THE IDEOLOGICAL STAMP: TRANSLATION OF POLITICAL DISCOURSE IN

NEWS MEDIA

A THESIS IN TRANSLATION AND INTERPRETING (ARABIC/ENGLISH)

Presented to the Faculty of the American University of Sharjah

College of Arts and Sciences

in partial fulfillment of

the requirements for the degree

MASTER OF ARTS IN TRANSLATION AND INTERPRETING

(ENGLISH/ARABIC/ENGLISH)

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B.A. 2001

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June 2011

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THE IDEOLOGICAL STAMP: TRANSLATION OF POLITICAL DISCOURSE IN
NEWS MEDIA

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Translation and Interpreting

American University of Sharjah, 2011

ABSTRACT

The aim of this thesis is to examine the way the ideological stamp manipulates the translation of political discourse in news media and how it affects accuracy in the translation process. In the ideal world, news media, mainly news reports, are expected to present information objectively in order to allow readers to make up their own minds. However, this thesis argues that translation, particularly in the context of media discourse about Arab-Muslim political affairs with the western world, is not a mere linguistic tool in the field of political media but, rather, is utilized as a tool of ideological manipulation. With this in mind, an English source text which belongs to *The Times* News Network as well as its two juxtaposed translation-sourced Arabic target texts, which belong to two separate news networks (*Aljazeera, Al-Alam*) are analyzed through the application of both Critical Discourse Analysis and translation discourse analysis. The analysis reveals the critical role of ideology in manipulating the production of news reports. The analysis also indicates that the inaccuracy and mistranslation of the extracted political samples of news reports are motivated by a

wider prospective of political, ideological editorial stance. Consequently, intentional and inaccurate news media translation of such nature must be distinguished from the mistranslation caused by the incompetence of the translator.

CONTENTS

The following special terms have been adopted in this thesis.

1. Distranslation

Distranslation is "the result of intentional interference with the source text's information content, informative intent and communicative intent. This is akin to disinformation in the source text, where false or fallacious information is provided with the aim to mislead. Translation that seeks to misinform or mislead is referred to as distranslation, which is different from mistranslation, which may be the result of inadvertent interference" (Darwish, 2011a:33).

2. Ideological stamp

Ideological stamp refers to the impact of ideology on the output of translation mainly in political discourse. News media products are stamped by ideology in order to make it legitimate and acceptable.

3. Intersubjectivity

Intersubjectivity "(between two or more subjects) refers to the shared knowledge between communicators or between writer and reader. In communication, knowledge shared by social actors who belong to the same culture or subculture, or more specifically individual responses to communication, is known as intersubjectivity" (Darwish, 2010c: 92).

NOTES ON TRANSLATION

The translation of the examples cited in the tables (tables 1- 3) of this research is done by the researcher. Other translations come from the data collected and from the reviewed literature unless otherwise stated.

ACKNOWLEDGEMENTS

After the numerous nights spent burning the midnight oil to write my thesis, I would never have been able to finish it without the guidance and support of many people to whom I owe acknowledgements.

I would like first to express my deepest gratitude to my advisor, Dr. Ali Darwish, for his excellent guidance, caring, and patience towards accomplishing this thesis. His dedication and commitment were invaluable to this thesis.

I would also like to thank Dr. Ahmad Ali for accepting me as his student and encouraging me up to very last minute.

My sincere thanks to all the professors who have put me on the right track throughout my study. My special thanks go to Dr. Basil Hatim, and Dr. Said Faiq. It was my pleasure working with all of them.

My very special thanks and gratitude goes to my beloved husband, who has shared this journey with me, and has cheered me up, and stood by me through the good times and bad. I could never have done it without his help and support.

Finally, I would like to thank my late mother whose endless support has enabled me to pursue my goals with full attention and rewarding success. For this, I dedicate this thesis to her (may Allah bestow his mercy upon her).

Chapter 1
Introduction

In this chapter:

- ■ Overview
- ■ Background
- ■ Purpose of the Study
- ■ Significance of the Study
- ■ Limitations of the Research
- ■ Research Questions and Hypothesis
- ■ Thesis Structure and Organisation

Overview

It is evident that there is antagonism between the West and the Arab Muslim world. The West has established its own standards and ethics to ensure neutrality in news media, which makes one believe that this antagonism is objectively portrayed by media. With the emergence of thousands of multilingual news networks, readers of different languages can gain access to world news. Their news is largely translated from foreign news sources, mainly in English, or translation-sourced, where news stories are written from multiple sources. Translation plays an important role in this antagonism by communicating what is happening in the media politics. This thesis argues that news media carry the ideological stamp of news media networks that produce them and has become the legitimate stamp to any news media translation of political discourse. Translation does not represent the source news into a second language as is; it rather reflects the ideological stamp through a translation process resulting in mistranslations, or, as described in this thesis, distranslation in the sense of disinformation since the intention to deceive is no longer a mistranslation but is, instead, an interference motivated by ideology itself.

Consequently, the relationship of media, ideology and translation is explored with focus on a number of political samples of English and Arabic news reports from different news networks. The analysis shows that the manipulation of translation and deviations from the source are neither arbitrary nor constrained by the translator incompetence but largely motivated by the ideology of media discourse. It also shows that news media networks are not as objective as they claim to be or are portrayed in

the ideal world; rather, they are mostly subjective serving primary and dominant ideological stances through the language of political discourse.

Background

Ideology plays a critical role in shaping or framing the translation of news reports. Despite this, very little research has been undertaken to closely examine this phenomenon and the impact it has on the authenticity, validity and legitimacy of news translations, which carry an ideological stamp. More specifically, the increased interest in the turbulent Arab and Middle East region in the past few decades, not the least of which is the post September 11, 2001 period, has highlighted major shortcomings in our knowledge and understanding of the news translation and the role of ideology in the reproduction of news reports in Arabic and vice-versa. While interest in the role of ideology has been examined in other areas of knowledge and information transfer, research remains deficient in news translation. The complexity of this phenomenon as well as its impact and implications for clear communication call for further scrutiny—hence, the present research.

First, as an Arab citizen living the West-Arab Muslim antagonism, I believe that we can no longer ignore how the minds of the public are being distorted, shaped and framed through media in a way that serves the interest of certain ideological stances. This ideological effect is beyond our control. However, understanding the process of reframing news media realities through translation will ease our understanding of such manipulation and thus make us more aware of the world and ideologies around, influencing and controlling us.

Second, as a translator interested in news media field, I feel that this research is vital for news translation producers to understand the role of ideology in translation in order to be able to discern mistranslations caused by the limitations of the process itself from the mistranslations motivated by ideology.

Purpose of the Study

The purpose of the study is to analyse the influence of the discursive power of ideology, described as the ideological stamp by the thesis, on the translation reframing process of news media. On the one hand, this study will help to reveal the level of objectivity and subjectivity in portraying the events and scenes of the West Arab Muslim antagonism. On the other hand, it will also demonstrate how translation of media politics, as a linguistic vehicle, paves the way for ideological stances through a translation process, resulting in mistranslation that is ideologically motivated.

Significance of the Study

News media carry the ideological stamp of news media networks that produce them. The ideological stamp does not only play a critical factor in the decision-making involved in the translation of political discourse, but it also manipulates the translation. To clarify the issue of this discursive power of ideology, the proposed research seeks first to examine the role of ideology as an invisible force manipulating the translation product in news media of political discourse. Second, the proposed research seeks to determine the extent to which this manipulation is selective and affecting the accuracy in translation.

The central focus of this study is to provide a foundation for understanding the impact of ideology on media news translation of political discourse. It is vital for news translation producers and assessors to understand the role of ideology in translation in order to be able to discern mistranslations caused by the incompetence of the translator from mistranslations; manipulation of translation motivated by ideology.

Limitations of the Research

It should be acknowledged that the small research sample taken from the news corpus limits the interpretation and extrapolations of findings to general characteristics. Therefore, the validity and reliability of the findings are established through the internal validity of the analysis of the research sample through rational and correlative justifications. Qualitative research has inherent limitations in that its conclusions remain tentative. This is further complicated by the small research sample, which can only permit analysis of textual, situational and contextual aspects of the phenomenon under examination. However, these limitations do not detract from the validity of research.

Research Questions and Hypothesis

The research hypothesis is expressed as follows:

News media carry the ideological stamp of news media networks that produce them and has become the legitimate stamp to any news media translation of political discourse.

The ideological stamp does not only play a critical factor in the decision-making involved in the translation of political discourse, but it also manipulates the translation. To clarify the issue of this discursive power of ideology, the research sought to answer the following major questions:

Q1   What is the role of translation in establishing and/or perpetuating an ideological stamp in translation-mediated news media?

Q2   How does the ideological stamp legitimize the translation of news media?

Thesis Structure and Organisation

This thesis consists of the following chapters:

Chapter 1: Introduction

This chapter introduces the thesis and provides the background and context for the study.

Chapter 2: Literature Review

This chapter takes a close look at the relationship between media and ideology by first defining ideology in terms of concept and perspectives and the media in terms of concept, values and role. This chapter then sheds light on the role of media text and discourse by presenting a holistic discussion of the effects of ideology mainly on discourse media translation. Chapter 2 moves to highlight the issue of the translation of ideology in media political discourse and the constraints affecting the translation process of news media. Finally, the chapter outlines the main translation strategies and theoretical models adopted in the research.

Chapter 3: Methodology

This chapter outlines the methodology, theoretical and conceptual frame as well as the research model developed for this research. The chapter then presents the translation linguistic model utilized in the analysis of data. Finally, it describes the design study as well as the data collection selected for this study.

Chapter 4: Critical Discourse Analysis of Collected Data

This chapter utilizes a structured Critical Discourse Analysis (CDA) for *The Times* news report. Then it applies the same CDA for two juxtaposed translation-sourced Arabic Target texts (*Aljazeera*, *Al-Alam* News Network) as independent news reports not as target texts. Chapter 4 examines a discursive discourse analysis for each news report separately in order to highlight the selectivity part of each news media as being driven by frames. After that, it outlines the focus of CDA on macro and micro frames, the three framing operational levels of syntax, semantic, rhetorical and, finally, the ideological markers.

Chapter 5: Translation Discourse Analysis of Target Texts

This chapter examines the juxtaposed translation of the English news media source text, *The Times*, by *Aljazeera* and *Al-Alam* News Networks in order to identify the ideological stamp within the translation process of reframing. This chapter outlines the analysis on Vinay and Darbelnet's model (1995) in order to highlight how certain translation techniques were utilized in translating the source text news story to construct the target news stories. In addition, this chapter enables Tankard's (2001) list of news elements in the translation analysis to uncover the subjectivity and biases in the target texts within a news-reporting framework.

Chapter 6: Summary and Conclusions

      This chapter summarizes the main research findings and their relevance to the evolving field of news media translation. This chapter also presents recommendations and implications from the findings for future research.

Chapter 2
Literature Review

In this chapter:

- Overview
- Ideology and Media
- Ideology: Media Text vs. Media Discourse
- Translation of Ideology in Media Political Discourse
- Ideological Stamp: Translation of News Media Politics under Constraints
- Translation Strategies and Theoretical Models
- Conclusion

Overview

It was only during the late 20th century that a series of papers, articles and books seriously addressed the impact of ideology on media translation. Prior to that, as Darwish (2010a) posits, this complex phenomenon was hardly studied and analyzed. Perhaps, it was not until as recently as 1998 that recent studies showed a growing interest in this field aimed at describing and/or analyzing the influence of the discursive power of ideology on media translation.

As an Arab citizen, tangibly experiencing the antagonism between the West and the Arab Muslim world, I find it is vital to shed more light on this relationship as it is presented in the media in order to view the level of objectivity and subjectivity in media translation of politics. In order to accomplish this task, a close analysis of how the events and scenes of this antagonism are portrayed and conveyed is necessary. Additionally, I will examine how translation of media politics paves the way for ideological stances through a translation process, which result in mistranslation.

To establish the relevance of ideology to translation of media discourse, this chapter first aims to examine the relationship between media and ideology by first defining ideology it terms of concept and perspectives and the media in terms of concept, values and role. This chapter then sheds light on the role of media text and discourse by presenting a holistic discussion of the effects of ideology mainly on the discourse media translation. In doing so, landmark publications are surveyed with the aim to highlight the complex role of ideology on media translation and the translator's level of adherence to news values in order to serve an ideological perspective stance.

Ideology and Media

The relationship between media and ideology is deeply rooted. Ideology as a concept has been defined in a variety of ways. As Thompson (1984) observes, ideology has a long and complex history and has been defined in two fundamentally different ways: as a purely descriptive neutral term, as 'systems of thoughts', 'systems of beliefs, or 'symbolic practices' on the one hand, and as a process of sustaining asymmetrical relations of power and domination on the other. These two views of ideology, the neutral and the critical, have influenced how the role of the media is regarded. As Fourie (2008) suggests, media has been recognized as the main means for both the communication and manipulation of society and for creating and reinforcing ideology.

In this regard, Croteau & Hoynes (2003) define media as "a cultural site where common-sense assumptions are produced, reproduced, and circulated" (p. 169). It can be argued that these assumptions are ideologies--media serves as the middle ground for ideologies. In general terms, an ideology is a set of ideas that reflects personal or institutional beliefs, actions, stances, or attitudes. Simpson (1993) defines ideology from a critical linguistic perspective as "the ways in which what we say and think interacts with society. An ideology therefore derives from the taken-for-granted assumptions, beliefs and value – systems which are shared collectively by social groups" (p. 1). In other words, ideologies of assumptions, beliefs, values, whether individual, collective, or institutional, stem from the society as its main source.

However, Croteau & Hoynes (2003) argue that ideology has a broader meaning beyond the systems of beliefs and values. He contends that ideology "refers not only to the beliefs held about the world but also to the basic ways in which the

world is defined. Ideology, then, is not just about politics; it has a broader and more fundamental connotation" (p. 160). In this regard, it can be argued that media becomes a mirror that reflects the unlimited connotations of ideology. Croteau & Hoynes (2003) argue:

> Media are, without doubt, not simple agents of the powerful (…) the ideas of the powerful are not simply imposed on readers or viewers. Media are cultural sites where the ideas of the powerful are circulated and where they can be contested (…) media products are a part of larger ideological debates. (p. 168)

In my opinion, media undoubtedly has its own methodology in presenting the ideas of the powerful. Yet, the ideological stamp, which is embedded within media products, is the one that determines the tactic of this presentation to serve the ideological footprint through news media.

Croteau & Hoynes (2003) further observe that there were several findings of a large body of scholarly research that explored the ways in which the news media produce an ideological vision of the world. The first finding is that media news focuses on powerful figures and institutions and reflects their own interests. The second finding is that "news reaffirms the basic social order and the values and assumptions it is based on" (p: 169). Connected to this, Fairclough (1995) also confirms this relationship when he defines media as the power "to shape governments and parties (…) the power to influence knowledge, beliefs, values, social relations, social identities. A signifying power (the power to represent things in particular ways) which is largely a matter of how language is used" (p. 2). In this sense, it can be argued that ideology is the invisible power produced and perpetuated in the machinery

of media as discourse that forces language to take a special subjective turn in order to serve the ideological interest of the powers that be. It exists in the media output or 'product'. Fairclough (1995) concludes that media output is being "shaped by ideology. (…) representation in media texts may be said to function ideologically in so far as they contribute to reproducing social relations of domination and exploitation" (p.44). In this light, it can be argued that media communicates through the discourse as its own communicative vehicle, its own view of social reality, and, thus, influences the mind of others as we will see later.

Ideology: Media Text vs. Media Discourse

Media text functions as a window through which we can view the world and live the events as real. It has the power to influence readers by all means since it is an effective mechanism for affecting individual perceptions of reality. By analysing the media text ideologically, we are able to see the debates in society through text, which as Croteau & Hoynes (2003) confirm, it "allows us to see what kinds of ideas circulate through media texts, how they are constructed, how they change over time, and when they are being challenged" (p. 163). Krippendorff (2004) maintains that texts have no objective, or reader-independent qualities, have no single meanings, and meanings invoked by texts need not be shared by all who read the same text— texts have meanings relative to particular contexts, discourses or purposes. In other words, as Widdowson (1979) argues, "a text cannot be an occurrence since it has no mechanism of its own, but can only be achieved by a human agency. It does not itself communicate, but rather provides the means of achieving communication." (cited in Darwish, 2009: 154).

In linguistic studies, a major distinction has been established between: (1) the language of text, (2) genre, and (3) the language of discourse. In the discourse of media, primarily political discourse, language is intended to be used actively and lively. Hatim (2009) argues that "within this three-way distinction, discourse has been accorded supremacy and is seen as the institutional-attitudinal framework within which both genre and text cease to be mere vehicles of communication and become fully operational carriers of ideological meaning" (p. 89). In this sense, it can be said that political language produced by the media is rich with ideological stances and beliefs that shape its discourse. In addition, Hatim and Mason (1997) also shed light on the importance of studying this effect by contending that "ideology shapes discourse […] discourse practices help to maintain, reinforce or challenge ideologies" (p. 143).

