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Forth Stage/ Translation
Translating news
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1.1 Translating news

News translation is influenced by the translator's view of the target audience, which certainly shapes the translation process and product. Translation of news necessitates familiarity with the factors influencing the writing of source text news and those governing the rendering of a text that meets the expectations of target readers. Translation strategies are therefore shaped by news agencies, be they independent or governmental, translators' intervention, and target readers' expectations.

The course of a news text depends on the type of news event and its place, the news agencies covering such news, the language involved, as well as the human, financial, and technological resources available in source and target locations (Holland, 2013). This indicates a multifaceted range of constraints, and possibly, problems that influence news translation. Holland identifies *time pressure* as one of the constraints on news making and translation. The author remarks that news agencies compete to have the first and best coverage of a news story given the market-driven nature of modern societies. Analyzing news translation should consider such speed of gathering, production, and dissemination. The second constraint that Holland (2013 , p. 337) discusses is *resource constraint*. Translating news necessitates using any available resources as quickly as possible because the news agency capacity determines the volume of the resources.

1.2 Translation as rewriting

Rendering texts between different languages eventually involves changes attributed to linguistic or paralinguistic factors that sometimes compel translators to produce texts relatively differing from those of the source language. In this context, the act of translation is seen as a reproduction in the target language (Nida & Taber, 1969); a replacement of an original text into a target text (Catford, 1965); or, most importantly, an ideologically motivated rewriting of the original (Cunico & Munday, 2016 ; Lefevere, 1992). Lefevere explains that certain rewritings are produced under ideological constraints regardless of the rewriters' agreement on the

dominant ideologies. Restricted to subjective texts that include news stories, the level of rewriting is controlled by the value an ST enjoys in the TL.

In *Translation in Global News*, Bassnett and Bielsa describe the translation carried out within news agencies as “rewriting” (2009, p. 57) and, following an examination of the kinds of modifications involved in the translation process, conclude that the level of intervention required from the translators changes their traditional role. Brook (2012) argues that the determining forces of “patronage,” which are central in media, represent a major component of Lefevere’s theory of rewriting. “Patronage” refers to “the powers (persons, institutions) that can further or hinder the reading, writing and rewriting of literature” (Lefevere, 1992, p. 15). Using “rewriting” to replace “translation,” Lefevere classifies three components to patronage: *The ideological component*, which acts as a constraint on the choice and development of both form and subject matter; *the economic component*, which concerns the payment of writers and rewriters; and *the status component*, which reflects rewriters’ needs to be part of a particular group and therefore behave in a way that supports the group. Clearly, Lefevere introduces translation as a kind of rewriting produced under the ideological and political constraints of the target language culture. This theory basically means that texts produced on the basis of other texts accommodate those other texts to particular ideologies.

Translation and purpose are closely linked and the interplay between them is multifaceted. Writers’ ideologies are manifested in their writings to serve their predetermined objectives. Translators, influenced by their individual ideologies or social ideologies, manipulate the original texts through rewriting. Text manipulation in translation can be ideological, as in translating English news on the Israeli-Palestinian conflict into Arabic, or cultural, the examples of which are abundant. Regardless of the views on translation, translators are rewriters working to present different images of original texts that are sometimes loaded with ideologies conflicting with those of the target readers.

1.3 Ideology and media

Media establishes strong ties between individuals and sovereign powers, which often impose their ideological values on media. Functioning to influence the public, media frames the social thought and view of the other according to the political ideology of the sovereign powers. People generally have a tendency to be persuaded by the media, which shapes a confusing reality (Luostarinen, 2002 ; Mral, 2006). Promoting the link between ideology to media, Brook (2012) argues that rendering source language texts and maintaining neutrality in addressing challenges created by connotation, perspective, and ideology makes the process of international newswriting more complex than translating and interpreting. Brook (2012) further explains that news is a marketable commodity. As thus, the translation of news is to suit the target readers, just as the original news articles were to serve the interests and ideologies of journalists. In the context of international news, translation, which involves dealing with ideologies (Thomson & White, 2008), remains the ideal means of conveying such news to readers of different ideological values across the world. In this context, Bazzi (2009) maintains that media plays a key role in politics and can be manipulated to represent certain ideologies.

In the case of conflicts, news reporters cannot adhere to neutrality; they involve themselves through narration and reporting (Nohrstedt, 2009). Nohrstedt stresses that news articles in certain instances are not written to inform the public, but rather to persuade them to support one party to the conflict. In the *Handbook of Discourse Analysis*, Van Dijk (2001) explains that media agencies adopt the political views of the “political actors” and determine the events to be reported and the words to be used. Eide (2016) uses the expression of “othering” and relates it to the work of editorial choices in newsrooms.

An example of an old-current conflict in which ideology is heavily utilized in media is the Palestinian-Israeli conflict. Slater (2007) highlights that Israelis and Palestinians utilize media to achieve and sustain their interests. Both conflicting parties are quite familiar with the key role media plays in politics and conflicts. Seeking to gain international support, Israeli

and Palestinian media outlets present an image of the other as a victimizer. Whereas Palestinian news agencies use words and images that reflect religious ideology, as in شهيد (martyr) to attract international support from people sharing the same religious ideology, Israeli news agencies depict Palestinians as terrorists to convince the world that the Israeli measures against the Palestinians are nothing but self-protection. The impact of the conflict can be seen in the writing of news and the translation of such news to readers siding with either party.

1.4 Ideology and translation

The interplay between ideology and translation, as Karoubi (2005) explains, is old. Fawcett (1998) explains that individuals and institutions apply their specific beliefs to produce a certain effect through translation. The impact of ideology on translation can be seen in the earliest examples of translation known to readers. Ideology encompasses the implicit assumptions, beliefs, and value systems that a social group collectively shares (Hatim & Mason, 1997) and “the set of beliefs and values which inform an individual’s or institution’s view of the world and assist their interpretations of events, facts, etc.” (Mason, 1994 , p. 25).

In this context, Schäffner (1997) stresses that translations are ideological because choosing a source text and determining the use in the target text are determined by the interests, aims, and objectives of social agents. The close link between translation and politics (and certainly ideologies) is evident in the selection of words that reflect the author’s and translator’s ideologies (D’Amico, 2015). To reflect their ideology in the source text, authors add, remove, or attenuate the connotations present in the source text, and such measures are attained through the addition or removal of words in the translation in order to meet the ideological expectation of the target readership. Loupaki (2010 , pp. 56–57) highlights that translators tend to “reproduce [. . . the] norms shared by their community.” On the relation between translation, texts, and “the other,” Koster (2002, p. 26 as quoted in Hewson, 2011 , p. 16) says that translation is “a representation of another text and at the same time a text in its own right.” Ali (2007) maintains that translators take into account the “ideological implication” when translating.