LANGUAGE AND IDEOLOGY: A DISCOURSE AND TRANSLATION PERSPECTIVE

by

Balqees A. Humaid

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Approval Signatures

We, the undersigned, approve the Master's Thesis of Balqees A. Humaid.

Thesis Title: Language and Ideology: A Discourse and Translation Perspective.

Signature	**Date of Signature**
	(dd/mm/yyyy)

_____   _____

Dr. Basil Hatim
Professor
Thesis Advisor

_____   _____

Dr. Said Faiq
Professor
Thesis Committee Member

_____   _____

Dr. Ahmed Ali
Assistant Professor
Thesis Committee Member

_____   _____

Dr. Ronak Husni
Department Head

_____   _____

Dr. Pia Anderson
CAS Graduate Programs Director

_____   _____

Dr. Mahmoud Anabtawi
Dean of the College of Arts and sciences

_____   _____

Dr. Khaled Assaleh
Director of Graduate Studies

Abstract

This study attempts to analyze the way Arabic Media reconstructs news. In spite of the fact that the written press is supposed to be one of the most reliable sources for information, its output has often been controversial, an aspect of language and ideology that calls for closer analysis and research. News is not always there solely to inform. Passing value judgments, even promoting various agendas are just a few of the many missions media outlets seem to cater for. The corpus will be reports of 'disturbances' or conflicts taking place in certain Arab countries chosen from Ala'a El Elgibali and Nevica Korica's. *Media Arabic* (2007) and from a number of Arabic media channels compared with international ones. The textual aspect is highlighted and analytical devices are defined. The aim is to track the prominent persuasive strategies used in the reconstruction of news. News is found to be manipulated systematically, consistently and professionally to influence readers who may either change the way they approach content or may have to widen their frames of reference.

Search Terms: Agenda Discourse-Arabic Media-Discourse Analysis-Persuasive Strategies-Translation of Media.

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Notes on Translation

The translation of the examples cited in the tables (tables 1- 5) of this research, in addition to the other translations which come from the data collected and from the reviewed literature are done by the thesis writer unless otherwise stated.

Chapter One. Introduction

Ironically, with growing trust, people in the world are passionately embracing, believing and interacting with written news in the world. Surprisingly too, it seems that the press is not merely reporting events in the world any more, rather it is shaping events with very intricate patterns. For instance, issues of diverse channels have been added to some implicit agendas in the Arabic press. These issues tend to get increasingly prominent with the process of translation. However, until relatively recently, little had been written on these concerns and even in current times, knowledge and awareness of how to deal with such a distorted and warped picture of reality is important for both the translator and the reader.

In this vein, this thesis attempts at answering a number of questions:

- Are similar events in various countries reported differently depending upon the underlying strategy of the newspaper?
- Are different accounts possible in events reported by the media?
- Is the mass media being used as a tool for propagation of ideology?

In a quest to find some answers to the above questions, this paper attempts at examining some of the linguistic strategies that are utilized in the news coverage of similar events, but in different countries. The images produced are thought to be congruent with the international coverage and therefore, with reality. In other words, this paper seeks to establish to what extent the media constructs reality for its readership.

Based on an analysis of news about unrest and political changes in the Arab world, this thesis attempts at discussing some socially manufactured structures of which press is shaped. It is thought that any serious news reporting is free from bias. In the West and the Far East, a strong correlation between the choice of some linguistic devices and the category of countries can be observed. Therefore, the ideological position of their media is manifested in these lexical, structural, and textual dimensions. It remains to be seen how the media in the Middle East portrays representation of reality in Arab countries and to determine why and what decisions to be taken. The ideological stance can then be inferred and clearly spelled out. This work aims to show the urgent need to adopt a better understanding of such social practices, towards shaping a more informed reader and an independent media.

Generally, this thesis is presented in the following chapters. Chapter two sheds light on analytical devices known to be used to serve ideological interests. It is expected that when a newspaper reports an incident of disturbance such as a riot or a demonstration, it chooses syntactic structures and lexical items which are congruent with its policy towards their governments; therefore the coverage differs according to their ideological interest. When a media institution has the power to pass value judgments based on their ideologies, such controversial situations make a potential study case for a number of linguistic devices such as:

a.   Lexical choices/word choice

b.   Syntactic structures.