Translation of Ideology in Media Political Discourse

As the preceding survey shows, how the media promote ideology has been closely discussed. However, only recently has interest grown in understanding how translation of media discourse contributes to the promotion of ideology. While ideology in translation at large has been discussed within Translation Studies (for example, Venuti, 1992; Lefevere, 2002; Hatim and Munday, 2004), the examination of the role of ideology in media translation is recent. Translation in the discourse of media politics comes as a sufficient communicative tool to express this intentionality of language use by bridging the gap between two different worlds at the linguistic and cultural levels as well as at the ideological level. On the ideological level, Venuti (1995) examines the ideological effect on the translation contending that "all these conditions permit translation to be called a cultural political practice, constructing or

critiquing ideology-stamped identities choice to be made whether to domesticate or to foreignize the text" (p. 19). However, he focuses mainly on the role of ideology in the translation practice of domestication when he describes the aim of translation as:

> The aim of translation is to bring back a cultural other as the same, the recognizable, even the familiar; and this aim always risks a wholesale domestication of the foreign text, often in highly self-conscious projects, where translation serves an appropriation of foreign cultures for domestic agendas, cultural, economic, political. (p. 18)

The decision-making in translation whether to foreignize or domesticate can be affected by one of the three main perspectives of ideology according to Hatim (forthcoming): the translator's ideology, the ideology of translation, and the translation of ideology. In the first perspective, 'the translator's ideology', the translation work is constrained by the translator's own beliefs or preferences. The second perspective, 'the ideology of translation', covers the translation strategies favoured by a given culture or translation tradition as Hatim (forthcoming) states: "translation is constrained by the requirements of target rhetoric, with its own large-scale textual preferences" (p. 12).

However, it is the last perspective, 'translation of ideology', that will be the main concern in the thesis. Hatim (forthcoming) emphasizes the role of this perspective by stating that "the translator would be seen not as an individual but as a mouth-piece of institutions and an advocate of an entire socio-political ethos which deliberately overlooks anything that can be construed as giving voice to values seen as 'alien' for whatever reason" (p. 11). In this connection, it can be argued that

journalists and translators work in tandem to serve these values. Darwish (2010b) defines these values as "an enduring organization of competing beliefs that a specific way of selecting the news is preferable to achieve a specific end-state meeting a set of agreed standards of objectivity, neutrality, credibility and interest. These values are ranked and prioritized" (p. 63). News values, according to Darwish (2010b) play a vital role in journalism as they provide a guideline for decision-making. However, it can be argued that these values are not only vital to journalists but to translators as well by reflecting and adhering to these values through the translation process since the translator, as Hatim (forthcoming) describes, is the mouth-piece of institution.

In this perspective, Faiq (2004) contends that "taking culture and ideology as their starting point, a number of theorists have argued that the act of translating involves manipulation, subversion, appropriation and violence" (p. 2). As a result, it can be argued that mistranslation has been done on purpose-- to serve the ideology of the target culture; as Venuti (1995) emphasizes, "whatever difference the translation conveys is now imprinted by the target-language culture, assimilated to its positions of intelligibility, its canons and taboos, its codes and ideologies" (p. 18). One could argue that intentional mistranslation of this nature is rather a disinformation and an interference motivated by an ideological preference of a certain culture that works implicitly in manipulating the translation practice in the discourse of news media.

Ideological Stamp: Translation of News Media Politics under Constraints

The decision-making of translation, in terms of news media, does not happen in a vacuum. There are several constraints under which the translation process has to go through. Darwish (2003) observes two types of translation constraints: external and internal. The external constraints have two types: (1) extrinsic, such as time, space, environments tools, etc., and (2) intrinsic, such as discourse, subject matter, etc. As for the internal constraints, they are divided into cognitive, textual, interlingual and attitudinal. Our main concern in this thesis will be the external intrinsic constraints, such as discourse, the internal textual constraint (lexical, syntactic, semantic, rhetorical), and the internal attitudinal constraints, such as cultural perspective. Studying the effect of these constraints on the translation process of news media, mainly politics, will pave the way to introduce the ideological stamp in the reframing process of the translation-mediated news. As Darwish (2006) argues, "translation-mediated news reporting is largely a reframing process of already framed text, which entails a reconstruction of an already constructed reality that has already been subjected to these professional, institutional and contextual influences" (p. 54, 55).

Translation Strategies and Theoretical Models

Since the 1950s, varieties of linguistic approaches to the analysis of translation have been proposed. The major influential models are skopos (Munday, 2008),

Catford (1965), Nida (1964), Vinay and Darbelnet (1996). Skopos (Munday, 2008) is a theoretical translation model that focuses on the purpose of the translation and determines the translation methods and strategies to be employed in order to produce a functionally adequate result (the function of the target text). Based on Skopos theory, what is crucial for the translator is first to determine why a source text is to be translated, and, secondly, what is the function of the target text. As for Catford's (1965) theoretical model, it is more concerned with the translation shift, which is divided into two types: level shift and category shift. Shift of level occurs where a grammatical concept may be conveyed by a lexeme (the French future tense endings are represented in English by the auxiliary verb 'will'). There are four types of category shifts:

1. Structural shifts (in French the definite article is almost always used in conjunction with the noun)

2. Class shifts (a shift from one part of speech to another)

3. Unit or rank (longer sentences are broken into smaller sentences for ease of translation)

4. Intra-system shift (such as count nouns)

As for Nida's theoretical model (1962), it highlights the difference between formal and dynamic equivalence. Nida (1962) advocates dynamic equivalence as an alternative to formal equivalence hitherto the focus of translation theory. His notion of dynamic equivalence centers on producing translation that sounds natural in the target language and remains as close as possible to the source text while having more or less the same effect on the target language audience as that of the source text.

Vinay and Darbelnet's model (1995) is one of the most famous linguistic approaches to the analysis of translation. Their linguistic model contributed largely to understanding the ways the translator deals with the different stylistic approaches of two different languages by identifying the adopted translation strategies. At the operational level of lexicon, syntactic structures and message, Vinay's and Darbelnet's linguistic model (1995) observes two types of translation strategies: Direct translation and Oblique translation.

From all these theoretical translation models, the linguistic model developed by Vinay and Darbelnet (1995) seems to be the most relevant to the research of ideology. The reason why we chose this model is simply because it is basic, straightforward, and fits well with Critical Discourse Analysis chosen for the research. It contributed largely in understanding the ways the translation strategies manipulate the discourse for specific purposes and the ways the translator deals with the different stylistic approaches of two different languages by identifying the adopted translation strategies that interfere in the selectivity part of the reframing translation process of a political discourse (Darwish, 2006). This discussion will be taken up further in the methodology chapter.

Conclusion

This review of the literature examined arguments about the role of ideology in both media and translation and their intricate relationship. The results indicate that the ideological stamp does exist but it is invisible. It manipulates the decision-making during the translation process by causing a destabilization of the source message, which, as a result, exposes the source message to a different meaning rather than the

original one. It also indicates that it is vital to know to what limit does translation serve this ideology and to what extent this manipulation has gone in the translation output of the news report (again, with primary concern for political discourse).

Chapter 3
Methodology

In this chapter:

- Overview
- Design of the Study
- Study Procedure
- Data Collection
- Conclusion

Overview

This chapter describes the methodology, conceptual framework and theoretical basis of the research. It describes the research design, strategy, the data collection and the analysis methods selected for this study. It also presents the model of analysis developed for this research.

This chapter situates the research within a qualitative-interpretive and explanatory approach. According to Orlikowski and Baroudi (1991), the interpretive studies presume that people develop their own subjective views from their interaction with the world, and the researchers of the interpretive studies, therefore, try to understand this phenomenon through accessing the meanings participants allocate to them. In this sense, Bevir & Rhodes (2004) argue that the interpretive approach seeks to understand actions, practices and institutions within their social context by trying to comprehend the relevant meanings, beliefs and preferences of the people involved. Moreover, Berger and Luckmann (1996) contend that social reality is a construct of the activity of people and that such reality is constructed jointly with others. Within the context of media, it can be argued that reality is constructed between sender and receiver. Media (the sender) communicates this reality, from its own perspective, to the receiver or recipient. Therefore, media functions as a tool in maintaining specific realities, ideologies and, thus, influence its audience (recipient).

Within the context of the present study, the interpretive approach is based on the notion that news media carries the ideological stamp of news media networks that produce them; and, consequently, this ideological stamp has become the legitimate stamp to any news media translation of political discourse. As Fourie (2008) argues, media is the primary means and contributor for both communication and ideological

manipulation of any given society. Therefore, it can be argued that in news media, the ideological stamp is not only selective and manipulative of the translation in news media of political discourse, but it also affects the accuracy in the translation process and causes mistranslation. Such mistranslation must be distinguished from the mistranslation caused by the level of incompetence of the translator and/or the limitation of the process itself.

The qualitative aspect of this approach is concerned with utilizing a coherent Critical Discourse Analysis framework for one political English source text, which belongs to *The Times* News Network, along with its two juxtaposed translation-sourced Arabic Target texts, which belong to separate news networks (*Aljazeera*, *Al-Alam*). The interpretive framework allows the qualitative Critical Discourse Analysis to identify and define the ideological markers and constraints, their contribution to the ideological stamp of mistranslations as well as the analysis of translation discourse within a social and cultural context at an operational level.

According to Reid and Armstrong (1998), a qualitative research is mainly concerned with understanding events, processes and views from the perspective of individuals and groups. Strictly speaking, the aim of this approach is to represent the way in which people discern, understand and interpret an observable phenomenon (events, experiences, relationships, etc). As a result, the qualitative-interpretive approach will enable the present research analysis to detect and discern that the mistranslations and deviations from the source are neither arbitrary nor constrained by the translation process itself but largely motivated by an ideological stamp.

Conceptual Framework and Research Model

The methodology developed for this research was mainly driven by the objective of exploring and understanding the impact of the ideological stamp as an invisible force manipulating the translation product in news media of political discourse. Additionally, as a legitimate stamp for any news media translation of political discourse. Consequently, the methodology was informed by the following theoretical and conceptual framework:

- Framing theory, using translation reframing process as a subset.

- Critical Discourse Analysis framework as the basis of this research work.

The theoretical framework is informed by both framing theory and CDA. Framing theory was utilized for the research to explore the impact of the ideological stamp on the translation reframing process of news media of political discourse. A Critical Discourse Analysis (CDA) was adopted to offer the tools to uncover the underlying ideologies present in this research data. The focus of CDA in this research is to understand the sample texts and layers of meaning within the context. The ideological discourse analysis for the collected data helps in analysing the ideological stamp as the main constraint imposed on the structure of the discourse. Further, it provides a means of examination into how social events contribute to shaping ideologies within the discourse (social semiotic)-- "the social and cultural dimensions of translation within the context of news production and presentation" (Darwish 2010a: 26), as informed by ideology.

Within this framework, translation reframing analysis is used as part of framing and CDA. In effect, Translation Framing Theory is a reframing process through translation. The analysis of the translation of political discourse sample texts is conducted through use of the linguistic model by Vinay and Darbelnet (1995). The design of the conceptual framework and research model of this research can be schematised as follows:
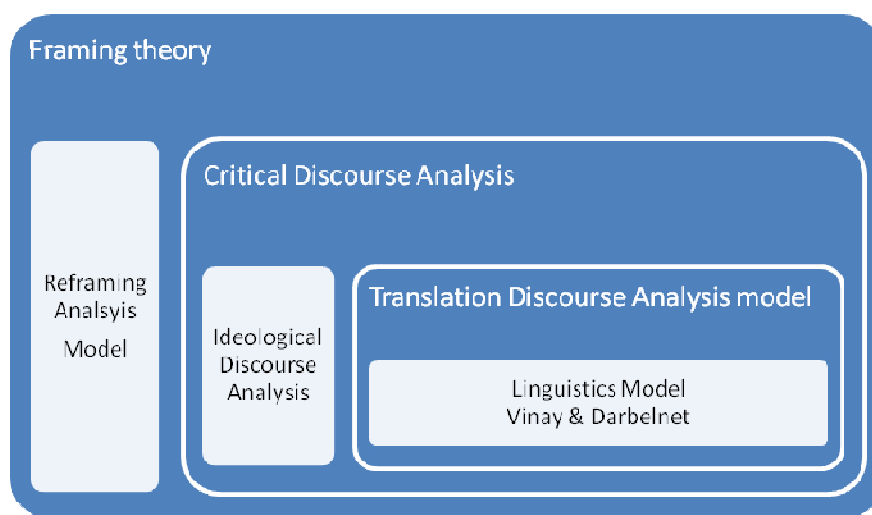
Figure 1: The research conceptual framework

Relevance of Framing Theory and the translation reframing phenomenon to the research

In the early 20th century, Walter Lippmann famously known as the progenitor of the framing theory examined many inaccuracies and biases in the coverage of media, mainly newspapers. For Lippmann (1922), the aim of news media is to signal an event and to bring the hidden truth up to the surface whereas, for journalist, the truth is subjective and constrained by the way the journalist constructs reality. Framing theory mainly deals with the effect of news media on the mental

representation of viewers or individuals. Lippmann (1922) observes, that the knowledge of most people is very limited: "The world [they] have to deal with politically is out of reach, out of sight, out of mind" (p. 18). He also adds, "[…] of publish affairs each of us sees very little, and therefore, they remain dull and unappetizing, until somebody, with the making of an artist, has translated them into a moving picture" (p. 18). Goffman (1974), who later pioneered the framing theory, defines framing as conceptual and cognitive structures which direct the individual's way of perceiving the society. In linguistic studies, Jorgensen and Hanitzsch (2009) define frames in media content by analysing selection, placement and structure of specific words and sentences in a text. Thus, framing theory is vital to the adopted qualitative interpretive approach of this study in the translation analysis on the selectivity of specific words. Entman (1991) suggests that the best way to study frames is through a comparative approach. Entman (1991) states that "unless narratives are compared, frames are difficult to detect fully and reliably, because many of the framing devices can appear as 'natural' unremarkable choices of words or images" (p. 6). In the perspective of news media translation, the translation process is described as a reframing process. Darwish (2010a) observes the serious lack of attention to news media translation despite the critical role of translation in framing local and international news. He reports that in a survey of more than 370 codes of ethics and codes of practice adopted by different media outlet, none of these codes mentions translation as a principle factor in ensuring accuracy and objectivity or cite translation in the codes of ethics of their media and journalism associations. Highlighting the importance of translation to news objectivity and neutrality, Darwish (2006) contends that "by submitting news to translation it undergoes a reframing

process entailing a reconstruction of a constructed reality already subjected to professional, institutional and contextual influences" (p. 52). Darwish (2010a) observes that in Western media, the translation reframing process of news media takes place after news is framed at first by gathering and packaging foreign information as raw material by journalists to work on; it then undergoes a synthesis process in order to produce news reports that adjust to editorial policy by news agencies. However, in Arabic media, the translation reframing process of media news is different; the foreign information sources are translated verbatim down to the sentence and phrase levels. Darwish (2010a) concludes that this synthesis process is:

> Subject to distortion, obfuscation, and translation mediated reframing of source information. (…) Given the poor translation skills of most journalists and translators and the lack of structured methodologies in news translation that insure accuracy, fairness, truthfulness, objectivity and neutrality of reported news and transferred information through translated documentaries, major violations of these principles are inevitable. (p. 168)

In the present study, the appeal of framing theory and the reframing translation process lies in that they provide a multidimensional frame analysis model that enables a comparison for one news story reported by an English source text along with its two juxtaposed translation-sourced Arabic target texts (*Aljazeera, Al-Alam*) belonging to separate news media networks. The selectivity in the translation of the political discourse is the outcome of the reframing process with reference to what is already being framed by news media. It depends on "the translation strategy and approach chosen by the translator and on the editorial intervention of the news editor" (Darwish, 2006: 68).

The Research Model

The research model chosen for the present study consists of Critical Discourse Analysis and translation discourse analysis.

Critical Discourse Analysis

The key step to uncover or reveal the ideological markers within the structures of the discourse and how social events contribute to shaping ideologies within the discourse (social semiotic) is the Critical Discourse Analysis model. Critical Discourse Analysis (CDA) was utilized in the present research to prove the impact of the ideological stamp of news media networks upon the translation process of reframing of political discourse in news media resulting in mistranslation.

Van Dijk (2000) defines Critical Discourse Analysis (CDA) as "a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context" (p. 352). Therefore, it can be argued that the primary aim of CDA is to link texts with society as there is a clear interaction among them and to link political issues with social problems.

Van Dijk (2000) confirms that in order to achieve this aim, one of the main requirements of CDA is to focus on "the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society" (p. 353). Marston (2004) adds that CDA "provides a sociological account of language use because of its interest in ideology, social relations and the relationship between text and context" (p. 37). In the research study, CDA focused on the socio-political issues

without ignoring the linguistic side. As a result, CDA deals with language use as a social practice that shapes ideologies within discourse

Translation Discourse Analysis Model

In order to attribute the ideological markers to the translation process, Vinay and Darbelnet's linguistic translation model (1995) was chosen. This translation model lends itself to the examination of ideological markers and "mistranslations" in relation to the strategies and techniques used in translation as opposed to the writer's decisions and choices.

