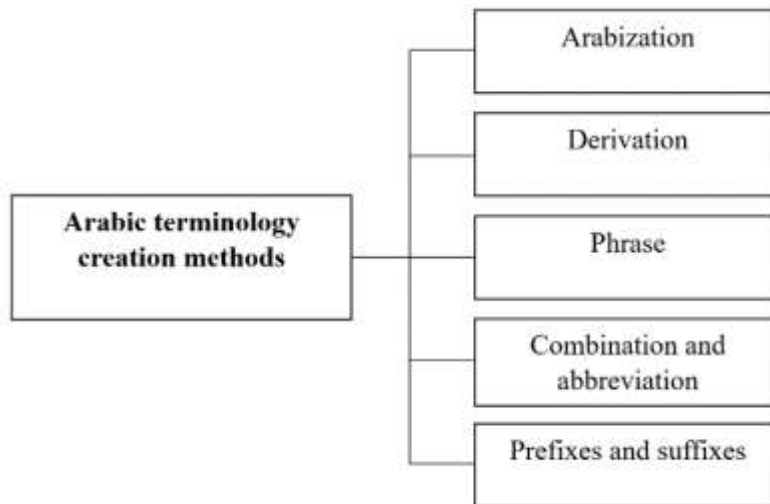

Figure 1:- Method of creation of Arabic terminology according to al-Qasimi (2019)

Result:-

Findings of this study on the method of Arabic terminology creation for 40 selected terms from entry B of the *Mustalahat I'lamiyyah* dictionaryby al-Dulaimi (2001) are as follows:

Table 1: Methods of Arabic Term Formation from English selected from *Mustalahat I'lamiyyah* Dictionary.

No	English terminology	Arabic terminology	Malay terminology	Word Origin		Arabic term creation method			
				Arabic	Non-arabic	Derivation	Phrase	Prefix	Suffix
1	Background music	موسيقمصاحبة	Muzik latar	■	■	■	■	■	■
2	Backstage	كواليس	Belakang pentas	■		■			
3	Back-to-back (commercial)	إعلانان مقرونان، متتابعان	Iklan berturutan	■		■	■	■	■
4	Backlighting	إضاءة خلفية	Pencahayaan latar	■		■	■	■	■
5	bandwidth	عرض الشريط	Lebar jalur	■		■	■	■	
6	Bait(ing)	مقالإغرائي،خادع	Makalah umpan	■		■	■		■
7	Biography	سيرة	Biografi	■		■			■
8	Banner line, headline	عنوان عريض	Tajuk berita	■		■	■		
9	Battery	مدخرة	Bateri	■		■		■	■
		بطارية			■				■

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No	English	Arabic	Malay						
10	Beam	حزمة ضوئية	Pancaran	■		■	■		■
		شعاع		■		■			
11	Bias	انحياز	Bias	■		■		■	
12	Biased sample	عينة مغرضة	Sampel berat sebelah	■		■	■	■	■
13	Billboard	لوحة ملصقات	Papan iklan	■		■	■	■	■
14	Binary	ثنائي	Binari	■		■			■
15	Bird's eye view, high angle shot	لقطة علوية	Tangkapan sudut tinggi, pandangan mata burung	■		■	■		■
16	Blurb	دعاية فظة	Blurb	■		■	■		■
17	Blind ads	إعلانات مغفلة	Iklan buta	■		■	■		■
18	blueprint	ورق سالب	Cetak biru, pelan tindakan	■		■	■		
		طبعة تجريبية		■		■			■
19	Blurred image	صورة غائمة	Gambar kabur	■		■			
20	Board of inquiry	لجنة تحقيق	Lembaga penyiasat	■		■	■	■	■
21	Book lover	هاوي القراءة	Pencinta buku	■		■	■	■	■
22	Bookstalls	كشك	Kedai buku		■				
23	Behavioural sciences	علوم السلوك	Sains tingkah laku	■		■	■	■	
24	Bookseller	كُتُبيّ	Penjual buku	■		■			■
25	Booth	مقصورة	Gerai/reruai	■		■		■	■
26	Brain-washing	غسل الدماغ	Cuci otak, pembasuhan otak	■		■	■		
		تضليل الرأي العام		■		■	■		
27	Breaking news	آخر الأخبار	Berita tergempar	■		■	■		■
28	Briefing	مؤتمر صحفي مختصر	Taklimat akhbar	■		■	■		■
29	Bibliography	قائمة مراجع	Bibliografi	■		■	■		■
		ببليوغرافيا			■				
30	Broadcast announcement	بلاغ مذاع	Pengumuman siaran	■		■	■	■	
31	Broadcaster	معلق ركن	Penyiar	■		■	■		
		صحفي		■		■			■
32	Broadcasting authority	هيئة الإعلام المرئي والمسموع	Pihak berkuasa penyiaran	■		■			
33	Brochure	كتيّب	Risalah	■		■			
34	Burning/hot question	قضية ساخنة	Soalan hangat	■		■	■		■
35	Business news	ركن الاقتصاد	Berita perniagaan	■		■	■	■	
36	Bulletin	نشرة الأنباء	Buletin	■		■	■		■
37	Buyer survey	استبار الزبائن	Tinjauan pembeli	■		■	■	■	
38	Bulletin board	حائطية	Papan buletin	■		■			■
39	Broadcasting studio	حجرة الإذاعة	Studio penyiaran	■		■	■	■	
		حجرة التلفزة		■	■	■			
40	Box office	شباك	Pecah panggung	■		■			
	Total	47		44	5	4 4	32	28	29