Transitive and intransitive sentences, the use of active and passive voice, in addition to various other linguistic tactics are explored in the analysis chapter.

Journalists seem to be consistently using a particular set of syntactic structures and particular lexical choices for a particular set of countries; this entails inconsistency when compared with the same kind of event taking place in another set of countries. In data collection, only incidents of controversial actions were considered to identify the ideological stance. Particular news reports are opposed to a number of analytical devices. For different purposes, most of these reports are chosen from two Arabic written newspapers and sometimes juxtaposed with a third international news agency to highlight differences, and try to find a systematic and consistent adherence to a certain discourse. Some of the analytical devices discussed in this work is the lexical structure of these reports, for example, the following words (declare- disclose- said) were used by different newspapers for the same event. From lexis, the next move is to the sentence level to highlight nominalization. For example:

مأساة المواطنين البسطاء مع ارتفاع أسعار السلع الغذائية أصبحت حديث...

The tragedy of the poor citizens with the rise of prices … has become …

An example on the paragraph level would be the following structure of series: (cause – effect – victim).

cause: ارتفاع الأسعار

effect: الأزمة اليومية

victim: المواطنون المصريون

These are briefly just three examples of a number of analytical devices which will be discussed thoroughly in chapter two.

This thesis focuses on what might be called 'Agenda Discourse'. It questions the ways, strategies, tools or say devices with which Arabic media seems to redefine and reshape news. The study is mainly interested in the linguistic devices that may emerge when a comparative study is carried out among different Arabic media sources in tackling the same piece of news. The impact on translation is seen by examining the choice that the translator can make and its consequences.

Chapter two reviews the similar work done in the western world. The reason is that studies on the agenda discourse of incidents of unrest and disturbances in the Arabic Media seem to be highly specialized ones and might be generally inaccessible too which has resulted in the rich production of books and articles. The chapter starts with David Lee's (1992) definition of ideology in *Competing Discourses*. Then it moves to some of Lee's insights about language and discourse. It discusses the link between social and linguistic factors in non-literary language. Brief examples on textual structures are also presented.

Next, the chapter explores the Propaganda Model set by Noam Chomsky and Edward S. Herman (1988) in their co-authored book *Manufacturing Consent* which discusses the issue of representation from an economic and political perspective. Throughout the case studies presented in the book, starting from The Third World Elections and the US Intervention to the tragic mistake US committed in Vietnam, the authors successfully maintain the use of dichotomy in media language as: worthy versus non-worthy victims and legitimate versus meaningless or farcical elections.

The dichotomy as presented by Yew-Jin Fang (1994) in *Riots and Demonstrations* in the Chinese Press gets more explicit and appears in a gradient showing how variation with word choice especially when working on a language like Arabic produces highly marked versions of the same piece of news. An example on word choice is highlighted to entertain the interesting shift from dichotomy to gradiency.

This chapter ends by examining prospects to conduct a successful practical training for language students in Roger Fowler's book *Language in the News*. He believes that by teaching certain translation techniques to translate the source text constructing target news stories, the issue of a dazzled reader will be less severe.

The third chapter describes the design of the study and outlines the steps of collecting and analyzing data. Five 'news sets' were chosen from Ala'a El Elgibali and Nevica Korica (2007), *Media Arabic*, and also one set from Arabic media channels such as Al Jazeera and Al Alam channels compared to BBC Arabic channel. In analysis, the textual aspect is highlighted and analytical devices are defined. Some of these are:

1. Prioritization.
2. Commercializing News.
3. Virtualizing.
4. Treating News as Entertainment.
5. Ratio of Coverage/Numbers.
6. Word Choice.
7. Government Agenda'/Name Calling and Dehumanizing.
8. Thematic Themes Extending Over a Text.
9. Nominalization.
10. Passivation.
11. Modality.
12. Parallelism.
13. Transitive and Intransitive Sentences.

Each device is described briefly and accompanied with at least one example.