In the 1950s, one of the most famous linguistic approaches to the analysis of translation was Vinay and Darbelnet's linguistic model (1995). Their linguistic model contributed largely in understanding the ways the translator deals with the different stylistic approaches of two different languages by identifying the adopted translation strategies that interfere, as we mentioned earlier, in the selectivity part of the reframing translation process of a political discourse (Darwish, 2006). At the operational level of lexicon, syntactic structures and message, Vinay and Darbelnet's linguistic model (1995) observes two types of translation strategies: Direct translation and Oblique translation. The following diagram shows Vinay and Darbelnet's linguistic model at the three operation levels of lexicon, syntactic structures and message:
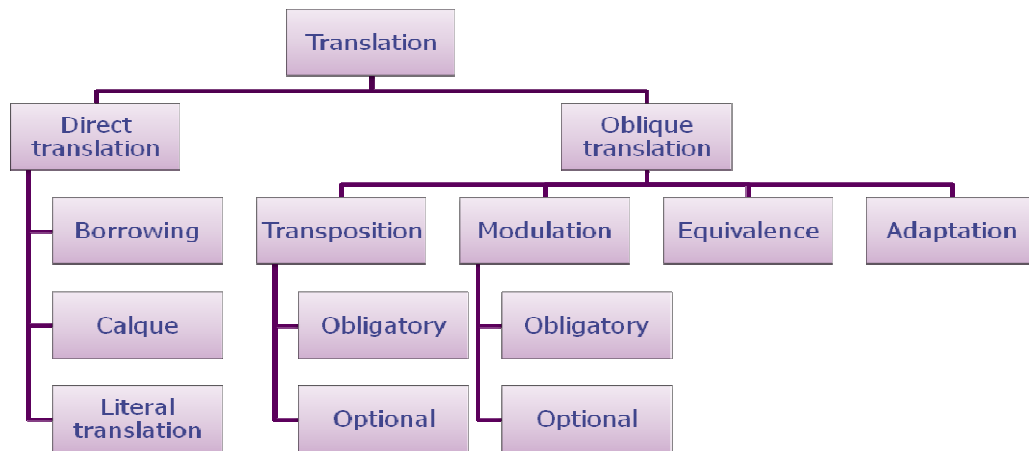
Figure 2 Vinay and Darbelnet's Translation Model – Categories

1. Direct Translation:

a. Borrowing Translation Technique

It is the transfer of a source language (SL) word directly to target language (TL) where no "natural" equivalent is found. There are several reasons why the translator opts such a strategy: First, to fill a semantic gap or to add a "local colour is a matter of a style" (Vinay and Darbelnet, 1995: 32). For example: Computer, كمبيوتر . Mobile, موبايل. Sushi, سوشي

b. Calque Translation Technique

According to Vinay and Darbelnet (1995), a calque is a literal translation at the level of the phrase. Vinay and Darbelnet note that both borrowing and calque become fully integrated into the TL although sometimes with some semantic change, which

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can result in false friends or faux amis. Examples of calque: Open heart surgery: عملية

القلب المفتوح. Money Laundry: غسيل الأموال. Cold war: الحرب الباردة.

<div align="center">c. Literal Translation Technique</div>

Literal translation technique is a word for word translation technique, which is mostly common between languages of the same family and culture. Vinay and Darbelnet (1995) advocate literal translation. It should only be sacrificed because of structural and metalinguistic requirements and only after checking that the meaning is fully preserved. There are several cases where the translator may judge the technique of literal translation to be unacceptable including if it:

- gives another meaning

- has no meaning

- is impossible for structural reasons

- does not have a corresponding expression in the TL metalinguistic.

- corresponds to something at a different level of language.

2. Oblique Translation:

a. Transposition Translation Technique

According to Vinay and Darbelnet (1995), this technique is used to deal with grammatical changes in translation. Transposition is a change of one part of speech for another without changing the sense. It can be obligatory or optional. For example: Don't fool yourself; speed kills. The verb 'kills' can be translated either as a verb لا

لا تخدع نفسك فالسرعة <u>قاتلة</u> تخدع نفسك، السرعة <u>تقتل</u> or as a noun by transposition technique as

(cited in Darwish, 2003). Another example 'no cameras': لا أو الكاميرات استخدام ممنوع

كاميرات تصوير.

    b.   Modulation Translation Technique

Modulation translation technique is one of the most important translation techniques to Vinay and Darbelnet (1995). It changes the semantic and point of view of SL. In other words, modulation is interference from the translator's part to modulate the meaning e.g. in term of positive or negative (involves a change in the point of view). In addition, it can be obligatory or optional. For example: It <u>sounds</u> like it is going to rain. Modulation:

ستمطر أنها <u>يبدو</u> (It <u>seems</u> it is going to rain.) (Cited in Darwish, 2011b).

It is impossible to express "sounds like" in the same sense in Arabic.

In addition, modulation is a procedure justified when a literal or even transposed translation results in a grammatically correct utterance, and it is considered unsuitable, unidiomatic or awkward in the TL. Modulation translation technique occurs at the message level:

- Abstract-concrete: e.g. give a pint of blood دمك من بقليل ولو تبرع

- Effect-to- cause: e.g. from cover to cover الكتاب دفتي بين ما كل قرأ

- Part-whole

- Part-another part

- Reverse of terms

- Negation of opposite

- Active to passive and vice versa

- Space for time

- Rethinking of intervals and limits (in space and time)

- Change of symbol (including fixed and new metaphors)

c. Equivalence Translation Technique

Mainly, Vinay and Darbelnet (1995) refers to this technique in the translation of idioms and proverbs where languages refer to the same situation by different stylistic or structural meanings. For example: To carry coal to Newcastle: كمستبضع التمر. As old as the time: قديم قدم الزمان. To bite and whine: ضربني وبكى، سبقني واشتكى.إلى هجر لا يفل الحديد. Diamond cut diamond: بين المطرقة والسنديان. Between the devil and the sea: يبيع الماء في حارة السقا. Take coals to Newcastle: إلا الحديد.

d. Adaptation

This translation technique involves changing the cultural reference when a situation in the source culture does not exist in the target culture. Example:

- Pink-slip parties have become regular events over the past year in San Francisco.

لقد أصبحت حفلات "القسيمة الزهرية" (قسيمة تسريح من العمل) مناسبات منتظمة في

سان فرانسيسكو على مدى العام المنصرم.

لقد أصبحت حفلات التسريح من العمل مناسبات منتظمة في سان فرانسيسكو على مدى العام

المنصرم.

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Another example:

- Sam drinks a glass of wine.

- Sam drinks a glass of milk (adaptation):

سام يشرب كأس من الخمر instead of سام يشرب كوب من الحليب.

Design of the Study

The design of the study was driven by the research question about the role of ideology in translation of news discourse. The qualitative interpretive and explanatory approach chosen sought to examine the way the ideological stamp manipulates the translation process of reframing news media resulting in mistranslation. The application of critical discourse analysis in the study of political samples of English and Arabic news reports from different news networks is concerned first with the way ideological beliefs shapes the language use as well as the structures of the discourse through the use of ideological markers. Van Dijk (2000) observes that discourses are controlled by mental models, which are a "subjective interpretations of language users of the situation or events the discourse is about" (p. 121). He states an example of the war in Iraq to show how it is "typically produced and understood on the basis of the subjective models of writers and readers about this war" (p. 121).

As a result, it can be said that Critical Discourse Analysis is concerned with social semiotics in order to explore further, how society affects the production of text. As Van Dijk (2000) observes, certain selected social values sometimes become social practice and, thus, ideologies are constructed.

Study Procedure

The analysis of collected data consisted of the following major steps:

1-   Utilize a structured Critical Discourse Analysis for three news reports, each one separately: *The Times* source text and its two juxtaposed translation-sourced Arabic target texts, which belong to different news networks (*Aljazeera* and *Al-Alam*), to highlight the ideology of each news network by shedding the light at first on the selectivity part of news media as being driven by frames. The analysis examined:

a- Ideological discourse analysis in terms of the macro and micro frames, the three framing operational levels of syntax, semantic and rhetorical and, finally, the ideological markers: language use at discourse level (the structures, speech acts of discourse) to highlight the relation between the discourse and the dominant power of ideology.

b- Translation discourse analysis for the two juxtaposed translation-sourced Arabic target texts (*Aljazeera, Al-Alam*) of *The Times* source text in order to highlight the ideological stamp within the translation process of reframing. The analysis examined the translation strategies, based on Vinay and Darbelnet (1995) model, adopted for purposes of monitoring or managing the situation in these news reports in order to serve the ideological stamp through the mistranslation of words, ideas and discuss the extent of how ideology manipulates and controls the whole translation output.

c- For the analysis of these sample text, Tankard's (2001) typology of frames was utilized. Tankard suggests the following list of 11 framing mechanisms or focal points for identifying and measuring news frames.

1. headlines

2. subheads

3. photos

4. photo captions

5. leads

6. source selection

7. quotes selection

8. pull quotes

9. logos

10. statistics and charts

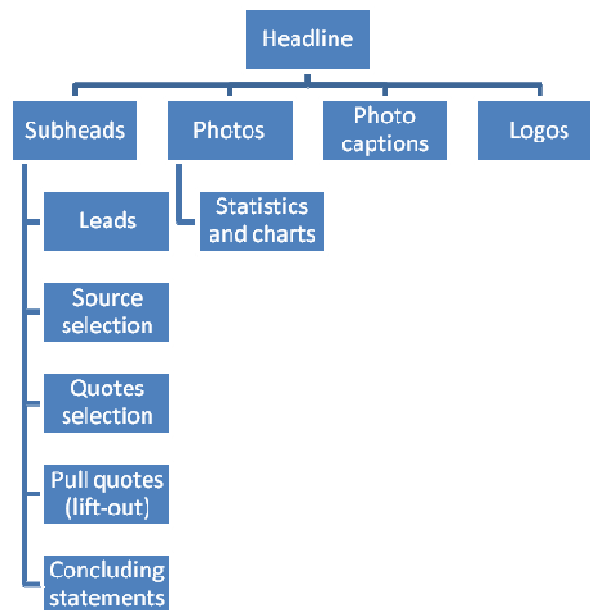11. concluding statements and paragraphs

Figure 3 Tankard's (2001) typology of frames

Data Collection

The English source text used for this analysis data was extracted from *The Times* News Network. It was published by *The Times* on October 8, 2007 and revolves around the interview of Air Chief Marshal Sir Jock Stirrup with *The Times*

newspaper on the false hopes that the government gave the public on achieving Iraq goals. In UK, *The Times* has certain political affiliations. It supports the Conservative party's voice and ideology that has certain attitude towards the government. Thus, the ideology of *The Times* is reflected within the source discourse of anti-government sentiment. *The Times* source text has two juxtaposed translation-sourced Arabic target texts from separate Arabic news networks; one for *Al-Alam* News Network (Tehran-based) and the second one for *Aljazeera* News Network. The first target text was published by the Qatar-based '*Aljazeera*' News Network on October 8, 2007. *Aljazeera* is a reflection of the Arab street view regarding Iraq war; the target discourse is an anti-British position concerning the invasion of Iraq. The second target text was published by the Iranian *Al-Alam* News Network (Tehran-based network) on October 8, 2007. The Iranian news network, *Al-Alam*, started shortly after the Iraq war. It was and is opposed to the US-British attacks on Iraq and refers to it under the slogan of "War of Domination". The target text reflects the discourse of anti US/ British invasion of Iraq and disclosure of their troops performance in Iraq.

These texts, mainly, were chosen because they are clear examples than other texts produced by these networks; they reflect the editorial ideological interference stamp of each of these news networks in the manipulation of translation. Therefore, the data includes certain extracts through which the analysis will focus in order to highlight the motivation of language use and structures that shape the discourse ideologically. For the purpose of this research, certain segments with ideological markers, which are assessed to cause mistranslation, are identified and chosen for the analysis. The focus is placed on how translation reframed the text to serve the ideology of the discourse chosen for this analysis.

Conclusion

This chapter outlined the methodology developed for this research and the underlying conceptual framework adopted for the process of enquiry. It also described the data collection methods utilised in the research. Finally, the impact of the ideological stamp on news media translation of political discourse is a phenomenon that is worthy of examination and analysis. The chosen qualitative interpretive method has been useful in detecting the ideological markers and misfit in the translation of news discourse. As the findings of this research will also show, this methodology has been effective in highlighting the interplay of the ideological stamp and social practice, which has interfered largely in the translation process of news.

Chapter 4
Critical Discourse Analysis of Collected Data

In this chapter:

- Overview
- Critical Discourse Analysis of *The Times* News Report
- Critical Discourse Analysis of *Aljazeera* News Report
- Critical Discourse Analysis of *Al-Alam* News Report
- Conclusion

Overview

As we mentioned earlier in the literature review chapter, there are several constraints under which the translation process has to go through; external and internal constraints. One of our main concerns in this thesis is the external intrinsic constraints such as discourse. Understanding the effect of this constraint on the translation process of news media, mainly politics, will pave the way to introduce the ideological stamp in the reframing process of the translation-mediated news. The application of CDA and the framing theory in the study of the political samples of English and Arabic news reports from different news networks is concerned first with the way ideological beliefs shape the language use as well as the structures of the discourse through the use of ideological markers that are being driven by frames. According to Van Dijk (2000) discourses are controlled by mental models, which are "subjective interpretations of language users of the situation or events the discourse is about" (p. 121). Van Dijk (2000) observes that certain selected social values sometimes become social practice and, thus, ideologies are constructed. In this regard, a structured Critical Discourse Analysis (CDA) was utilized, at first, for the political English source text, which belongs to *The Times* News Network. The same Critical Discourse Analysis was then carried out for *The Times* two juxtaposed translation-sourced Arabic target texts, which belong to two separate news networks (*Aljazeera, Al-*Alam). The first part of CDA examined an ideological discourse analysis for each news report separately to highlight at first the selectivity part of news media as being driven by frames. The analysis focused on: the macro and micro frames, the three framing operational levels of syntax, semantic and rhetorical and, finally, the ideological markers. The second part of CDA focused on the juxtaposed translation of

the English news media source text by *Al-jazeera* and *Al-Alam* in order to identify the ideological stamp within the translation process of reframing.

Critical Discourse Analysis of *The Times* News Report

The English source text was published by *The Times* News Network on October 8, 2007. It is an informative type of text with an episodic framing (that is, it follows logical patterns in viewing events) addressing general target audience. The core position of the text is pro-Iraq war and the continued British army presence in Basra/Iraq. Some of the catch phrases that reflect this specific core position and contribute largely to the Ideological stamp within the text are shown in the table.

Table 1 Ideological stamp within the *The Times* text (Arabic translation by author)

The Times News Report	Translation
The government as a whole	الحكومة ككل
I'm talking here not just about the military."	أنا أتحدث هنا ليس فقط عن الجيش
it's a mistake to look at this [the 1,000-man] in isolation	من الخطأ أن نحصر الخفض بألف جندي فقط
Urban idyll	مجتمع متحضر
Stable, secure prosperous urban centre".	مجتمع متحضر مستقر وأمن ومزدهر
the British military in the south of Iraq, against some quite daunting odds, has been successful	وكان الجيش البريطاني في جنوب العراق ناجحا رغم بعض الصعاب الشاقة
the nonsense about the British having failed in Basra is completely misjudged."	وأن الهراء الذي يدور حول فشل الجيش البريطاني في العراق هو حكم خاطئ تماما
strategic advantage	ميزة استراتيجية
SAS in the Second World War	القوات الجوية الخاصة في الحرب العالمية الثانية

Episodic Framing of Events

The meta-frame of the English text is a military one. There is subjectivity in *The Times* news report; there is only one side of the story. The focus of the source text was on one main event (accountability and responsibility of government) and without much background on the subject. The text starts with the British Air Chief Marshal Sir Jock Stirrup's confession that the whole government was responsible for heightening the expectation of the British people "of what could be achieved by the

British troops in Iraq". Gradually, the text moves to describing the Basra situation and how successful the British army was in its target mission of helping the people of Basra to run their own affairs. The text refers to Sir Jock's accusation of the government that there were some downfalls from a strategic prospect by saying, "I am talking here not just about the military". After that, the text asserts, through the statement of Sir Jock Stirrup, that it was the government "as a whole" that caused the false expectations of people that the army is capable of achieving a "stable, secure prosperous urban centre". The text emphasizes that these comments were critical and serious since they are uttered by the "most senior serving military officer". In addition, the mention of the reduction of the troop levels in Iraq by Sir Jock is another accusation of the government that this withdrawal is "part of long-term strategic thinking", and "it's a mistake to look at this [the 1,000-man] in isolation". Finally, the text concludes, as a pro-British army and anti-government discourse with the noble mission of the British army reflected through the story of Sir Jock Stirrup's Father in the SAS in the Second World War as a frame of solidarity and human mission for the whole world.

The Core Principles Underlying *The Times* News Report

The Times is the second largest quality journalism newspaper in the UK. It has certain political affiliations. It supports the conservative party, which has certain attitude in UK towards the government. *The Times* is a reflection of the Conservative voice. Thus, the ideology of *The Times* is reflected within the source discourse of anti-government sentiment. Perhaps, from this ideology stems the intended selection of Sir Jock's accusation and statements of anti- government.

In addition, the core principles underlying Sir Jock Stirrups' statements, as an Air Chief marshal, regarding the government's incompetent performance in Basra/Iraq, were emerged from the values and standards of the British Army (2008). It is moral courage, social responsibility, honesty and the sense of duty (custodian ship) for Sir Jock Stirrup, as an Air Chief marshal, to inform the public without cheating them that the government as a whole was responsible for the "false and inflated expectations" of what the British troops could achieve in Iraq.

Framing: Intersubjectivity within *The Times* News Report

The macro frame of *The Times* news report is Iraq war; government performance; incompetence; accountability; democracy. The micro frames of the text manages the coverage of the text through an episodic way of framing: the sequence of the specific, selective speech acts of blaming the government of what could be achieved by the British army in Basra, Iraq. However, the news report has a text property of "intersubjectivity" (Darwish, 2010c: 92). , i.e., the journalist assumed that the target readers shared some knowledge to enable them to tease out the pragmatic aspects of the utterances (In the UK, *The Times* is a reflection of the conservative party's ideology). This perhaps explains why the journalist did not provide much background information on the subject, which, as a result, frames the mind of the target reader that the government is responsible.

According to journalism codes of ethics, there are five precepts of journalism that focus on ensuring "accuracy, fairness, truthfulness, objectivity and neutrality" (Darwish, 2010a: 167). However, the journalist of *The Times* source text did not adhere in the news report to the ethic of objectivity. Rather, the source text has the feature of intersubjectivity by reporting one side of the story-- the army voice.

