

## Content Analysis of Video Translations: Examining the Linguistic and Thematic Approach by Translator Abdullah Khrief on the X Platform

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**Abstract :** This study investigates the linguistic and thematic approach of translator Abdullah Khrief in the context of video translations on the X platform. The sample comprises 15 videos from Khrief's account, covering diverse content categories like science, religion, social issues, personal experiences, lifestyle, and culture. The analysis focuses on two aspects: language usage and thematic representation. Regarding language, the study examines the prevalence of English while considering the inclusion of French and German content, highlighting Khrief's multilingual versatility and ability to navigate cultural nuances. Thematically, the study explores the diverse range of topics covered, encompassing scientific, religious, social, and personal narratives, underscoring Khrief's broad subject matter expertise and commitment to knowledge dissemination. The study employs a mixed-methods approach, combining quantitative data analysis with qualitative content analysis. Statistical data on video languages, presenter genders, and content categories are analyzed, and a thorough content analysis assesses translation accuracy, cultural appropriateness, and overall quality. Preliminary findings indicate a high level of professionalism and expertise in Khrief's translations. The absence of errors across the diverse range of videos establishes his credibility and trustworthiness. Furthermore, the accurate representation of cultural nuances and sensitive topics highlights Khrief's cultural sensitivity and commitment to preserving intended meanings and emotional resonance.

**Keywords :** audiovisual translation, linguistic versatility, thematic diversity, cultural sensitivity, content analysis, mixed-methods approach

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