The fourth chapter summarizes the main thesis findings and their relevance to the evolving field of news media translation. It reiterates the urgent need among developing countries to widen their scope of reference and build a competent intellectual repertoire that helps in filtering news. It also urges readers to broaden their scope of reference by adhering to a variety of sources. This chapter also presents recommendations and implications that serve both academics and teachers of translation.

Chapter Two. Literature Review

This work aims to see the possibility of viewing the world from another perspective than those in control by unveiling the key role of the different persuasive strategies being employed. In the same vein, this chapter reviews literature dealing with ideology and its manifestations in texts. In various studies, ideology is shown to be influenced by shifts in registers, changes in general discourse, and unintentional shifts caused during translation. In another series of studies, inter-textual analysis and critical discourse analysis are shown to uncover ideologies, while changes in discourses across time uncover changes in ideologies. Ideologies are also shown to influence acts of translations, especially when the ideology is dominant in the target culture, therefore subjecting the translation to significant changes.

Within the realm of discourse, Lee (1992) argues that our language helps in structuring our experiences. We interact with any new token in our familiar ways. He adds that, language - being a powerful tool - "imposes a distinctive homogenous perceptual framework" (p. 21) on its speakers. He also applied the term 'discourse' to particular ways of speaking about phenomena that derive from a particular perspective. The term discourse is interpreted in such a way as to identify a particular cluster of semantic and grammatical characteristics which mediate a particular perspective.

Lee investigates how the concept of discourse applies to the more subtle processes of interaction between social and linguistic factors in non-literary language. Analyzing a number of texts taken from *The Guardian* and *The Times* newspapers, Lee sheds some light on the nature of perspective by examining textual structures in light of particular choices. At the sentence level we can clearly notice (the opposition between 'demonstration' and 'riot' or between ' loss of life' and ' killings'), on the complex phenomena of human experience, and the way in which ideological factors come into play in this process.

At the grammatical level, processes such as nominalization and passivation mediate perspective in a variety of ways, but interestingly both aim at downgrading and suppressing agents 'the shooting of the Africans' as opposed to 'three Africans were shot dead'.
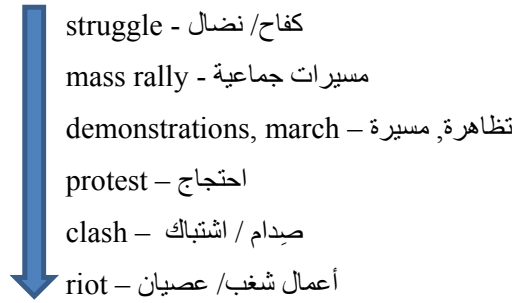
Darwish (2006) contends that such processes not only mediate perspective, they in fact "manipulate salience in order to influence subsequent judgment". He

asserts that this definition brings to mind two elements from the Framing Theory: perspective and manipulation. He argues that inevitable "syntactic shifts in translating news reframe the message" (p. 68).

Moving on from Lee's and Darwish's perspective, to Chomsky and Herman's (1988) propaganda model which suggests a "systematic and highly dichotomization in news coverage based on serviceability to important domestic power interests" (p. 35). This is observable in dichotomized choices of the story and in the volume and quality of coverage. The book also stresses that media - such as the one in the US - do not function in the manner of the propaganda system of a totalitarian state. Rather, they allow debate, criticism and dissent, as long as these remain faithfully within the system of presuppositions and principles that constitute an elite consensus. The book applies the propaganda model to a number of study cases like the elections in Guatemala and Nicaragua. The model suggests that the US would legitimize elections in friendly or ally countries like when US supported Guatemala's elections despite the state terror against civilians. On the other hand, the US considers elections to be meaningless and even farcical in countries which are not allies such as the case of Nicaragua, in which the US worked hard to cast Nicaraguan elections in an unfavorable light. Chomsky and Herman tackle the issue as a case of domination and steady commercialization of something which is publicly owned that is the fundamental right to know the truth. The authors call for a democratic political order that takes control of the media.

Fang (1994) concurs with Chomsky and Herman on the role of media as people in control who divide the world into 'us' and 'them' for the reader (p. 479). It might be possible to obtain 'hedging' wherever there is an implicit justification for the decisions taken by these elite people. Therefore, news channels in America for example, when handling atrocities in East Timor useful and would in fact, discomfited important domestic power groups if projected them, so it chooses to channel their benevolent impulses elsewhere: to Cambodia, not Timor (Chomsky, 2002, p. 302).