Whereas, the other side of the story is missing; the voice of the government to reply back to the Army voice of accusation was also missing from the story.

Rayan (1991) contends that "far from being an objective list of facts, a news story results from multiple subjective decisions about whether and how to present happenings to media audience" (p. 54). To illustrate the intersubjectivity of *The Times* news report, the following analysis of the extracted paragraphs from *The Times* news report illustrated the micro frames at the three operational levels of syntactic, semantic, and rhetoric, which, as a result, shed light on the journalist selectivity of speech acts in the news story.

Headline:

Government 'gave public false hopes' on achieving Iraq goals.

The headline consists of a sensitive statement, an accusation against the government. It conforms to headline conventions by saying what happened or what is happening and of giving a complete statement. Note, the direct quotation, "gave public false hopes", is a pragmatic statement. Such a direct quotation perhaps was intended to reveal the dishonest or corrupt practice of government. Also, it adds emphasis to the headline and makes it more catchy to the target reader.

Paragraph 1:

The Government as a <u>whole gave the public "false and inflated expectations" of what could be achieved</u> by British troops in Iraq, its top military adviser has admitted to The Times.

The micro frame of the above excerpt is the collective responsibility. At the level of syntactic framing, the journalist had foregrounded the statement by Sir Jock as a given statement: "The Government…" and backgrounded the source "[…] its top military advisor has admitted". Foregrounding the information conforms to the convention of placement of emphasis and the inverted pyramid structure and the sentence level. However, does convention contribute to ideological stamp? Probably, this shift in focus was intended to emphasize that such a statement is from an important and trusty figure so as to make it a trusty worthy comment for the target reader.

In addition, the use of passivity in "what could be achieved by British troops" instead of "what the British troops could achieve" is salient and functional; using the passive voice and other forms of passivity aim to conceal identity, withhold information, evade responsibility, exclude, etc. In this case, it evades responsibility as it draws more of the attention of the target readership to the possibility that it is the government behind such false expectations not the army! Also, the semantic use of the catch phrases, "as a whole", "false and inflated expectation", and "has admitted", reflects that each one of them has a pragmatic sense that is readily apparent to the target reader from the context of the utterance and which, as a result, serves the ideology of politics. For instance, the phrase "as a whole" is a position, an unqualified statement as it was said by one side of the story (the army voice). Such a phrase is an ideological marker that serves the intentionality of *The Times* ST to attract the target readers who are conditioned to hear one side of the story. As for the adjective phrase, "false and inflated expectation", the use of both adjectives as a couplet functions as a rhetorical device through which Sir Jock emphasized his framed message, i.e.,

government responsibility. Also, it can be argued, that expectations can be either false or inflated and could not be both. However, using the couplet in this manner is a form of hyperbole. As for the verb phrase, "has admitted", it was intentionally selected; the journalist could have simply chosen the words, 'reported or said', instead, but he did not. As a result, the micro frame of collective responsibility has been stamped by both the political ideology of journalist (*The Times*) as well as Sir Jock Stirrup (army voice).

Paragraph 3:

> In a wide ranging interview, Sir Jock was also <u>sceptical [sic]</u> of the call by General Sir Richard Dannatt, the head of the Army, for homecoming parades for troops returning from Iraq and Afghanistan. <u>"I think a lot of units wouldn't want parades," he said.</u>

The micro frame of the paragraph is skepticism. We noticed the farming at the semantic level in the journalist selection of the adjective "sceptical [sic]" and the noun phrase "homecoming parades" by Sir Jock Stirrup. The adjective "sceptical [sic]" means, in its denotative meaning, doubtful but it also has a pragmatic reference (connotative meaning) of the conflict within the army ranks (Sir Jock Stirrup and General Dannat). As for the use of the noun phrase "homecoming parades", it refers in its denotative meaning to "celebrations which accompany victories", which is a cultural reference. However, the semantic meaning of having "parades" carries the implied meaning that Sir Jock and the army units are ashamed of their role in Iraq when he said, "I think a lot of units wouldn't want parades", i.e., the British troops in Iraq and Afghanistan were not that victorious to justify arrangement of home parades.

This is considered a sensitive quotation; it intentionally points to the embarrassment about the army's involvement in Afghanistan!

> Paragraph 5:
>
>> "All they get are snapshots, which are sometimes really good and sometimes really bad," he said. "In my view, and contrary to what many people may think, the British military in the south of Iraq, against some quite daunting odds, has been successful, and the nonsense about the British having failed in Basra is completely misjudged."

The micro frame of the paragraph is clarification and reassurance. Such a quotation is highly functional. For instance, the underlined statement by the Army chief reflects the limitation of the decision-making process. Judging the public "snapshots" as some times "really good" or "really bad" is considered a subjective opinion ; what is good for Sir Jock might be bad for others and vice-versa. In addition, where is the basis of this judgment? Note also the choice of lexical words, which, as a result, frames the ideology of the discourse. For example, the selectivity of the underlined words "successful" and "misjudged" leads to an explicit judgment of the army chief that it was a successful mission. Again, where is the proof? As a result, the journalist (*The Times*) selection of such a quotation is stamped by the ideology of Sir Jock Stirrup of competence and supremacy.

> Paragraph 7 & 8:
>
>> He added: "I think we didn't do <u>a good job</u>, frankly, of setting out the <u>strategic prospect</u> . . . and we have not done as well as we

should have done at thinking strategically. <u>I'm talking here not just about the military</u>."

Privately, Sir Jock believes that <u>all areas</u> of the Government, including the Ministry of Defence and the Foreign and Commonwealth Office, were responsible for heightening expectations of what could be achieved in the country after the <u>invasion</u>.

Both paragraphs are interrelated with the ideology of responsibility. The first paragraph has the micro frame of "short of expectation", which is emphasized through the use of the verb "think" in the first paragraph: "I think we didn't do a good job", and "we have not done well". This is an unqualified, explicit judgment, as there was not enough proof for the target reader. Also, the verb "think" is a hedge expressing the tentativeness and subjectivity of Sir Jock's opinion.

In addition, the underlined adjective phrase "didn't do <u>a good job"</u> has the semantic meaning of doing a 'poor job'. However, Sir Jock Stirrup is referring in his quotation that such poor job was not mainly to describe the army only but the government as well! He confirmed it when he said, "I'm talking here not just about the military". This is an implicit judgment stamped by Sir Jock Stirrup's ideology of responsibility and expectation.

As for paragraph 9, the micro frame is the collective blame. This is semantically framed by using the underlined lexical words "privately" and "all areas". For instance, the selectivity usage of the adverb "privately" has a pragmatic intention. Semantically speaking, the adverb 'privately' refers to what is said off the record, but the journalist chose to use it in record! In this case, the journalist violated the code of

ethics by reporting an "off-the-record" conversation. In addition to the use of "all areas", the journalist emphasized the frame of collective blame through the accountability of the government. Consequently, both paragraphs of Sir Jock's quotation and the journalist's attempt of stating what is off the record are pragmatically salient; it is stamped by the discourse ideology of anti-government.

Paragraph 9 & 10:

> "I think some people expected that, with the British presence on the ground, we could put Basra society, Basra infrastructure, Basra politics and Basra life back on its feet and make it look like <u>some sort of stable, secure, prosperous urban centre.</u> That is the right aspiration to have, but we could never do that, only the Iraqis could do it," he said.
>
> Sir Jock's comments are potentially embarrassing as he is the most senior serving military officer to express such deep concerns over the way the Iraq campaign has been explained to the public. Sir Jock said that there remained huge challenges, which the Iraqis would have to deal with. "I don't for a moment pretend that there will be <u>a smooth, uninterrupted progress towards some sort of urban idyll in Basra</u>," he said.

Both paragraphs share the micro frame of exposure. Using the lexical words "urban" and "urban idyll" in the underlined statements as adjectives, by Sir Jock, is pragmatically functional. Semantically speaking, the word 'urban' refers to the characteristic of cities. Pragmatically speaking, 'urban' is purposefully used to justify

and legitimize the British colonialist mission and presence in Iraq; that is the function of their ideology as colonialist. These lexical words are used as a rhetorical device to emphasize the ideology of custodianship and colonialist.

In the second paragraph, the journalist is intentionally stressing and emphasizing the trustworthiness of Sir Jocks' comments by describing him as "the most senior serving officer" to indicate that such exposure is from a trustworthy figure in the army. However, the journalist could simply say, instead, "a senior officer", but his emphasis is stamped by the ideology of the political discourse as anti - government, pro army.

Paragraph 14:

> Sir Jock insisted that Mr Brown's announcement in Baghdad of troop withdrawal was part of long-term strategic thinking. <u>But</u> he was careful to make clear that the decision to announce <u>the withdrawal of 1,000 troops was a matter for the Prime Minister</u>. "You will have to speak to the Prime Minister about the announcements that he makes," he said.

The micro frame here is withdrawal. The journalist used counterargument form to emphasize the discourse of the anti-government position. Simply stated, the argument starts with Sir Jock Stirrup's statement that the withdrawal of British troops was part of strategic thinking. Then, the journalist countered this argument when he reported, "But he was careful to make clear that the decision to announce the withdrawal of 1,000 troops was a matter for the Prime Minister", i.e., only the decision of the government. Then, the journalist supported this counterargument by

quoting Sir Jock Stirrup: "You will have to speak to the Prime Minister about the announcements that he makes".

Such a quotation is a sensitive one that stamped the discourse with the ideology of both the journalist and the army voice of government incompetence and accountability.

Paragraph 17 & 18:

> Sir Jock emphasized the <u>importance of looking after Service</u> personnel who might be suffering from trauma. "My father was in <u>the SAS in the Second World </u>War and he never spoke about it. But when he went to reunions, then he could talk to his old colleagues because they had been through the same experiences," he said.

> The worst aspect of being Chief of Defence Staff had been the toll of casualties in the two military campaigns. "Enjoying [my job] is a difficult word to use when so many people are dying or being injured.

These two paragraphs share the micro frame of humanity and solidarity. The following catch phrases: "Service personnel", "SAS", and "Second World War" have pragmatic references beside their semantic references. The journalist referred, at the end of the news report, to the patriot sense of Sir Jock by saying that "Sir Jock emphasized the importance of looking after Service personnel". He went on to finalize the news report with Sir Jock's indication of solidarity by quoting Sir Jock's father's experience in the "SAS in the Second World War". SAS is an elite force in the British Army that has a cultural-historical-ideological significance for the British. Such emphasis, however, reflects purposefully the humanity and solidarity sense of Sir Jock. His father's story in the "SAS and Second World War" had the pragmatic reference of the duty-bound soldiers who rarely talk about their deeds-- a typical British attitude that is ideologically stamped by the social ideology (SAS), which

indicates that British army soldiers are sacrificing themselves for the whole world and for the sake of democracy.

In conclusion, the above CDA analysis for *The Times* news report attempted to draw attention on the importance of understanding the process of framing in news report to serve an ideological stance of political discourse. The results of this analysis indicate that *The Times* source text was unbalanced news report; although, some may argue, from the first reading of *The Times* news report, that it is simply an informative, objective news report. However, the above CDA analysis indicated otherwise since the source text reports only one side of the story. The results of the CDA analysis also indicates that the news report is an ideologically stamped discourse through the manipulation of syntactic structures as well as the selectivity of the lexical words, which have semantic meanings in addition to their pragmatic references. They were purposefully and intentionally used as rhetorical devices to enforce the discourse political ideology of anti-government.

Critical Discourse Analysis of *Aljazeera* News Report

The Arabic Target text was published by Qatar-based 'Aljazeera' News Network on October 8, 2007. It is an informative type of text with an episodic framing addressing a general target audience. The core position of the text is an anti-British position concerning the invasion of Iraq. Some of the catch phrases that reflect this specific core position within the text are presented in the following table:

Table 2 *Aljazeera* News Report

Aljazeera	Translation
أننا لم نقم بواجبنا كما يجب	We have not done our duty as we were supposed to do.
وأوضح أن بإمكان العراقيين استعادة السيطرة الأمنية	He explained that the Iraqis could regain control of security
أن الأوضاع في المدينة الواقعة جنوب العراق تحتاج إلى سنوات عديدة من أجل أن تتطور بشكل جوهري	The situation of the city located in the southern of Iraq needs many years to develop substantially
لندن ضخمت او اعطت آمالا خاطئة	London exaggerated and gave false hopes
بعد غزوه في مارس/آذار 2003	After the invasion in March, 2003
كان هذا الامر أمنية ولكن لم نستطع ابدا تحقيقها	It was a matter of wish but we could never achieve
فقط العراقيون استطاعوا تحقيقها	Only the Iraqis were able to achieve it
بريطانيا لا تنوي إقامة قواعد دائمة في العراق	Britain does not intend to establish permanent bases in Iraq
وأن عدد المنسحبين قرره رئيس الحكومة.	and the number of retreating troops was decided by the prime minister
إلتزام الولايات المتحدة وحلفائها في العراق وأفغانستان "يشكل كارثة"	The commitment of the US and its allies in their presence in Iraq and Afghanistan has disastrous consequences
بل أوجد أيضا أرضا خصبة للقاعدة فيهما.	But also created a fertile ground for a Al-Qaeda

In the analysis, these catch phrases have certain pragmatic (connotative references) beyond its literal meaning, which as a result framed the discourse of Aljazeera; the ideological stamp here is the presentation of a specific worldview (perspective of a conqueror). It presents a social structure based on power.

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Episodic Framing of Events

The meta-frame of the Arabic text is military disclosure. The sequence of events along with the selectivity of certain words reveal the subjectivity in the news report, i.e., to reveal the hegemonic perspective of the British conqueror. The text starts by reporting what Air Chief Marshal Sir Jock Stirrup said regarding the false hopes of the British people, which were caused by their government, 'London', concerning what could be achieved by its forces in Iraq. Then, the text points to the accusation of Sir Jock that the Ministry of Defence and the British Foreign Office together were responsible for heightening the British people's expectation about what could be achieved in Iraq after they invaded it. After that, the text states Sir Jock's confession that they have not done as well as they were supposed to whether from a strategic or practical prospect, and only the Iraqi people could make Basra a safe and prosperous city. The text emphasizes this matter through Sir Jock's confirmation that reviving Basra society and its infrastructure was a matter of wish, needs many years to develop and only the Iraqi people could make it true. At the same time, the texts mentioned the refusal of Sir Jock Stirrup to accuse the British army in Iraq of failure. The text emphasizes the fact that such comments were from the most senior officer in the country, and they were embarrassing for the British government. Then, the text points to the decision of the British troop's withdrawal by Mr. Brown and assured through Sir Jock's comment that such withdrawal was the result of fruitful strategic thinking! In the end, the text concludes with the report of the Oxford Research Group regarding the disastrous consequences for the commitment of the United States and its allies' in Iraq and Afghanistan.

The Core Principles Underlying *Aljazeera* News Report

The first book published about Aljazeera, *Aljazeera: How the Free Arab News Network Scooped the World and Changed the Middle East* (2002), observes the philosophy of *Aljazeera*, "which is built on demonstrating how objectivity can be attained only if all subjective views and opinions on any issue are presented and aired" (p. 27). Therefore, it seems that the core principles of the *Aljazeera* target text stem from this philosophy. The journalist of *Aljazeera* seemed cautious in preserving *Aljazeera's* philosophy of objectivity in news by reporting the subjectivity views of Sir Jock in blaming the British government through his accusatory statements for the government. However, those subjective views were managed through the communicative events (socio-textual macro structures) to steer the text receiver towards a direction favourable to the text producer's (*Aljazeera*) goal, which is the ideological stamp of presenting a specific worldview (the hegemonic perspective of a conqueror). It presents a social structure based on power. As a result, this ideological stamp informs the discourse produced by *Aljazeera*,which maintains an Anti-British position regarding the invasion of Iraq.

Framing: Subjectivity within *Aljazeera* News Report

The macro frame of the *Aljazeera* text is the unjust Iraq war, messy Basra situation, and collective responsibility of both the British government and the army. The micro frames of the text manage the coverage of the text in order to shape the mind of the target readers toward the failure of the British invasion of Iraq and what they achieved in terms of chaos and conflict In Iraq and the region. In addition, the *Aljazeera* journalist seemed cautious to preserve objectivity by presenting the

subjective views of Sir Jock (quoting his accusatory statements) and the messy situation of Basra, Iraq, caused by the British invasion. However, the ethics of Journalism to ensure fairness, objectivity and neutrality were not totally adhered by the *Aljazeera* news report. Rather, the text is meant to report certain events and quotations, to support their belief (ideological stance) by presenting the perspective of the British worldview as a conqueror that has the power to control the world. The text quotes certain catch phrases for the Air Marshal Sir Jock, which shows the superiority of the conqueror. For example,

وقال إن بريطانيا لا تنوي إقامة قواعد دائمة في العراق {...} وأوضح أن بإمكان العراقيين استعادة السيطرة الأمنية على البصرة.

This translates back literally as follows:

He said that Britain does not intend to establish permanent bases in Iraq […] He explained that the Iraqis could regain control of security in Basra.

As a result, this reveals that there is some kind of subjectivity within the objectivity of the journalist. To illustrate further, the following analysis of the extracted paragraphs from the *Aljazeera* news report sheds the light on the journalist selectivity of speech acts in the news story.