Table 1: 40 English terms selected from the *Mustalahat I'lamiyyah* dictionaryby al-Dulaimi (2001) and their translations in Arabic and Malay, followed by word classification according to the origin of the word (Arabic or non-Arabic), and the method of terminology formation.

Analysis and Discussion:-

Forty English media terms from the dictionary *Mustalahat I'lamiyyah* by al-Dulaimi (2001) were analysed. From the forty terms, there were a total of 47 Arabic terms due to some English terms being translated into two different variations in Arabic. Of the 47 Arabic terms, 44 contain original Arabic words and five are Arabicized words from foreign languages. This study found that there are four methods of forming Arabic terms that are used, namely:

1. Arabization

There are five words formed through Arabization in the list of terms above, namely:

- موسيقى - The word موسيقى meaning "music" comes from the combination of two Greek words, موسي and يقي. The word موسي comes from (موسا inspiration) which is attributed to one of the Ancient Greek gods while يقي is an attributed word given to him. The resultant combination of these two words then changed meaning and is attributed to an art of composition from a variety of sounds arranged in a certain order (al-Hilwa, 1975).

- بطارية - The word بطارية comes from the French word *batterie* which is a combination of two words, namely *battre* which means "beat" and *erie* which means "place". Then the meaning develops into the current meaning of battery as a result of the electric current stimulation like a blow (Moustafa, 2018).

- كشك - The word كشك means "a roadside small shop made of wood" (Almaany, 2023). This word comes from the Persian word كُشك and is even said to originate from the Turkish word "küçük" meaning small. This word was later Arabicised and used to define a small stall (Moustafa, 2018). In the context of contemporary media, the word كشك is translated as "bookstore" (al-Dulaimi, 2001).

- ببليوغرافيا - This word originates from the Greek language, and is a combination of two words, namely *biblion* which means book, and *grafia* which means written composition and image (al-Zayn, 2018). The word bibliography today refers either to the listing of works according to a certain descriptive or enumerative system, or to a critical or analytical study of a work (Britannica, 2017).

- التلفزة - The word التلفزة is taken from تلفزيون which is Arabic for "television". The word "television" is a combination of French words, namely *tele* which means far and *vision* which means vision, and so it means something seen from afar (Moustafa, 2018).

2. Derivation
This study found a total of 43 words formed through derivation from the above list of terms. The forms of derivation found in the list of terms are *ism fa'il*, *ism makan* and *ism tasghir*. Here are some examples of words from the list of terms formed through derivation:

Form of Derivation	Example
Masdar	الاقتصاد، الإذاعة، إعلان، استبار، تضليل
Ism fa'il	هاوي، غائمة، ساخنة، قائمة
Ism maf'ul	المسموع، مقصورة، مقرونان، ملصقات
Ism makan	مؤتمر
Ism tasghir	كُتيّب

Table 2: Examples of media terminologies created from derivation method.

3. Phrase Synthesis
This study also found that there are 32 words from the list of terms formed through phrases (*tarkib*). There are three types of phrases found in the list, namely *idafah phrases* (*tarkibidafi*), adjective phrase(*tarkib wasfi*), and a combination of *idafah* and adjective phrases(*tarkib idafi wasfi*). Here are some examples from the list of terms for words formed through *tarkib* based on the views of al-Qasimi (2019):

Type of Phrase	Example of Terminology
Tarkibidafi	لوحة ملصقات، هاوي القراءة، غسل الدماغ
Tarkib wasfi	موسيقى مصاحبة، إعلانات مغفلة، حزمة ضوئية
Tarkibidafi wasfi	تضليل الرأي العام، مؤتمر صحفي مختصر

Table 3: Examples of media terminologies formed through phrase method.