Reminding the readers about Chomsky's 'dichotomy', Fang reiterates the concept of 'divided world' but now by using word choice. In this example, the word 'struggle' takes different interpretations in different newspapers with different agendas, the gradient goes from positive connotations of the word down to the negative ones as shown below:

struggle - كفاح/ نضـال

mass rally - مسيرات جماعية

demonstrations, march – تظاهرة, مسيرة

protest – احتجاج

clash – صِدام / اشتباك

riot – أعمال شغب/ عصيان

Figure 1: Fang's Interpretations of the Word 'Struggle' When Used According to Different Agendas.

The following table shows how biased can news reporting be in terms of word choice. Words become harsher when reporting news about governments which China does not like for a reason or another.

Table 1: An Example on Word Manipulation from Fang (1994).

	Hostile countries	Non-hostile countries	Total
douzheng ('struggle')	9 (6.0)	0 (0)	9
jihui ('mass rally')	10 (6.6)	0 (0)	10
shiwei, shiwei youxing ('demonstration', 'march')	93 (61.6)	9 (16.1)	102
kangyi ('protest')	18 (11.9)	13 (23.2)	31
chongtu ('clash')	19 (12.6)	12 (21.4)	31
baoluan, saoluan ('riot')	2 (1.3)	22 (39.3)	24
Total	151 (100.0)	56 (100.0)	207

Words in column 1 range from positive to negative at the bottom. The statistics are solely there to show instances of labels given to the events reported.

Looking at column 2 in blue in the 'Hostile' Countries (governments which Chinese media is not on good terms with) above, one notices that:

1. People in hostile countries are considered 'victims' of 'harsh' governments. People are referred to as being either **s**truggling, going on peaceful demonstrations or simply marching to express their opinion, but in rare circumstances (1.3%), they are also described as rioting people.

2. When comparing the same list of expressions in coverage of non-hostile countries (governments with which China maintains friendly relations), the coverage shows the illegitimacy of the rioters, they never struggle, they sometimes march and protest, but they are actually rioting most of the time. The percentage is graded increasingly from 0% incidents of a struggle to almost 40% of incidents.

Therefore, Fang's findings in her research within China agree with Lee's and Chomsky's in the other half of the world. Hence, it is strongly believed that persuasive strategies are used and they implicitly represent reality to the reader who is consciously or unconsciously compelled to be a part of a wider discursive plan.

Chomsky and Herman aim that their work is understood in two ways only: normatively, as a question about how to read news and descriptively, as a question about agenda discourse that these media channels adopt. Anything other than those two elements is considered merely speculative. Still, they hope it is an informed speculation towards having an informed reader. Fowler (1991) describes his approach as highly pedagogic because he considers that exploring such linguistic features makes this doctrine powerfully rich enough to instruct the reader on how to perceive the intricate web of values carried out by language on the representation of reality. As a result, readers would realize that the publicized independence of the press is a hard to believe myth. Therefore, Fowler is a strong advocate of teaching critical news analysis. According to his teaching experience, tabulation and diagrammatic presentations lend themselves perfectly to such patterns of linguistic structures.

To sum up, students of translation in the world in general and in particularly at the AUS may benefit from what may be called an 'Informed Reader Approach' in teaching.

Chapter Three. Analytic Devices

In response to the previous close and selected readings, the analysis of collected data will be presented in this chapter. It consists of a number of steps. Five major texts or rather 'news sets' were chosen from Elgibali and Korica (2007), *Media Arabic*, and also one set from Arabic media channels such as Al Jazeera, Al Alam compared to the Arabic BBC. All the texts were critically analyzed. The analysis can potentially reveal different kinds of segments of each textual aspect. Data is approached within a broadly defined field of analytical devices as will be demonstrated here. Then, the study goes on to identify examples of these prominent devices which are outlined below.