Headline:

رئيس الأركان البريطاني يتهم لندن بتهويل التوقعات بالعراق

The title of *Aljazeera* target text is framed with a sense of fear and drama. The selectivity of the noun تهويل has semantically framed the news report with an effective and emotional eye catching headline. Semantically speaking, the noun تهويل literally means "intimidation, frightening, scaring, alarming, exaggeration", but also "alarmist", "embellishment"; it has a negative connotation that there is   a failing result. Whereas the noun   توقعات "expectations" has a positive connotation regarding plans to achieve. Linguistically, the noun تهويل doesn't collocate with توقعات However, such miscollocation reflects an exaggeration in the expression "تهويل التوقعات", which is perhaps intended to attract the attention of the target readers that there is a message to deliver, i.e., schism between the government and the army. It also refers to the hopes and expectations of the British government regarding what could be achieved in Iraq that these hopes were way beyond what the invasion achieved in Iraq.

Paragraph 1:

قال رئيس أركان الجيش البريطاني جوك ستيراب إن لندن <u>منحت</u> الشعب البريطاني

<u>آمالا خاطئة وضخمت التوقعات</u> المرجوة من إرسال قواتها إلى العراق.

وحمّل ستيراب في مقابلة مع صحيفة تايمز البريطانية وزارتي الدفاع والخارجية

البريطانيتين مسؤولية رفع توقعات الشعب البريطاني بشأن ما يمكن تحقيقه في العراق

بعد <u>غزوه في مارس/آذار 2003.</u>

وقال "أعتقد بصراحة, <u>أننا لم نقم بواجبنا</u> كما يجب لا من الناحية العملية ولا من الناحية

الإستراتيجية, <u>فالعراقيون وحدهم</u> جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة".

وتحدث ستيراب عن البصرة تحديدا لأن الجيش البريطاني ينشر معظم قواته هناك.

The micro frame of this paragraph is government responsibility and the failure of the British invasion in Iraq. This was semantically framed by the selective use of حمل, which means "laid the blame" and the verb phrase أننا لم نقم بواجبنا, which means "we haven't done our duty". In addition, the mentioning of the date مارس/آذار 2003 "March 2003" is functional one; the journalist could simply refer to the invasion without the date. But to the Arab world this date is salient and must be recorded exactly like "September 11", which is always functional and recorded as such by Western media. The direct quotation by Sir Jock is also a sensitive one as it reflects the confession of the British army of their failure in Iraq as well as their recognition that only the Iraqi people could run their own state (rather than the British or the outcome of a British invasion). As a result, the above analysis reflects the intention of the text to frame the target reader's mind to the reality that London, which includes the British government, Defense Ministry and Foreign Office, are all blamed for the failure in Iraq even though Sir Jock was blaming the British government for raising

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public expectations. However, this was not the issue in the above excerpt to stress the conflict in their internal affairs; rather, it is to point to their failure in Iraq.

Paragraph 2

وأوضح أن الأوضاع في المدينة الواقعة جنوب العراق تحتاج إلى <u>سنوات عديدة</u> من أجل أن تتطور <u>بشكل جوهري</u>, وقال إن بريطانيا لا تنوي إقامة قواعد دائمة في العراق.

The micro frame of the paragraph is the frame of occupation (chaos and messy situation of Iraq) and the hegemonic perspective of a conqueror. This is a hegemonic position statement from the perspective of a conqueror, which is semantically framed through the selective use of: تتطور "evolve", سنوات عديدة "many years" and بشكل جوهري "substantially". These phrases are purposefully used to draw for the target reader the chaotic and messy picture of Iraq caused by the British invasion. Syntactically speaking, تتطور is a reflective form of the verb; it refers semantically to evolvement rather than development. The city/town needs to evolve. From a pragmatic perspective, this reflective verb does not clearly show to what kind of development the Air Chief Marshal is referring. However, it is more appropriate to refer the verb تتطور to the development of the place to recover from the destruction caused by the invasion. In addition, notice the functional statement وقال إن بريطانيا لا تنوي إقامة قواعد دائمة في العراق, which can be translated back literally as "Britain does not intend to establish permanent U.S. bases in Iraq"; this is also another hegemonic statement. From the pragmatic perspective, it assumes that Britain has a "God-given" right to set up permanent bases in Iraq. It is stated as a matter of fact that Britain could do anything in Iraq. The fact that "it has no intention" implies free will and a free

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hand to do whatever it wants in Iraq, including setting up permanent bases. This is one of the sensitive and functional statements, through the Arabic media (Aljazeera in this case), that contributes to stamping discourse by presenting for the world with the ideology of the hegemonic conqueror who invaded Iraq. It reflects the philosophy of Aljazeera in presenting a specific worldview (perspective of a conqueror).

Paragraph 3, 4

وأضاف "أعتقد أن بعض الأشخاص كانوا ينتظرون منا أثناء وجودنا على الأرض, أن نعيد إحياء مجتمع البصرة وبنيتها التحتية ونعيد لها الأمن والاستقرار والازدهار, كان هذا الأمر أمنية ولكن لم نستطع أبدا تحقيقها, العراقيون فقط استطاعوا تحقيقها".

لكن ستيراب -الذي نادرا ما يتحدث للصحافة- رفض أن يتهم الجيش البريطاني بالفشل في العراق, واعترف بأن القوات البريطانية مرت ببعض الإخفاقات, "غير أن الهراء الذي يتردد عن فشلها في العراق يعتبر حكما متجنيا عليها".

وتعتبر تصريحات ستيراب الذي استلم منصبه هذا في أبريل/نيسان 2006, محرجة للحكومة البريطانية باعتبارها صادرة عن أكبر القادة العسكريين في البلاد. كما أن رئيس الوزراء البريطاني غوردون براون سيطلع البرلمان اليوم على المشاريع المتعلقة بانتشار قوات بلاده في العراق.

These two paragraphs share the micro frame of exposure. The underlined phrases assure the colonialist aim of the British invasion. The noun phrase بعض الأشخاص "some people" semantically refers to the few numbers of people who had hope supporting the Iraq war. However, the use of the noun أمنية "wish" by Sir Jock is another assurance that such a wish of reviving Basra society was not the aim of the British invasion of Iraq. Again لم نستطع أبدا تحقيقها "we could never achieve" and العراقيون

فقط استطاعوا تحقيقها "only the Iraqi people could make this wish true" is a confirmation or a reference to the British army concerning their failure in Iraq. Although the Army Chief, Sir Jock, had made such a confession in the above paragraph, he did not accuse the British army directly of failure in Iraq. This was reflected through counterargument conjunction لكن "however", in the *Aljazeera* target text. Pragmatically speaking, the counterargument form is functional as it is used to reveal the conflict and contradiction within Sir Jock's statement; this serves *Aljazeera's* discourse ideology that, besides the British failure in Iraq, their words are also not trustworthy.

Besides the use of the passive verbs تعتبر and باعتبارها "considered to be", is functional as it raises the question of who considers his statement embarrassing?

The lack of quotative, of who considered Sir Jock's statements embarrassing, leaves the statement open. Again, repeating is a convoluted faulty cause and effect. Notice the word المشاريع "projects", this is a hegemonic reference, i.e., a dominant power with plans and projects for deployment of occupational/colonialist forces. As a result, these catch phrases contribute largely in framing the *Aljazeera* text ideologically.

Paragraph 5:

وسبق لبراون أن أعلن في زيارة مفاجئة إلى بغداد الأسبوع الماضي خفض عدد القوات البريطانية المنتشرة في

البلاد إلى 4500 بحلول نهاية العام. وأوضح أن بإمكان العراقيين استعادة السيطرة الأمنية على البصرة الشهرين المقبلين.

وعن هذه الزيارة قال ستيراب إنها كانت ضرورية للتحدث مع القادة العراقيين,

وأوضح أن خطة خفض عدد القوات كانت ثمرة تفكير إستراتيجي, وأن عدد المنسحبين

قرره رئيس الحكومة.

The micro frame of this paragraph is the reassurance that it is a planned withdrawal. Note in this sentence the expression استعادة السيطرة الأمنية, which literally means "regaining control". From pragmatic perspective, this phrase is an ideological marker that raises a question of doubt as to whether it means the British forces will hand over control to the Iraqis or whether the Iraqis will regain control over the situation. More likely, the intention is for the British to hand over security control to the Iraqis. The expression however, gives the impression that the Iraqis have a say in "regaining control". Therefore, it is ideological in the sense that it defines the relationship.

In addition, the plurality of leadership القادة العراقيين "Iraqi leaders", serves as a metonymy for the Iraqi government, giving the impression of or implying too many heads and a fragmented country, which was the result of the British invasion in Iraq-- another chaotic picture. In addition, accepting the fact of meeting plurality of leadership proves to the target reader that the British wanted to keep the country unstable, which gives them another reason to stay in the country. The political ideological marker is one of lack of a central power due to the British invasion. Moreover, the word المنسحبين "retreating troops", and the political implication of this word, is it the proper word to describe pulling out troops from Iraq rather than withdrawing from Iraq? Is المنسحبين "retreating troops", the same as troop withdrawal? The selectivity of this word might be politically motivated; the reflective form of the

noun gives the impression that they (the troops) had the authority to withdraw and can be immediately contrasted with قرره رئيس الحكومة ''a decision by the Prime Minister". This reflects the conflict in their internal affairs. This, as a result, serves *Aljazeera's* philosophy of presenting the subjective views.

Paragraph 6:

واليوم قال تقرير أعدته مجموعة أوكسفورد للأبحاث، إن التزام الولايات المتحدة

وحلفائها في العراق وأفغانستان "<u>يشكل كارثة</u>"، موضحـا أنه لم يفشل في إحلال السلام

في البلدين فحسب, بل أوجد <u>أيضـا أرضـا خصبة للقاعدة فيهما.</u>

The micro frame of the above paragraph is the frame of the threat of terrorism and appeal to authority. The *Aljazeera* text concludes the news report with an affirmation of failure through facts, i.e., by stating the report of the Oxford Research Group. It reveals that the commitment of the U.S. and its allies concerning their presence in Iraq and Afghanistan as having disastrous consequences; not only they failed to achieve peace in both countries, but they have also helped in creating extremist groups.

In conclusion, the above CDA analysis indicates that the *Aljazeera* news report resembles the Arab world's reaction towards the Iraq War. The results indicate that although the journalist tried to be objective in setting the scenes or events of the news story, there was some sort of subjectivity within the journalist objectivity. In other words, the selectivity of quotations and phrases reveal the reality and perspective of the British conqueror as well as their ideology that whoever has the power has the control.

Critical Discourse Analysis of *Al-Alam* News Report

The news report was published by the Iranian Al-Alam News Network (Tehran-based network) on October 8, 2007. It is an informative type of text with an episodic framing addressing a general target audience. The function of the text is disclosure revealing the performance standards of the British troops in Iraq.

The core position of the text is anti-British regarding the invasion of Iraq. The following table shows some of the catch phrases that reflect this specific core position within the text and contribute largely in the ideological stamp of anti-western interference as well as the failure of the British invasion.

Table 3 *Al-Alam* News Report

Al-Alam	Translation
رئيس أركان الجيش البريطاني يعترف بفشل قواته في العراق	British army chief admits the failure of his troops in Iraq
لندن ضخمت او اعطت آمالا خاطئة	London exaggerated and gave false hopes
اننا لم نقم بالعمل الذي كان يجب ان نقوم به، ولم نعمل ما كان يجب ان نعمله	We have not done the job which we were supposed to do and we didn't do what we should do.
العراقيين وحدهم جعلوا من البصرة مدينة آمنة	The Iraqis alone made Basra into a secure city
كان هذا الامر أمنية ولكن لم نستطع ابدا تحقيقها	It was a matter of wish but we could never achieve
فقط العراقيون استطاعوا تحقيقها	Only the Iraqis were able to achieve it
قوات الاحتلال البريطاني التي بات دورها مقتصرا على الدفاع عن نفسها	The role of the British occupation troops is only limited to their own self-defense

Episodic Framing of Events

The meta-frame of the news report is that of disclosure of a military nature. The sequence of events, along with the selectivity of certain words, reveals the subjectivity in the news report, i.e., to reveal the failure of the British invasion and its real intention. The text starts with the confession of Air Chief Marshal, Sir Jock Stirrup, of the failure of his troops in Basra city. Then, the text directly quotes Sir Jock as admitting to what they failed to achieve in Iraq and to the false hopes of the British government regarding what the British army in Iraq could achieve. Then, another direct quotation by Sir Jock confirms that reviving Basra society was a matter

of wishful thinking and that only the Iraqi people could make it true. After that, the text states sarcastically that the British invasion troops are no longer capable of defending Iraq; rather, they are too busy defending themselves. Finally, the text concludes with the report of the Oxford Research Group regarding the disastrous consequences of the commitment of the United States and its allies' in Iraq and Afghanistan indicating that not only had they failed in achieving peace but they also created extremist groups.

The Core Principles Underlying *Al-Alam* News Report

The Iranian news network, *Al-Alam*, started shortly after the Iraq war. It was and is opposed to the US-British attacks on Iraq and refers to it under the slogan of "War of Domination". In addition, the *Al-Alam* News Network uses the term الاحتلال "occupation", to refer to the British army troops as well as an euphemism for Israel in the context of the Palestinian-Israeli conflict. According to the *Al-Alam* News Network, its core principles are to report news in a moderate manner and to achieve speed, truth and accuracy in reporting news events. In one of the BBC news report on this Iranian news network, the director of *Al-Alam*, Hasan Beheshtipur, said, "the purpose of the channel is to present the viewpoints of the Islamic world and counter the monopolisation of news channels by western countries. […] the network plans to fill the existing vacuum in news dissemination in today's world" (BBC News).

As we see, the *Al-Alam* News Network has its own ideological stamp of reporting news on Iraq war. In the text, selecting certain phrases serves their anti-US/British invasion of Iraq ideology and steers the minds of the target readers towards a direction that is favourable to *Al-Alam's* own ideology.

Framing: Subjectivity within *Al-Alam* News Report

The macro frame of Al-Alam news report is the failure of British the invasion. The micro frames of the news report manage the coverage of the text towards the failure of the British invasion of Iraq and its real intention. In addition, the journalist of Al-Alam seemed cautious to preserve this image by presenting direct quotations of Sir Jock to confirm the failure and the real purpose behind this invasion. Therefore, the ethic of neutrality in journalism was missing in the *Al-Alam* text. The text is meant to report certain events and quotations in order to support the ideological stance of *Al-Alam*-- the real intention of Iraq invasion and the disclosure of a military nature.

Headline:

<div dir="rtl">رئيس أركان الجيش البريطاني يعترف بفشل قواته في العراق</div>

The title of the above *Al-Alam* text is framed with the sense of failure. The specific words of the title have been chosen deliberately. The selectivity of the verb phrase يعترف بفشل has semantically framed the news report with the meaning of "admitting of guilt". As a result, this prepares the target readers for the bottom line of this news report: the failure of British invasion. It seeks to evoke an affective response from the reader.

Paragraph 1

<div dir="rtl">اعترف رئيس أركان جيش الاحتلال البريطاني بفشل قواته في مدينة البصرة، وان لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به هذه القوات في العراق.</div>

The micro frame of this paragraph is the confession of failure. The choice of the lexical verbs: اعترف "admit", ضخمت "exaggerated", أعطت "gave", all contributes to

shaping the discourse of the *Al-Alam* news report with the image of not only the failure of British army's mission in Iraq but also giving people false hopes regarding this mission. Also, note the repetition of the headline as the first sentence is considered to be a functional technique-- a rhetorical one as the discourse serves the ideology of *Al-Alam* by emphasizing further the point of failure for the target reader. In addition, the lexical term الإحتلال semantically means an "occupation" (to refer to the occupying forces). The functional use of the term الإحتلال "occupation", is highly motivated; pragmatically, it reflects an embedded value, a cultural ideological stance of how the British army is seen in the eyes of Iranian media. As a result, this affective strategy seeks to influence the attitudes and behaviour of readers by appealing to their emotions.

Paragraph 2

<div dir="rtl">

وقال السير جوك ستيروب في مقابلة مع صحيفة "التايمز" اليوم الاثنين: اعتقد

بصراحة اننا لم نقم بالعمل الذي يجب ان نقوم به، ولم نعمل ما كان يجب ان نعمله

من وجهة نظر استراتيجية. <u>لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم</u>

<u>به قواتنا في العراق.</u>

</div>

The micro frame of this paragraph is that the result of the British invasion was known before they invaded Iraq. Was there another reason to go to Iraq? The direct quotation of Sir Jock is linguistically and pragmatically functional; the *Al-Alam* journalist used this direct quotation to support the micro frame of the previous paragraph. In both paragraphs, there is the repetition of the sentence:

<div dir="rtl">

لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به قواتنا في العراق
</div>

Back translation: London exaggerated and gave wrong hopes of

what our troops could achieve in Iraq

This repetition is intentional and an effective rhetorical strategy in order also to confirm that the failure was known and admitted by the British Air Marshal, Sir Jock, before the British even invaded Iraq.

Paragraph 3

<div dir="rtl">

<u>واكد ستيروب، ان العراقيين وحدهم</u> جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة .

<u>وينتشر الجيش البريطاني بشكل اساسي في منطقة البصرة.</u>

واضاف: اعتقد ان بعض الاشخاص كانوا ينتظرون ومن خلال الوجود البريطاني على

</div>

الارض، ان نعيد احياء مجتمع البصرة ومؤسساتها التحتية. كان هذا الامر أمنية ولكن

لم نستطع ابدا تحقيقها. فقط العراقيون استطاعوا تحقيقها.

The micro frame of this paragraph is that only Iraq's people have the legitimate power and control to take care of their society without western interference. This has been semantically framed by the use of the verb أكد ''confirm'' and the phrase العراقيون وحدهم ''only the Iraqis'' and the underlined sentence:

ولكن لم نستطع ابدا تحقيقها. فقط العراقيون استطاعوا تحقيقها

Back translation: But we could never achieve it, only the Iraqis were able to achieve it

In addition, note the sentence:

وينتشر الجيش البريطاني بشكل اساسي في منطقة البصرة
Back translation: the British army is deployed mainly in Basra

This statement was mentioned for a reason; since Sir Jock admitted that only the Iraqi people could make Basra a safe and prosperous society, then, why the British troops are mainly deployed in Basra area?