4. Prefix and suffix
Next, this study found a total of 28 words that contain prefixes, and 29 words that contain suffixes from the list of terms. Among the prefixes found is *alif lamta'rif* , *mim masdar* , *mim ism maf'ul* and *alif masdar*; while among the types of suffixes found are *ta' maftuhah* , *ta' marbutah* and *ya' nisbah* . Here are examples of words that use the prefix method:

Affixes Type		Example
Prefix	*Alif lamta'rif*	الاقتصاد، الأنباء، الزبائن
	Mim ism fa'il	مصاحبة
	Mim ism maf'ul	مقصورة، المسموع، مقرونان
	Alif masdar	إغرائي، انحياز، استبار
Suffix	*Ta' maftuhah*	ملصقات، إعلانات
	Ta' marbutah	فظة، غائمة، قائمة
	Ya' nisbah	كتبي، ثنائي، ضوئية

Table 4: Examples of media terms formed through the method of prefix and suffix.

In addition, there are some words that have more than one prefix and suffix. Examples are like ملصقات that have the prefix *mim* and the suffixes *alif* and *ta' maftuhah*, and تجريبية that have the prefix *ta'* and the suffixes *ya' nisbah* and *ta' marbutah*. This study also found that a large number of media terms are formed using more than a single terminology creation method. Examples are as follows:

Example of Term	Method of Formation
موسيقى مصاحبة	Arabization, derivation, phrase, prefix and suffix
عينة مغرضة	Derivation, phrase, prefix and suffix
علوم السلوك	Derivation, phrase, prefix

Table 5: Examples of media terms created using more than one formation method.

To explain in more details the overlap between the Arabic term formation methods for the selected media terms, a Venn diagram has been produced as in Figure 2 below:
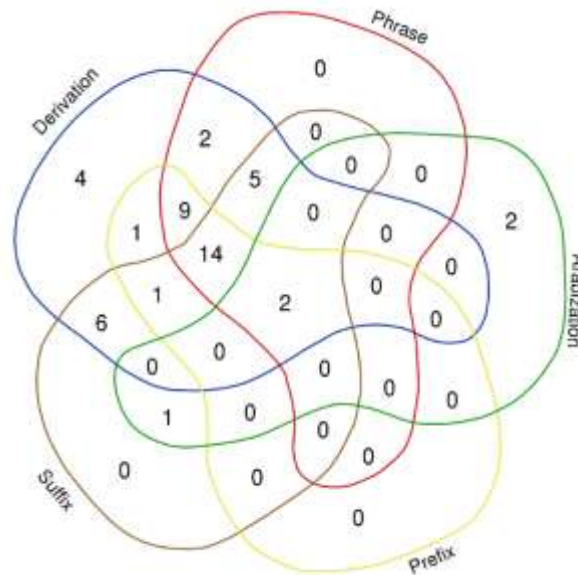

Figure 2:- Overlap of terminology creation methods for selected Arabic media terms

Based on the Venn diagram above, four terminologies are formed through derivation only, two terms formed through derivation and phrases, five terms formed through derivation, phrases and suffixes, and two terms formed through Arabization only. In addition, one term used the method of prefix and derivation, nine terms used the method of derivation, prefix and phrase, and one term used the method of derivation, prefix and suffix. Meanwhile, six terms used the method of derivation and suffix, one term used the method of Arabization and suffix, fourteen terms used the method of derivation, phrase, prefix and suffix, and two terms used all five methods of term formation. The findings of this study provide a more comprehensive picture of the variety of methods used in forming Arabic language terms.

Conclusion:-
Various methods are employed by Arab terminologists to translate technical terms from foreign languages. The results of this study show that in the field of mass media, derivation is the most frequently used method of creating Arabic terms, followed by phrases, suffixes and prefixes. Arabization is the least used term formation method. This shows that Arabic terminologists are more inclined to use words of Arabic origin than words borrowed from other languages. This indirectly reflects the efforts of Arab terminologists to continue to raise the dignity of the Arabic language and preserve the language from being overwhelmed by foreign terms. In addition, the high frequency of the use of derivation method shows the concern of dictionary authors in preserving the authenticity of the Arabic language as a language based on derivation (*lughah ishtiqaqiyyah*) (al-Qasimi, 2019).

However, the general public nowadays does not have the same level of concern and awareness in preserving the integrity of the Arabic language. Use of foreign terms are preferred and made viral through social media because those words are considered more trendyor more recent. In relation to that, Arabic terminologists and language planning authorities need to work hand in hand in popularizing Arabic technical terms among the Arab community, as well as ensuring the coherence and uniformity of the use of these terms at all levels of the Arab society, be they the general public, companies and corporate bodies, or academics and intellectuals in institutions of higher learning. Such measures are to ensure that the Arabic language continues to remain relevant in the modern age, especially in the mainstream media.

Finally, further research should be done on the issue of terminology for other media term dictionaries, especially the more recent ones that have been updated in line with current changes and developments. Studies should also be carried out to analyse the generation of new Arabic terms by the language planning board, and to compare it with the formation of terms by independent writers such as al-Dulaimi (2001) who produced his own term dictionary.

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