3.1 Prioritization

This is a way of "propagandizing" a piece of news, by putting it in the first page or to prove certain incentives, pressures and constraints (Herman & Chomsky, 1988, p. 11). This device is best to be listed under a long standing theory adopted by the media and called 'The Theory of Conspiracy' which starts by back grounding for any upcoming 'disturbing' event then nurturing it. This is done either by the means of using language of intensification or launching slogans. A good example is what was repeated in the Egyptian media:

مصر غير تونس ومبارك غير بورقيبة

Egypt will not be anything like Tunisia, Mubarak is not like Bourguiba

The following headline appeared on ABC NEWS on the 3rd of Feb, 2011:

Figure 2: The New Vice President Suleiman Speaks: 'Egypt will not be anything like Tunisia'.

CAIRO, Feb. 3, 2011

Omar Suleiman launches this alarming slogan at this difficult time. The government helped by the media is back grounding for the suppression of the uprising. The hidden message here is: don't dare to dream, your dreams will not ever come true.

3.2 Marketing or Commercializing News

Market Discourse hijacked the political news because of the rise of capitalism after the collapse of the Soviet Union. For example, "Reagan's ideological force of this belief in the miracle of the market" (Herman & Chomsky, 1988, p. 18). Another cause is that it is difficult to single out Market Discourse from news altogether, simply because many publishing houses, television, radio channels and even writers and agencies are all owned by a group of capitalist entrepreneurs and sometimes run by secretly government-run bodies such as the CIA Central Intelligence Agency as mentioned by Saunders (1999).

3.3 Virtualizing

The steady advance and cultural power of advertising caused building of virtual communities which are organized to buy and sell goods, and not to create or serve a public sphere. This world is based on demographics and taste differences of consumers. Politicians of the modern era are after "the displacement of a political public sphere by a depoliticized consumer culture" (Herman & Chomsky, 1988, p. 18). Two examples of this are firstly, the prevalent allegations by foreign media that Saddam Hussein had bad intentions. This turned into an illusionary statement accusing him of having illegal biological weapons. Other examples are the covert projection of US policy objectives in the context of the Marshall Plan, the postwar reconstruction of Europe in competition with the Soviet Union, and the creation of a massive apparatus of cultural propaganda, one of whose main purposes "was to advance the claim that it did not exist" (Said, 1999).

3.4 Treating News as Entertainment

This is a by-product of commercializing news. News is treated like ads and people's emotions are played with. The owners and managers who set the ads decide what is to be on focus and the public must choose among them. This is "equivalent of the Romans 'game of the circus' that diverts the public from the politics and generates a political apathy" (Herman & Chomsky, 1988, p. 18). A good example from our

modern age is Hosni Mubarak's speeches which were sometimes only aired to public to ignite patriotism bringing him back as an image of an Egyptian hero of 1967 war, and to entice feelings for him as an old veteran figure who served his county for more than 3 decades, thus deserved to retire with peace and dignity.

3.5 Ratio of Coverage/Numbers

A 1984 victim of the Polish Communists, the priest Jerzy Popieluszko, not only received far more coverage than Arch-bishop Oscar Romero, who was murdered in the U.S. client-state El Salvador in 1980, but was given more coverage than the aggregate of one hundred religious victims killed in U.S. client states, although eight of those victims were U.S. citizens (Herman & Chomsky, 1988, p. 20). This two-angled bias is exposed when a victim from a friendly and allied country is treated as worthy of coverage and a victim from an unfavored country is treated as unworthy of coverage or as an insignificant, minor incident. Another example on the use of numbers is the playful account which was being given repeatedly by the Egyptian Official TV on the 25th. January:

الهدوء يعم شوارع القاهرة

Falsified accounts of demonstrators were given: TV reporters counted 150 when demonstrators are in thousands, in other instances, TV reporters counted 3 or 4 thousand when demonstrators are in millions.

3.6 Word Choice

A major determinant of ideational structure is word choice. It can give a strong indication about the news agenda as loaded terms do stir emotions and do not merely offer facts. For example, 'Genocide' An invidious word that officials apply to cases of victimization in enemy states, but rarely if ever to similar or worse cases of victimization in friendly and favored states. Herman and Chomsky (1988) mention the Former U.S. Ambassador Peter Galbraith's statement that "while Turkey represses its own Kurds, its cooperation is essential to an American-led mission to protect Iraq's Kurds from renewed genocide at the hands of Saddam Hussain". Turkey only 'represses', while Iraq engages in 'genocide/massacre' (p. 20).