Paragraph 4

ورفضت متحدثة باسم وزارة الدفاع البريطانية التعليق على هذه التصريحات.

This statement is another reaffirmation that the purpose of having a British invasion in Iraq, and mainly in Basra, was for a different reason.

Paragraph 5

<div dir="rtl">
وأكد قادة امنيون في مدينة البصرة أمس الاحد ان القوات العراقية تسلمت الملف الامني

فعليا <u>من قوات الاحتلال البريطاني التي بات دورها مقتصرا على الدفاع عن نفسها.</u>
</div>

The micro frame of this paragraph is sarcasm. Note the underlined sentence, which reveals this sarcasm and reaffirms that the presence of the British army in Basra was for something else other than the false hopes given to Iraqi people. Again, describing the British troops as قوات الاحتلال البريطاني "occupation troops" is an ideological marker that leads the target reader to the conclusion that the British invasion army had occupied something in Basra and the army is defending it. The sarcasm in this paragraph steers the target reader to the other conclusion that the British troops have no real or substantive role in Iraq of serving and defending the Iraqis; rather they are defending the goals for which they came. This sarcasm serves the discourse of *Al-Alam* as it shed more light for the target reader concerning the real purposes of the British invasion.

Paragraph 6:

<div dir="rtl">
واليوم الاثنين، اكد تقرير أعده المركز الفكري " اوكسفورد ريسيرش غروب " ان

التزام الولايات المتحدة وحلفائها في العراق وافغانستان <u>يشكل كارثة</u>، موضحا <u>انه لم</u>

<u>يفشل في احلال السلام في البلدين وحسب بل اوجد ايضا ارضا خصبة للقاعدة فيهما.</u>
</div>

The micro frame of this paragraph is the disastrous sequence of events incurred by the U.S. and its allies as a result of their presence in Iraq and Afghanistan. Note the underlined sentences that contribute largely in serving the ideological stance

of the *Al-Alam* discourse: The western interference is not only a catastrophic one and failed to achieve peace but also has created extremist groups.

In conclusion, the above CDA analysis shows that the *Al-Alam* text has its distinguished ideological stance; selectivity of quotations and phrases reveals the ideological stamp of the discourse, which is the failure of and real intention for the invasion of Iraq.

Conclusion

The Critical Discourse Analysis chapter has attempted to draw attention to the importance of understanding the process of framing in news reports as well as how it is constrained by certain ideological stances of political discourse. The results of the study indicate that the three news networks have their own ideological stamps through which their news reports are refined and adjusted to suit their respective editorial ideologies. The results also indicate that the construction of each of the these news reports' syntactic structures as well as the selectivity of the lexical words have semantic meanings in addition to their pragmatic references, which were purposefully used as rhetorical devices to enforce the discursive political ideology of each news network. The language use as well as the structures of the discourse were forced to take a special subjective turn in order to serve the ideological interest of the powers that be through media.

Chapter 5
Translation Discourse Analysis of Target Texts

In this chapter:

- Overview
- Translation Discourse Analysis of *Al-Alam* Target Text
- Translation Discourse Analysis of *Aljazeera* Target Text
- Conclusion

Overview

Journalists and news reporters employ certain frameworks for news storytelling. The most common story structure is the inverted pyramid. The inverted pyramid structure starts with the headline (most important information), then summary lead (interesting facts, attribution), followed by supports (direct quotation, facts) and, finally, least important facts. The three news reports (the source text and the two target texts) follow this inverted pyramid structure in reporting the news story. However, the two Arabic versions (*Al-Alam* and *Aljazeera* news reports) of *The Times* news story are not direct one-to-one translations of *The Times* source text. In other words, they use a foreign language source to write the news story/report (juxtaposed translation-sourced texts). Adopting Vinay and Darbelnet's model (1995), the following translation analysis shows how certain translation techniques were utilized in translating the source text news story to construct the target news stories. Along with this model, Tankard's (2001) list of news elements enables the translation analysis to uncover the subjectivity and biases in the target texts within a news-reporting framework.

Translation Discourse Analysis of *Al-Alam* Target Text:

A- Headline

	The Times Source Text	*Al-Alam* Target Text
Headline	Government 'gave public false hopes' on achieving Iraq goals	رئيس أركان الجيش البريطاني يعترف بفشل قواته في العراق

Comment:

The headline of *The Times* ST consists of the direct quote "false and inflated expectation" as stated by the Air Chief Marshal, Sir Jock Stirrup, although not directly sourced/referenced. The source is implied and is recovered from the larger context/frame of the news story. *The Times* headline conforms to the drama criterion of news values.

In contradistinction with *The Times* news story, the headline of the *Al-Alam* TT consists of a quotative evidential رئيس أركان الجيش البريطاني يعترف.... "The British Army Chief admits", which is an "indirect reporting the utterances but not necessarily in the same exact words […] such as 'according to him, as he described it'" (Darwish 2010c: 200). In utilizing a quotative evidential in the headline, the translator of *Al-Alam* adopted the modulation translation technique in translating the ST headline, which, as a result, changed the semantic meaning and point of view of the ST headline, leaving no doubt in the mind of the reader that the quotation came from the British official.

The translator of *Al-Alam* News Network concluded, from the headline and body copy of *The Times* ST, that the British marshal is admitting the failure of his

army in Iraq. This was semantically framed by the use of a quotative evidential in the translator's choice of the words: الجيش البريطاني يعترف بفشل رئيس أركان "The British Air Marshal admits the failure". However, the ST headline does not reflect an admission of guilt; rather, it lays the blame on the government for the false hope, making an implied distinction between admission of guilt and accountability within the democratic framework of governance.

As a result, the use of quotative evidential form and modulation translation technique reframed and modified the content of the confession in the ST headline resulting in a distortion of the source message. This imposes a certain effect on the target readership and reveals a kind of interference of the *Al-Alam* translator to serve a specific ideological stance—one of defeat.

B- Summary Leads

	The Times Source Text	Al-Alam Target Text
Summary lead	The Government as a whole gave the public "false and inflated expectations" of what could be achieved by British troops in Iraq, its top military adviser has admitted to The Times.	اعترف رئيس أركان جيش الاحتلال البريطاني بفشل قواته في مدينة البصرة، وان لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به هذه القوات في العراق

Comment:

Both *The Times* ST and *Al-Alam* TT are using summary lead, presenting important facts. The summary lead of *Al-Alam* TT consists of two important details. The first sentence is a repetition of the TT headline (distortion of the ST content; different intentionality), and the second sentence is a translation of the ST summary

lead. The repetition of the headline is considered a functional technique, a rhetorical one as it serves the ideology of *Al-Alam* discourse by emphasizing further the point of failure for the target reader. Also, note the addition of the word الاحتلال "occupation" (to refer to the occupying forces). This is an adaptation translation technique that is highly motivated and functional because the translator is reflecting certain cultural ideological stances-- how the British army is described in eyes of the Iranian media and leads the target reader to the conclusion that the British invasion army had occupied something in Basra, and the army is defending it. As for the second sentence, a literal translation technique was utilized in translating the main action verbs of the ST paragraph: "admitted" as اعترف and "gave" as أعطت. Also, note the grammatical changes by translating the adjective "inflated" into the action verb ضخمت (exaggerated). The translator of *Al-Alam* adopted the calque translation technique in translating the ST phrase "False and inflated expectation" as ضخمت أو أعطت آمال خاطئة (exaggerated and gave wrong hopes). However, the adjective phrase آمال خاطئة is a wrong collocation; it nonetheless preserves the intention of the ST summary lead. In Arabic, hopes cannot be described as wrong; rather fallacious hopes (آمال كاذبة).

To conclude, the distortion occurs in the first sentence of the summary lead of the TT, and the first sentence usually is the eye-catching element that frames the news story, which, as a result, has an immediate effect on the target readership.

C- Supporting Quote 1: (Direct Quote)

	The Times Source Text	*Al-Alam* Target Text
Supporting quote 1 (Direct quote)	He added: "I think we didn't do a good job, frankly, of setting out the strategic prospect . . . and we have not done as well as we should have done at thinking strategically. I'm talking here not just about the military."	وقال السير جوك ستيروب في مقابلة مع صحيفة "التايمز " اليوم الاثنين: اعتقد بصراحة اننا لم نقم بالعمل الذي كان يجب ان نقوم به، ولم نعمل ما كان يجب ان نعمله من وجهة نظر استراتيجية. لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به قواتنا في العراق.

Comment:

The ST direct quote is also translated in the form of direct quote in the *Al-Alam* TT. The translator utilized the literal translation technique in translating the first statement, which, as a result, preserves the intentionality of the ST message. As for the second statement in the ST passage, it is an implicature: "I'm talking here not just about the military"; it has an implicit meaning in the ST. Nonetheless, the *Al-Alam* translator made this implicature explicit for the target readership through the oblique translation (modulation-adaptation) technique by translating what it means as:

"لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به قواتنا في العراق"

Back translation: London exaggerated and gave wrong hopes of
what could our troops achieve in Iraq

Note that the same statement occurs in the previous paragraph. Adopting such a strategy seems to be efficient in terms of serving the editorial ideology of the

Al-Alam TT, which is to emphasize for the target readership the theme of failure as well as the British conflict within their internal affairs (government and the army).

d- Supporting Quote 2: (Indirect Quote & Direct Quote)

	The Times Source Text	*Al-Alam* Target Text
Supporting quote 2: (Indirect quote & direct quote)	"I think some people expected that, with the British presence on the ground, we could put Basra society, Basra infrastructure, Basra politics and Basra life back on its feet and make it look like some sort of stable, secure, prosperous urban centre. That is the right aspiration to have, but we could never do that, only the Iraqis could do it," he said.	واكد ستيروب، ان العراقيين وحدهم جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة. وينتشر الجيش البريطاني بشكل اساسي في منطقة البصرة . واضاف: اعتقد ان بعض الاشخاص كانوا ينتظرون ومن خلال الوجود البريطاني على الارض، ان نعيد احياء مجتمع البصرة ومؤسساتها التحتية. كان هذا الامر أمنية ولكن لم نستطع ابدا تحقيقها. فقط العراقيون استطاعوا تحقيقها.

Comment:

The ST direct quote was translated through paragraphs 3 and 4, which are other details supporting the theme of *Al-Alam* discourse, specifically the British army failure. Paragraph 3 consists of an indirect translation (using the quotative evidential وأكد ستيروب… of the ST direct quote. The indirect translation technique is adaptation; the translator summarized the head idea of the ST direct quote in a way that attracts the target reader and suits the ideology of *Al-Alam* discourse, i.e., the Iraqis are the only legitimate people who should control their country without Western interference.

As for paragraph 4, it consists of two parts: the first one is an additional statement وينتشر الجيش البريطاني بشكل أساسي في منطقة البصرة ,which can be translated literally as "the British army is deployed mainly in Basra area". This is part of the

adaptation translation technique, i.e., correlations at the detail/paragraph level. However, this additional statement adds more emphasis on the ideological purposes of *Al-Alam* discourse, which suggests that there is a different reason why the British troops are mainly deployed in the Basra area! As for the second part of paragraph 4, it is a direct quotation (translation of the ST direct quotation). The first sentence of the ST direct quotation was translated literary in the TT as:

<div dir="rtl">

أعتقد أن بعض الأشخاص كانوا ينتظرون ومن خلال الوجود البريطاني أن

نعيد إحياء مجتمع البصرة ومؤسساتها التحتية .

</div>

As for the second sentence of the ST quote, the phrase "right aspiration" was translated by the equivalent أمنية, which means a "wish" in the TT. The Al-Alam translator could have simply opted for the calque translation and translated the phrase as الطموح الحقيقي "right aspiration", which has a positive connotation and, thus, preserves the ST message. However, such an intention was distorted by using the equivalent أمنية "wish", which carries a negative connotation and is utilized to convince the target readership that it was a matter of wishful thinking clearly beyond the plans of the British invasion of Basra/Iraq.

To sum up, utilizing the adaptation translation technique and incompatible equivalent term reflect the biased nature of the *Al-Alam* TT. It frames, again, the mind of the target readership towards the ideological stance of *Al-Alam* discourse, which is against the British invasion of Iraq.

d- More details/background

	The Times Source Text	*Al-Alam Target Text*
More details / background	-Sir Jock's comments are potentially embarrassing as he is the most senior serving military officer to express such deep concerns over the way the Iraq campaign has been explained to the public. Sir Jock said that there remained huge challenges, which the Iraqis would have to deal with. "I don't for a moment pretend that there will be a smooth, uninterrupted progress towards some sort of urban idyll in Basra," he said. -However, he added: "This is part of a continuing process that has now been running for a year and a half [troop levels reducing from 7,200 in May 2006 to 4,500 by December this year]. It's a mistake to look at this [the 1,000-man reduction] in isolation." "The key question is, are we gaining strategic advantage in return for the price they are paying? The answer is yes, and if I thought we weren't, my recommendation would be to end it," he said. "But it's a difficult message to get across to the public, and I don't think we have communicated it very well."	ورفضت متحدثة باسم وزارة الدفاع البريطانية التعليق على هذه التصريحات. وأكد قادة امنيون في مدينة البصرة أمس الاحد ان القوات العراقية تسلمت الملف الامني فعليا من قوات الاحتلال البريطاني التي بات دورها مقتصرا على الدفاع عن نفسها. وسيقوم رئيس الوزراء البريطاني غوردن براون اليوم الاثنين باطلاع البرلمان على المشاريع المتعلقة بانتشار قوات بلاده في العراق. وسبق لبراون ان اعلن الاسبوع الماضي خلال زيارة مفاجئة الى بغداد، ان عدد العسكريين البريطانيين المنتشرين في هذا البلد سيخفض الى 4500 بحلول نهاية العام مقابل 5500 في بداية ايلول/سبتمبر. واوضح انه سيكون بامكان العراقيين استعادة السيطرة الامنية على البصرة في غضون الشهرين المقبلين.

Comment:

The rest of paragraphs in the *Al-Alam* TT, as shown in the above table, are where the structural correspondence ends with *The Times* ST. However, these paragraphs contain information to back up the ideological stance of *Al-Alam*

discourse, and that seems to be part of the adaptation translation technique, which, as we mentioned in the above analysis, had been utilized intentionally to back up the whole ideological stamp of the *Al-Alam* TT.

e- Concluding Statements and Paragraphs

The Times Source Text	*Al-Alam* Target Text
The worst aspect of being Chief of Defence Staff had been the toll of casualties in the two military campaigns. "Enjoying [my job] is a difficult word to use when so many people are dying or being injured. "The key question is, are we gaining strategic advantage in return for the price they are paying? The answer is yes, and if I thought we weren't, my recommendation would be to end it," he said. "But it's a difficult message to get across to the public, and I don't think we have communicated it very well."	ـ واليوم الاثنين، اكد تقرير أعده المركز الفكري " اوكسفورد ريسيرش غروب " ان التزام الولايات المتحدة وحلفائها في العراق وافغانستان يشكل كارثة، موضحا انه لم يفشل في احلال السلام في البلدين وحسب بل اوجد ايضا ارضا خصبة للقاعدة فيهما.

Comment:

Note the concluding paragraph of the *Al-Alam* TT and the concluding paragraph of *The Times* ST; the direct quote of *The Times* source text is a conclusion that contributes as evidence and a reassurance that the British Marshall, Sir Jock, did not accuse the British army of failure and that they gain "strategic advantage" out of this invasion. Consequently, this serves the intentionality of *The Times* ST. Whereas the *Al-Alam* TT conclusion has a different intentionality. It is concluded with a support for its own ideology, i.e., a report from The Oxford Research Group (Western

support) to back up its own ideological stance towards Western interference in that it was not only catastrophic and failed to achieve peace but also created a fertile ground for Al- Qaeda.

f. Photo Captions

	Al-Alam Target Text	*The Times* Source Text
Comment		No Photo

Semiotically, the *Al-Alam* news report includes a picture of a column of tanks displaying the British flag and what also appears to be the British Army unit's flag. The visual element of the story further enhances the "occupation" frame. In contrast, *The Times* report did not include any pictures. This perhaps is due to cultural differences in document design. In other words, Arabs/Middle Easterners place more emphasis on form than on content; whereas, in Western culture, there is more emphasis on the content than on form. As Darwish(2010b) observes, "that is why publications in the Arab world, as an example, are lavishly produced and more attention is given to the perfection of form (calligraphy, fonts, typing error-free, glossy and full-colour printing, etc) above content" (p. 127).

In conclusion, the translation analysis of the *Al-Alam* target text shows that there was selectivity for the direct quotes of *The Times* ST. *The Times* ST text consists of 13 direct quotes *that* support its intentionality, but the *Al-Alam* translator chose to translate only one direct quote, which plays a functional role in serving its own ideological stamp of anti-Iraq invasion and its discourse (the failure of the British

troops in Iraq). In addition, the *Al-Alam* translator managed the text through the overall translation strategy of adaptation to steer the target text receiver in a direction that is favorable to their ideological stamp.

Translation Discourse Analysis of *Aljazeera* Target Text

A- Headline

	The Times Source Text	*Aljazeera* Target Text
Headline	Government 'gave public false hopes' on achieving Iraq goals	رئيس الأركان البريطاني يتهم لندن بتهويل التوقعات بالعراق

Comment

The headline of *The Times* ST consists of the direct quote "false and inflated expectation" as stated by the Air Chief Marshal, Sir Jock Stirrup, although not directly sourced/referenced. The source is implied and is recovered from the larger context/frame of the news story. *The Times* headline conforms to the drama criterion of news values. Whereas the headline of the *Aljazeera* TT consists of a quotative evidential: indirect reporting "The British Air Marshal رئيس الأركان البريطاني يتهم ... accuse". The *Aljazeera* translator concluded from the headline and body copy of *The Times* ST that the British marshal is accusing the government of giving the public false hopes, therefore, the translator chose to make this intention more explicit to the reader by using the verb يتهم (to accuse). In addition, the ST verb phrase "gave public false hopes" was translated through the equivalence translation technique as بتهويل التوقعات, which literally means "exaggerating the expectations". However, the noun تهويل "exaggerating", does not collocate with the noun توقعات "expectations". Both

terms have different connotations. The term تهويل means "exaggeration", and it has the

negative connotation of a failing result. Whereas the noun توقعات means "expectation",

and it has a positive connotation regarding plans to achieve. Perhaps such

miscollocation along with the verb يتهم "to accuse", was chosen deliberately to reflect

some glimpse of failure that is implied within the use of these terms, which, as a

result, surrounds the text with the sense of fear and drama to attract the attentions of

the target readers towards the ideological stance of *Aljazeera* discourse, inferring that

these hopes were way beyond what the invasion achieved in Iraq.

B- Summary Leads

	The Times Source Text	*Aljazeera* Target Text
Summary lead	The Government as a whole gave the public "false and inflated expectations" of what could be achieved by British troops in Iraq, its top military adviser has admitted to The Times.	قال رئيس أركان الجيش البريطاني جوك ستيراب إن لندن <u>منحت</u> الشعب البريطاني آمالا خاطئة و<u>ضخمت التوقعات</u> المرجوة من إرسال قواتها إلى العراق.

Comment

Both *The Times* ST and the *Aljazeera* TT are using summary lead; presenting important facts. Note how the ST reporting verb "admitted" was translated as قال "said", in the TT; such an equivalent had back grounded the importance of the ST verb which reflects seriousness. Also the ST verb "gave" was translated as منح "grand/award/bestow upon". The verb منح seems to present the conqueror perspective (presenting the British government as being the God-father). Such a translation seems to serve the ideological stamp of *Aljazeera* discourse of presenting a specific worldview (perspective of a conqueror). In translating the ST phrase "False and inflated expectation" as آمالا خاطئة وضخمت التوقعات, the translator adopted two translation techniques. The first one is the calque translation. However, the adjective phrase آمال خاطئة "wrong hopes", is a wrong collocation, but it preserves, somehow, the intention of the ST summary lead. In Arabic, hopes cannot be described as wrong; rather hope can be fallacious (آمال كاذبة). The second translation technique is the

transposition shift; the ST adjective "inflated" was translated into the TT action verb ضخمت "exaggerated".

To conclude, the above analysis reveals the deviation from the ideological stamp of the ST and how translation enhances the ideological stamp of the *Aljazeera* TT of presenting a certain worldview and rendering it to the target reader.

C- Back up Facts:

	The Times Source Text	*Aljazeera* Target Text
Back up Facts	<u>Privately</u>, Sir Jock believes that <u>all areas</u> of the Government, including the Ministry of Defence and the Foreign and Commonwealth Office, were responsible for heightening expectations of what could be achieved in the country after the <u>invasion</u>.	وحمّل ستيراب في مقابلة مع صحيفة تايمز البريطانية وزارتي الدفاع والخارجية البريطانيتين مسؤولية رفع توقعات الشعب البريطاني بشأن ما يمكن تحقيقه في العراق بعد <u>غزوه في مارس/آذار 2003.</u>

Comment

The *Aljazeera* translator translated the main verb of the ST paragraph "believes" as the TT verb حمل "laid the blame". This is not a compatible equivalent. Perhaps for the *Aljazeera* translator, to translate "believes" as يعتقد is not as strong as the word حمل (laid the blame); it will not have much influence on the Arab target reader, and, for the translator, there is an ideological stamp to serve. Therefore, the lexical choice must be functional and powerful. Also note how the translator excluded the ST phrase "all areas", which serves the ideology of Sir Jock (collective responsibility), and only states the Ministry of Defence and the Foreign and

Commonwealth Office. Sir Jock is emphasizing through the phrase "all areas" that it was not, only, the responsibility of the army but also the government.

In addition, the ST phrase "after its invasion" is translated as مارس/آذار 2003 "March 2003". There is no ideological deviation with such translation. Nonetheless, such a translation enhances how *Aljazeera* is a reflection of the Arab view-- of how such date to the Arab world is salient and must be recorded exactly like "September 11" to Western media.

C- Supporting Quote 1: (direct Quote)

	The Times Source Text	*Al Aljazeera* Target Text
Supporting quote 1 direct quote	He added: "I think we didn't do <u>a good job</u>, frankly, of setting out the <u>strategic prospect</u> . . . and we have not done as well as we should have done at thinking strategically. <u>I'm talking here not just about the military</u>."	وقال "أعتقد بصراحة, <u>أننا لم نقم بواجبنا</u> كما يجب لا من الناحية العملية ولا من الناحية الإستراتيجية, <u>فالعراقيون وحدهم</u> جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة". وتحدث ستيراب عن البصرة تحديدا لأن الجيش البريطاني ينشر معظم قواته هناك.

Comment

The ST direct quotation is also translated in the form of a direct quotation in the *Aljazeera* TT. However, the *Aljazeera* direct quotation has a certain ideological stamp that seems to reflect a deviation from the ideological stamp of the ST direct quotation; the ideological stamp of the ST direct quotation is to emphasis the idea of collective responsibility for doing a poor job in Iraq invasion. It was not the responsibility of the British army only but also the government as well. This

intentionality reflected through the implicature: "I am talking here not just about the military". Whereas, the *Aljazeera* translator distorted this intentionality by utilizing a modulation - adaptation translation technique in translating the first sentence "we didn't do a good job…of setting out strategic prospect" and the ST implicature. The first ST sentence was translated as إننا لم نقم بواجبنا كما يجب لا من الناحية العملية. Such a translation emphasizes the confession of failure; the ST "didn't do a good job" means "doing poor job" but that does not mean that the army did not do their job as emphasized by the *Aljazeera* translator إننا لم نقم بواجبنا (We have not done our duty). Translating the ST "job" by *Aljazeera* as واجبنا "our duty" carries heavier weight than the ST word "job".

Also the ST adj phrase "strategic prospect" was translated as الناحية العملية "practical side". Again, this adaptation, as a result, emphasizes the frame of failure, i.e., what else does it mean if the army has not done their job from a practical point of view? In other words, this means failure. However, one might argue that this mistranslation was due to the difference in the nature of both languages and that the ST expression does not lend itself to direct translation. The question is: is it justifiable to use such a translation?

Note also the translation of the ST implicature as:

فالعراقيون وحدهم جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة

Back translation: Iraqis alone made Basra into a secure (safe), settled and prosperous city.

Bear in mind, this statement was said by Sir Jock but in a different paragraph. However, the translator chose to use it in order to translate the implicit

meaning of the ST implicature. As a result, it distorts the ideological stamp of the ST direct quotation and serves at the same time the ideological stamp of *Aljazeera's* discourse, i.e, anti – British invasion; only the Iraqis are the legitimate people who can run their own state and make the city safe.

Adopting such a strategy seems to be efficient in terms of serving the editorial ideology of the *Aljazeera* TT. It emphasizes for the target readership the admission of failure by Sir Jock as well as his recognition that only the Iraqis can run their own state.

d- Supporting Quote 2: (Indirect quote & direct quote)

	The Times Source Text	*Aljazeera* Target Text
Supporting quote 2: (indirect quote & direct quote)	Sir Jock said that there remained huge challenges, which the Iraqis would have to deal with. "I don't for a moment pretend that there will be a smooth, uninterrupted progress towards some sort of urban idyll in Basra," he said. "I think some people expected that, with the British presence on the ground, we could put Basra society, Basra infrastructure, Basra politics and Basra life back on its feet and make it look like <u>some sort of stable, secure, prosperous urban centre.</u> That is the right aspiration to have, but we could never do that, only the Iraqis could do it," he said.	وأوضح أن الأوضاع في المدينة الواقعة جنوب العراق تحتاج إلى <u>سنوات عديدة</u> من أجل أن تتطور <u>بشكل جوهري,</u> وقال إن بريطانيا لا تنوي إقامة قواعد دائمة في العراق. وأضاف "<u>أعتقد أن بعض الأشخاص</u> كانوا ينتظرون منا أثناء وجودنا على الأرض, أن نعيد إحياء مجتمع البصرة وبنيتها التحتية ونعيد لها الأمن والاستقرار والازدهار, كان هذا الأمر أمنية ولكن لم <u>نستطع أبدا تحقيقها, العراقيون فقط</u> <u>استطاعوا تحقيقها</u>".

Comment

The second supporting quote of *Aljazeera* consists of indirect and direct quotes. The ST's first direct quote was translated as an indirect quote by the *Aljazeera* translator. The ST statement, "smooth, uninterrupted progress towards some sort of urban idyll", pragmatically refers to the challenges the Iraqis will have to deal with in order to achieve the progress pointed to by Sir Jock as presented in the first sentence of the ST paragraph. However, it was translated in the TT as

من أجل أن تتطور بشكل جوهري (in order to develop substantially). Such a translation shows different intentionality: i.e. to draw the picture of the chaos and messy situation of Iraq caused by the invasion by which it will present the hegemonic perspective of a conqueror for the target reader. There were two translation techniques utilized in this translation: modulation (the translator changed the intentionality of the ST) and transposition translation technique in translating the ST noun "progress" as a verb phrase, أن تتطور "to develop". In addition, تتطور is not an equivalent for "progress". Perhaps for the *Aljazeera* translator, it is more appropriate to choose such a term to refer to the development of the place in order to recover from the destruction caused by the invasion as well as to the hegemonic perspective of conqueror as in

وقال إن بريطانيا لا تنوي إقامة قواعد دائمة في العراق

Back translation: Britain does not intend to establish permanent in Iraq.

This translation assumes that Britain has a "God-given" right to set up permanent bases in Iraq. Such a translation seems to influence the target reader attitude towards what is favorable to *Aljazeera's* ideological stamp.

As for the second paragraph, the direct quotation of the ST was translated also as a direct quotation in the *Aljazeera* TT. The ST adjectival phrase, "right aspiration", was translated by the equivalent أمنية "wish" in the TT. However, "right aspiration" literally means الطموح الحقيقي, which has a positive connotation and thus preserves the ST message. But such an intention was distorted by using the equivalent أمنية, which has negative connotation-- to convince the target readership that it was a matter of wishful thinking that is way beyond the plans of the British invasion for Basra/Iraq.

To sum up, utilizing the modulation translation technique, incompatible equivalent terms, and the transposition shift technique reflect the interference of the translator to serve the ideological stance of *Aljazeera*'s discourse, which is presenting the perspective of a conqueror.

d- More details/background

	The Times Source Text	*Aljazeera* Target Text
More details / background	"All they get are snapshots, which are sometimes really good and sometimes really bad," he said. "In my view, and contrary to what many people may think, the British military in the south of Iraq, against some quite daunting odds, has been successful, and the nonsense about the British having failed in Basra is completely misjudged."	لكن ستيراب ـالذي نادرا ما يتحدث للصحافةـ رفض أن يتهم الجيش البريطاني بالفشل في العراق, واعترف بأن القوات البريطانية مرت ببعض الإخفاقات, "غير أن الهراء الذي يتردد عن فشلها في العراق يعتبر حكما متجنيا عليها".
		وتعتبر تصريحات ستيراب الذي استلم منصبه هذا في أبريل/نيسان 2006, محرجة للحكومة البريطانية باعتبارها صادرة عن أكبر القادة العسكريين في البلاد. كما أن رئيس الوزراء البريطاني غوردون براون سيطلع البرلمان اليوم على المشاريع المتعلقة بانتشار قوات بلاده في العراق.
	Sir Jock's comments are potentially embarrassing as he is the most senior serving military officer…	وسبق لبراون أن أعلن في زيارة مفاجئة إلى بغداد الأسبوع الماضي خفض عدد القوات البريطانية المنتشرة في البلاد إلى 4500 بحلول نهاية العام. وأوضح أن بإمكان العراقيين استعادة السيطرة الأمنية على البصرة الشهرين المقبلين.
	"The visit to Iraq is something that we had wanted the Prime Minister to undertake. He needed to talk to the key members of the Iraqi Government and form his own assessment before he made his statement to Parliament," Sir Jock said.	وعن هذه الزيارة قال ستيراب إنها كانت ضرورية للتحدث مع القادة العراقيين, وأوضح أن خطة خفض عدد القوات كانت ثمرة تفكير إستراتيجي, وأن عدد المنسحبين قرره رئيس الحكومة.
	Sir Jock insisted that Mr	ـ يذكر أن عدد القوات البريطانية في العراق سينخفض من 7200 في مايو/أيار 2006 إلى 4500 في ديسمبر/كانون الأول المقبل, وفي هذا الصدد قال ستيراب إن "من الخطأ أن نحصر الخفض بألف جندي فقط حسبما قرر براون

	The Times Source Text	*Aljazeera* Target Text
	Brown's announcement in Baghdad of troop withdrawal was part of long-term strategic thinking. <u>But</u> he was careful to make clear that the decision to announce <u>the withdrawal of 1,000 troops was a matter for the Prime Minister</u>. "You will have to speak to the Prime Minister about the announcements that he makes," he said. -However, he added: "This is part of a continuing process that has now been running for a year and a half [troop levels reducing from 7,200 in May 2006 to 4,500 by December this year]. It's a mistake to look at this [the 1,000-man reduction] in isolation."	"مؤخرا".

Comment

The rest of paragraphs in the *Aljazeera* TT, as shown in the above table, have some structural correspondence with *The Times* ST, and some do not. The above details in the *Aljazeera* TT contain some catch phrases that back up the ideological stance of *Aljazeera's* discourse, such as

بإمكان العراقيين <u>استعادة السيطرة الأمنية</u>

Back translation: The Iraqis could regain security control

غوردون براون سيطلع البرلمان اليوم على <u>المشاريع المتعلقة</u> بانتشار قوات بلاده في العراق.

Back translation: Gordon Brown will inform the Parliament

today on the projects related to the deployments of his troops in Iraq.

The most catching term that reflects some deviation from the ideological stamp of the ST is the term المنسحبين (retreating troops).

The ST noun phrase, "withdrawal of troops", was translated as المنسحبين (retreating troops). There is a modulation in such a translation. The word المنسحبين "retreating troops", has a political implication. At first the ST phrase, "troop withdrawal", was translated as خطة خفض (reduction plan). But when the term "withdrawal" accompanied the ST phrase "the prime minister", it was translated as وأن عدد المنسحبين قرره رئيس الحكومة. (the number of the retreating troops was decided by the prime minister); this seems to be politically motivated. The reflective form of the noun gives the impression that they (the troops) had the authority to withdraw, immediately contrasted with قرره رئيس الحكومة (a decision by the Prime Minister). This reflects the conflict in their internal affairs, which, as a result, serves the ideological stamp of *Aljazeera's* discourse.

e- Concluding Statements and Paragraphs

The Times Source Text	*Aljazeera* Target Text
The worst aspect of being Chief of Defence Staff had been the toll of casualties in the two military campaigns. "Enjoying [my job] is a difficult word to use when so many people are dying or being injured. "The key question is, are we gaining strategic advantage in return for the price they are paying? The answer is yes, and if I thought we weren't, my recommendation would be to end it," he said. "But it's a difficult message to get across to the public, and I don't think we have communicated it very well."	واليوم قال تقرير أعدته مجموعة أوكسفورد للأبحاث، إن التزام الولايات المتحدة وحلفائها في العراق وأفغانستان "يشكل كارثة"، موضحا أنه لم يفشل في إحلال السلام في البلدين فحسب, بل أوجد أيضا أرضا خصبة للقاعدة فيهما.

Comment

Note the concluding paragraph of the *Aljazeera* TT and the concluding paragraph of *The Times* ST. The direct quotation of *The Times* source text is a conclusion that contributes as evidence and a reassurance that British Marshall, Sir Jock, did not accuse the British army of failure. Additionally, the British gain a "strategic advantage" out of this invasion. This, consequently, serves the intentionality of *The Times* ST; whereas the *Aljazeera* TT conclusion has a different intentionality. *Aljazeera* TT is concluded with a support for its own ideological stamp: i.e., a report from The Oxford Research Group (Western support) to back up its own ideological stance towards the British invasion and the chaos and messy situations they cause; their interference was not only catastrophic and failed to achieve peace but also created a fertile ground for Al- Qaeda.

f. Photo Caption

Co	*The Times* Source Text
he im cho *Alj* (sh above) has	No Photo

certain

semiotics, which can be interpreted as follows:

First, note the dimension of the photo caption; it clearly shows the height of both the British Air Marshal and the Iraqi leader. The British Air Marshal, who seems taller, stands on a podium (looks dominant); whereas the Iraqi leader, who seems shorter, does not stand on a podium (looks weak). Second, note the military dress of the British Marshal verses the civilian dress of the Iraqi leader; does this enhance a certain ideological stamp? Third, the handshake: the Air Marshal, Sir Jock Stirrup, shakes hands with the Iraqi leader with a firm, strongly extended arm (a military handshake). All this raises the question, why did *Aljazeera* choose such a picture? Perhaps, it can be argued that such a picture emphasises the relationship between the conqueror and the conquered. Consequently, it enhances the ideological stamp of *Aljazeera's* discourse, which is the hegemonic perspective of a conqueror (having the guts to interfere with other countries affairs).