3.7 Government Agenda/Name Calling and Dehumanizing

The U.S. calls Russia "The Evil Empire" (1988, p. 27). Bush calls Saddam Hussein a 'Disgusting Tyrant' after capturing him.

Al Qaddafi calls the protesters 'greasy rats': القذرة الجرذان

Al Assad calls the protesters 'germs': الجراثيم

The Egyptian Military Authority calls the Muslim Brotherhood 'sheep': الخرفان

To shed some light on the last name, The Brotherhood is famous for being very organized. They have a very tight hierarchy and leadership protocols. A lot of young people among the Brotherhood have been called "sheep" for following assignments they have from above without personal critical thinking. To sum up, due to this labeling, many have complained that opinions, thoughts and ideas are not being discussed as much as the individuals behind them are (Al Ahram, 2013).

3.8 Themes Extending Over a Text

Thematic Series of:

- Cause – Effect – Source
- Cause – Effect – Victim ظهور / نمو ، أدى إلى

An example is the strategy of frightening the public to turn an issue from being political into an economic or a security situation, as the message conveyed in this introduction about the Egyptian revolution:

Since the revolution, the economy has gone from bad to worse. Unemployment is up, so is the budget deficit, job creation is virtually non-existent, and the Egyptian pound has lost much of its value. And matters are made even worse by the general lack of security in the country (BBC, 2013).

3.9 Nominalization

It is a radical syntactic transformation of a clause. It has extensive structural consequences, and it also offers substantial ideological opportunities. Nominalization makes things impersonal and inanimate; it permits habits of concealment, particularly in the areas of power-relations and writer's attitude. An example given by Fowler (1991, p. 80) is an "interview by the Guardian with a self-made millionaire coping with a question about his personal qualities, he uses a string of nouns and derived nominals:

My first question was direct. 'What have you got that fifty million, other people haven't?'

'Ambition, imagination, drive, energy, determination, courage'. He replied without blushing".

3.10 Passivation

Writers resort to Passivation to set a number of aims. It establishes brevity as agent is suppressed altogether in some cases or mentioned in a by-agent passive. One may also notice that it is common in official reporting and it is not motivated at all in that respect. But when it comes to a matter of an event with intricate details like who did what to whom, then the use of passivation is certainly has discursive implications. "Passives And Passive likes in that their subjects are defined as not the agents or 'doers' of an action, as is typical of subjects of active verbs in English. Examples are: belong to, has been, involve, appear, and may form." (Dickins, Hervey & Higgins, 2002, p. 191).

To sum up, the use of passive and passive-like verbs focuses attention on the effect or result rather than on the person performing the action.

3.11 Modality:

Modality is defined as "expressing distinctions such as that between 'possibility' and 'actuality' and in the process, indicating an attitude towards the event or state involved" (Hatim, 1997, p. 219). Therefore, the choice of the modal input in a sentence has an important discursive role. Even in a text of detached exposition, it can be tracked down to reveal the writer's views. As Fowler (1991) states, any indication of modality "would reveal the writer's views as the truth or the desirability of the proposition" (p. 80).

3.12 Parallelism

The use of parallelism is a typical feature of Arabic particularly of persuasive texts. It is also a feature of English, but parallelism seems to be more widely used in Arabic than in English, accordingly, when translating from Arabic to English it is frequent to reduce the use of parallelism. An example is:

لا ينجح أي حزب إلا إذا <u>حول الكلمات إلى أفعال والوعود إلى حقائق</u>

Can be reduced to: ' according to these standards'

3.13 Transitive and Intransitive Sentences

Table 2: A Comparison between Transitive and Intransitive Sentences.

Transitive Sentences	Intransitive Sentences
Transitive Sentences require the agent of the action to be identified, even with use of active or passive voice:	A common way to avoid mention of the subject in the news reports about non-hostile governments.
Ex. 1: The police killed thirty people.	Ex. 1: Thirty people died. Suggesting that the 'riots' were the cause of the deaths.
Ex. 2: Thirty people were killed by the police.	Ex. 2: Thirty people sustained injuries.