In conclusion, the translation analysis of the *Aljazeera* target text shows that there is selectivity for certain catch phrases. Some have deviated the ideological stamp of *The Times* ST, and some show no deviation. But the *Aljazeera* TT shows a certain emphasis on another ideology inherent in the discourse produced by *Aljazeera*.

Conclusion

This chapter has presented a translation analysis for the two juxtaposed translation-sourced target texts that belong to separate news networks (*Aljazeera* and *Al-Alam*). The result of the analysis indicates that the ideological stamp of both news networks is not only being selective and manipulative of the translation of *The Times* political discourse, but also affects the accuracy in the translation process and causes mistranslation. The result of the study also detected the mistranslations that caused deviations from the source-- deviations that cause the ideological stamp to change and/or reflect the subjectivity and biased nature of the target text. However, deviations are levelled between both target texts; The *Al-Alam* target text shows extreme bias and subjectivity in deviating from the ideological stamp of *The Times* ST; whereas *Aljazeera* shows moderate subjectivity. Finally, the mistranslations in these two TT(s) are better described as dis-translations in the sense of disinformation. The intention to deceive is no longer a mistranslation but, rather, an interference motivated by ideology itself.

Chapter 6
Summary and Conclusions

In this chapter:

- Overview
- Summary
- Research Findings
- Implications
- Conclusion

Overview

This research examined the ideological stamp phenomenon in the translation of news stories. To understand this phenomenon and its impact on the validity of translation-mediated news reports, this research first examined the impact of the ideological stamp of news media networks on the framing process of news media stories. Second, it examined the ideological stamp of news media networks as an invisible force manipulating the translation product in news media of political discourse as well as a legitimate stamp for any news media translation of political discourse.

Summary

The role of ideology has been examined in areas of knowledge, information transfer, and gained attention in research studies. Ideology plays a critical role in shaping or framing news media. However, ideology also has a great impact on the translation process of reframing news media. To date, very little research has been undertaken to examine the latter and the impact it has on the authenticity, validity and legitimacy of news translations, which carry an ideological stamp. This research has sought to examine the influence of the ideological stamp of news media networks in the translation process of reframing news media production of political discourse and how the translation process paves the way for ideological stances of different cultures.

This research consisted of a theoretical study and an analytical study. The theoretical study consisted of reviewing the literature about the relationship between media and ideology on the one hand and the translation of ideology in media political discourse on the other. It also outlined the constraints affecting the translations of

news media and the major translation theoretical models. The analytical study situated the research within a qualitative-interpretive and explanatory approach. The qualitative aspect was comprised of and utilized a structured Critical Discourse Analysis framework of an ideological discourse analysis for the three news reports independently (*The Times*, *Aljazeera* and *Al-Alam* News Media Networks) and a translation discourse analysis for the two juxtaposed translation-sourced texts of *Aljazeera* and *Al-Alam* news media networks (target texts).

The research has revealed that news media carries the ideological stamp of news media networks that produce them and becomes the legitimate stamp to any news media translation of political discourse.

To understand the complexity of this phenomenon, Chapter 2: Literature Review reviewed the relationship between media, ideology and translation.

Chapter 3: Methodology outlined the methodology to address the research questions and described the theoretical, conceptual frame and research model developed for this research. Finally, it described the design study and the data collection selected for this study.

To understand the analytical study of the research data sample, Chapter 4: Critical Discourse Analysis of collected data described an ideological discourse analysis for the selected news report of each news media networks separately in order to confirm that the news production of each of these news media networks is constrained by its own individual editorial ideological stamp.

Chapter 5: The Translation Discourse Analysis described the translation discourse analysis undertaken for the two juxtaposed translation-sourced texts of *Aljazeera* and *Al-Alam* news media networks (target texts) in order to highlight the

mistranslation: disinformation caused by the effect of the editorial ideological stamp of each news networks and how translation process paves the way for ideological stances through media.

Research Findings

The fundamental finding of the research was to establish the correlation between the ideological stamp of news media networks and the manipulation of translation, misinterpretation as well as deviations of news event that are motivated by ideology. The impact of this ideological stamp on the translation framing process of news media was formulated into the following research   hypothesis:

News media carry the ideological stamp of the news media networks that produce them and has become the legitimate stamp to any news media translation of political discourse.

These research questions were addressed by conducting a critical review of the literature that had been published about participation and a critical analysis of the data collected.

Implications

The timeframe of this research limited the scale of the study and size of the sample data. While the findings of this research are of great importance, as it enhances our understanding of this phenomenon and how it impacts the translation process of news media production, this study barely scratches the surface, and further scrutiny is required.

This research has implications for both translators and assessors of news media discourse. For translators of news media, understanding the influence of the

ideological stamp on the translation process of news is important. News translation producers will be able to discern intentional mistranslation of this nature as a disinformation and an interference motivated by certain ideological stamps rather than merely the mistranslation caused by the incompetence of the translator. It is also vital for assessors of news media discourse to view and analyse in depth how world events and scenes are being manipulated through the translation practice in the discourse of news media and the role of ideology in the reproduction of news reports in Arabic and vice-versa.

The complexity of this phenomenon as well as its impact on and implications for clear communication call for further research to be conducted in order to better understand this critical phenomenon in more depth and to further enhance the present findings.

Conclusion

The present research has examined the effect of the ideological stamp of news media networks on the translation product of political media discourse. In recent decades, the Arab/Middle East region has become increasingly turbulent, especially in the post September 11th (2001) era. In light of this, the demand to enhance our knowledge and understanding of the way the news media presents, establishes as well as maintains realities and ideologies (and thus influence its viewers and readers) through the reproduction of news reports in Arabic and vice-versa has become crucial.

Translation plays a critical role in presenting these realities and ideologies. The ideological effect has its own hand on the translation product of political discourse.

The aim of this thesis is to present the reality that the news media network has its own individual ideological stamp, which has become a legitimate stamp for any news media translation of political discourse. It legitimizes the manipulation of translation, or rather the disinformation, in the news product of *Aljazeera* and *Al-Alam* News Network. The results also indicate that such manipulation, or rather interferences of this nature, are not arbitrary or constrained by the incompetence of the translator but, rather, motivated by an ideological preference of a certain culture that works implicitly in manipulating the translation practice in the discourse of news media. According to Van Dijk (2006), "ideologies function as the basis of the 'guidelines' of professional behaviour-for instance for journalists or scientist" (p. 117). The results of this research also indicate that ideologies function as guidelines to translators in the field of news media as well. Hatim (forthcoming) contends that the translator is a represeter, a mouth-piece of the institution he or she works for, serves through his/her translation the ideology and the norms of appropriateness favoured by this institution. This inform and explain how the translator of both *Al-Alam* and *Aljazeera* News Media Networks managed *The Times* source text ideology in a way that served the requirements of the entire culture within which they operate.

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APPENDIX A

The Times Source Text

The Times News Network:

Government 'gave public false hopes' on achieving Iraq goals

Michael Evans, Defence Editor

The Government as a whole gave the public "false and inflated expectations" of what could be achieved by British troops in Iraq, its top military adviser has admitted to The Times.

Air Chief Marshal Sir Jock Stirrup, the Chief of Defence Staff, said that it would take "many years" for conditions to improve substantially in Basra. He also revealed that there were no plans to establish a "permanent British base" in Iraq.

In a wideranging interview, Sir Jock was also sceptical of the call by General Sir Richard Dannatt, the head of the Army, for homecoming parades for troops returning from Iraq and Afghanistan. "I think a lot of units wouldn't want parades," he said.

Sir Jock decided to speak out because of his growing concern that the public are failing to appreciate what the British troops have been doing in southern Iraq.

"All they get are snapshots, which are sometimes really good and sometimes really bad," he said. "In my view, and contrary to what many people may think, the British military in the south of Iraq, against some quite daunting odds, has been successful, and the nonsense about the British having failed in Basra is completely misjudged."

However, he added: "Of course, it does depend upon recognising what the mission was in the first place, and I'm afraid we did allow some false and inflated expectations

to arise. But the mission for the military was to get the place and the people to the state where the Iraqis could run that bit of their country if they chose to.”

He added: “I think we didn't do a good job, frankly, of setting out the strategic prospect . . . and we have not done as well as we should have done at thinking strategically. I'm talking here not just about the military.”

Privately, Sir Jock believes that all areas of the Government, including the Ministry of Defence and the Foreign and Commonwealth Office, were responsible for heightening expectations of what could be achieved in the country after the invasion.

“I think some people expected that, with the British presence on the ground, we could put Basra society, Basra infrastructure, Basra politics and Basra life back on its feet and make it look like some sort of stable, secure, prosperous urban centre. That is the right aspiration to have, but we could never do that, only the Iraqis could do it,” he said.

Sir Jock's comments are potentially embarrassing as he is the most senior serving military officer to express such deep concerns over the way the Iraq campaign has been explained to the public. Sir Jock said that there remained huge challenges, which the Iraqis would have to deal with. “I don't for a moment pretend that there will be a smooth, uninterrupted progress towards some sort of urban idyll in Basra,” he said.

Sir Jock accompanied Gordon Brown on his controversial visit to Iraq on Tuesday when the Conservative Party conference was under way.

Defence sources indicated that Mr Brown had been due to go to Iraq on Thursday or Friday, but that the visit was brought forward by two days. “But that sort of thing often happens when plans are made to fly to Iraq, whoever it is,” one source said.

"The visit to Iraq is something that we had wanted the Prime Minister to undertake. He needed to talk to the key members of the Iraqi Government and form his own assessment before he made his statement to Parliament," Sir Jock said.

Sir Jock insisted that Mr Brown's announcement in Baghdad of troop withdrawal was part of long-term strategic thinking. But he was careful to make clear that the decision to announce the withdrawal of 1,000 troops was a matter for the Prime Minister. "You will have to speak to the Prime Minister about the announcements that he makes," he said.

However, he added: "This is part of a continuing process that has now been running for a year and a half [troop levels reducing from 7,200 in May 2006 to 4,500 by December this year]. It's a mistake to look at this [the 1,000-man reduction] in isolation."

Sir Jock, who has remained largely in the background since taking over as Chief of Defence Staff in April 2006, and who has given few interviews, appears to have decided that it was time to make his views clear, particularly after the outspoken public comments about the Armed Forces expressed by General Dannatt, who called last year for British troops to be withdrawn from Iraq "some time soon".

Sir Jock emphasised the importance of looking after Service personnel who might be suffering from trauma. "My father was in the SAS in the Second World War and he never spoke about it. But when he went to reunions, then he could talk to his old colleagues because they had been through the same experiences," he said.

The worst aspect of being Chief of Defence Staff had been the toll of casualties in the two military campaigns. "Enjoying [my job] is a difficult word to use when so many people are dying or being injured.

"The key question is, are we gaining strategic advantage in return for the price they are paying? The answer is yes, and if I thought we weren't, my recommendation would be to end it," he said. "But it's a difficult message to get across to the public, and I don't think we have communicated it very well."

The Two Juxtaposed Translation –
Source Arabic Target Texts

Al-Alam News Network:

رئيس أركان الجيش البريطاني يعترف بفشل قواته في العراق

اعترف رئيس أركان جيش الاحتلال البريطاني بفشل قواته في مدينة البصرة، وان لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به هذه القوات في العراق.

وقال السير جوك ستيروب في مقابلة مع صحيفة "التايمز" اليوم الاثنين: اعتقد بصراحة اننا لم نقم بالعمل الذي كان يجب ان نقوم به، ولم نعمل ما كان يجب ان نعمله من وجهة نظر استراتيجية. لندن ضخمت او اعطت آمالا خاطئة لما كان يمكن ان تقوم به قواتنا في العراق.

واكد ستيروب، ان العراقيين وحدهم جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة. وينتشر الجيش البريطاني بشكل اساسي في منطقة البصرة.

واضاف: اعتقد ان بعض الاشخاص كانوا ينتظرون ومن خلال الوجود البريطاني على الارض، ان نعيد احياء مجتمع البصرة ومؤسساتها التحتية. كان هذا الامر أمنية ولكن لم نستطع ابدا تحقيقها. فقط العراقيون استطاعوا تحقيقها.

ورفضت متحدثة باسم وزارة الدفاع البريطانية التعليق على هذه التصريحات.

وأكد قادة امنيون في مدينة البصرة أمس الاحد ان القوات العراقية تسلمت الملف الامني فعليا من قوات الاحتلال البريطاني التي بات دورها مقتصرا على الدفاع عن نفسها.

وسيقوم رئيس الوزراء البريطاني غوردن براون اليوم الاثنين باطلاع البرلمان على المشاريع المتعلقة بانتشار قوات بلاده في العراق.

وسبق لبراون ان اعلن الاسبوع الماضي خلال زيارة مفاجئة الى بغداد، ان عدد العسكريين البريطانيين المنتشرين في هذا البلد سيخفض الى 4500 بحلول نهاية العام مقابل 5500 في بداية ايلول/سبتمبر. واوضح انه سيكون بامكان العراقيين استعادة السيطرة الامنية على البصرة في غضون الشهرين المقبلين.

واليوم الاثنين، اكد تقرير أعده المركز الفكري " اوكسفورد ريسيرش غروب " ان التزام الولايات المتحدة وحلفائها في العراق وافغانستان يشكل كارثة، موضحا انه لم يفشل في احلال السلام في البلدين وحسب بل اوجد ايضا ارضا خصبة للقاعدة فيهما.

رئيس الأركان البريطاني يتهم لندن بتهويل التوقعات بالعراق

جوك ستيراب زار العراق عقب توليه منصبه العام
الماضي (الفرنسية)

قال رئيس أركان الجيش البريطاني جوك ستيراب إن لندن منحت الشعب البريطاني آمالا
خاطئة وضخمت التوقعات المرجوة من إرسال قواتها إلى العراق.

وحمّل ستيراب في مقابلة مع صحيفة تايمز البريطانية وزارتي الدفاع والخارجية
البريطانيتين مسؤولية رفع توقعات الشعب البريطاني بشأن ما يمكن تحقيقه في العراق
بعد غزوه في مارس/آذار 2003.

وقال "أعتقد بصراحة, أننا لم نقم بواجبنا كما يجب لا من الناحية العملية ولا من الناحية
الإستراتيجية, فالعراقيون وحدهم جعلوا من البصرة مدينة آمنة ومستقرة ومزدهرة".

وتحدث ستيراب عن البصرة تحديدا لأن الجيش البريطاني ينشر معظم قواته هناك.

وأوضح أن الأوضاع في المدينة الواقعة جنوب العراق تحتاج إلى سنوات عديدة من أجل
أن تتطور بشكل جوهري, وقال إن بريطانيا لا تنوي إقامة قواعد دائمة في العراق.

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وأضاف "أعتقد أن بعض الأشخاص كانوا ينتظرون منا أثناء وجودنا على الأرض, أن نعيد إحياء مجتمع البصرة وبنيتها التحتية ونعيد لها الأمن والاستقرار والازدهار, كان هذا الأمر أمنية ولكن لم نستطع أبدا تحقيقها, العراقيون فقط استطاعوا تحقيقها".

لكن ستيراب ـالذي نادرا ما يتحدث للصحافةـ رفض أن يتهم الجيش البريطاني بالفشل في العراق, واعترف بأن القوات البريطانية مرت ببعض الإخفاقات, "غير أن الهراء الذي يتردد عن فشلها في العراق يعتبر حكما متجنيا عليها".

وتعتبر تصريحات ستيراب الذي استلم منصبه هذا في أبريل/نيسان 2006, محرجة للحكومة البريطانية باعتبارها صادرة عن أكبر القادة العسكريين في البلاد. كما أن رئيس الوزراء البريطاني غوردون براون اليوم سيطلع البرلمان على المشاريع المتعلقة بانتشار قوات بلاده في العراق.

وسبق لبراون أن أعلن في زيارة مفاجئة إلى بغداد الأسبوع الماضي خفض عدد القوات البريطانية المنتشرة في البلاد إلى 4500 بحلول نهاية العام. وأوضح أن بإمكان العراقيين استعادة السيطرة الأمنية على البصرة الشهرين المقبلين.

وعن هذه الزيارة قال ستيراب إنها كانت ضرورية للتحدث مع القادة العراقيين, وأوضح أن خطة خفض عدد القوات كانت ثمرة تفكير إستراتيجي, وأن عدد المنسحبين قرره رئيس الحكومة.

يذكر أن عدد القوات البريطانية في العراق سينخفض من 7200 في مايو/أيار 2006 إلى 4500 في ديسمبر/كانون الأول المقبل, وفي هذا الصدد قال ستيراب إن "من الخطأ أن نحصر الخفض بألف جندي فقط حسبما قرر براون مؤخرا".

واليوم قال تقرير أعدته مجموعة أوكسفورد للأبحاث، إن التزام الولايات المتحدة وحلفائها في العراق وأفغانستان "يشكل كارثة"، موضحا أنه لم يفشل في إحلال السلام في البلدين فحسب, بل أوجد أيضا أرضا خصبة للقاعدة فيهما.

المصدر: تايمز

Vita

Rima Malkawi was born on October 10, 1979 in Jordan. In 2001 she received her bachelor's degree in English language and Literature from Al-Hussein Bin Talal University, Jordan. In 2005 she got married and moved to Arizona, USA where she worked as certified English instructor at a local school after receiving her practice certification by the state. After one year, she moved to United Arab Emirates (UAE) and then joined the MA program in translation and interpreting at the American University of Sharjah, AUS in 2007. She had to take a personal time out during her course in 2008 for a couple of semesters. She resumed her courses and was awarded the masters degree in 2011.