So far, a number of analytical devices were listed and discussed. Now bearing in mind these distinctive features of media, sets of news will be analyzed and commented on in the following chapter.

Chapter Four. Preliminary Data Analysis

Within data analysis, the devices explored earlier will help analyze the five major news sets which were chosen from Ala'a El Elgibali and Nevica Korica (2007), *Media Arabic*, and also from a set of Arabic media channels such as Al Jazeera and Al Alam compared to the Arabic BBC. This section introduces the reader to each set of news set hopefully with thorough analysis. The examination may shed light on different kinds of segments of its textual aspect. Data is approached within a broadly defined field of analytical devices as outlined earlier.

Set One:

Table 3: Expelled, Deported or Banished?

TEXT 1	TEXT 2	TEXT 3
الجريدة الأولى الصفحة الرابعة أستراليا ترحل دبلوماسيا إسرائيليا أعلنت السلطات الأسترالية في مؤتمر صحفي عقد في وزارة الخارجية الأسترالية أمس عن ترحيل دبلوماسي إسرائيلي من أراضيها لأسباب لم تتحدد ورفضت الدولتان الكشف عنها.	الجريدة الثانية الصفحة الأولى طرد دبلوماسي إسرائيلي من أستراليا كشفت مصادر استرالية عن طرد دبلوماسي اسرائيلي كبير في السفارة الاسرائيلية بالعاصمة كانبيرا لارتكابه مخالفة. ورفض المسئولون من البلدين الذين عقدوا مؤتمرا صحفيا في وزارة الخارجية الأسترالية أمس الكشف عن هذه المخالفة.	الجريدة الثالثة الصفحة السادسة استراليا تبعد دبلوماسيا إسرائيليا قال المتحدث باسم الخارجية الأسترالية في مؤتمر صحفي انعقد في مقر الوزارة أمس إن دبلوماسيا إسرائيليا أبعد من استراليا لأسباب ربما كانت مرتبطة بحادث دبلوماسي وقع في نيو زيلاندا. وأوضح المتحدث أن الدبلوماسي أبعد قبل أسابيع من دون إعلان القرار حتى لا تسوء العلاقات الجيدة بين البلدين.

Three versions of the same piece of news show the gradual intensification of emotions.

Text 2, title: stirs up emotions by giving it first degree priority, publishing it in its first page, and a provoking word in the title: طَرْد.

Table 4: Prioritization in Page Numbering

Prioritization / To Propagandize/ Page Numbering	Word Choice	Suggested Translations

(Text 2 Line 2) On the introductory page	طَرْد	expulsion
(Text 1 Line 4) The Fourth Page	ترحيل	deportation
(Text 3 Line 5) The Sixth Page	أبعد	banished

The last example: أُبعِدَ casts another role which is the passive voice, to draw attention to the person acted upon rather than the person who is doing the action.

Text 3 Line 6 (لأسباب ربما كانت) is less provoking, and it adds to the vagueness and uncertainty in this gradient kind of reporting, making this piece the least provoking. Here, the translator must choose 'maybe' or 'perhaps' whereas in translating the first page, he/she must use a definite reason indicator such as 'because' or 'for' to provide for لارتكابه مخالفة .

Finally, comparing the introductory statements in all the three pieces of news, we find:

Table 5: Said, Disclosed, or Declared?

TEXT 1	TEXT 2	TEXT 3
أعلنت translated as 'declared', which alarmingly introduces the big upcoming issue.	**كشفت** translated as 'disclosed' or 'discovered' making it less loaded than the previous one.	**قال** translated as 'said' would definitely serve an agenda of a reporter who wants to suppress and underestimate the seriousness of the mishap.

This set of texts is a good example on the fact that not only different languages successfully allow the clever use of softened, hardened, and even tampered-with-language but also, they are able to manage emotions.

 Set Two:

Table 6: Anti-America and Pro-America.

Text 1: Apparently: Anti-America	Text 2: Pro-America
اندلعت مظاهرات حاشدة في شتى أنحاء العالم احتجاجا على الاحتلال الأمريكي للعراق. ورفع مئات الآلاف من المتظاهرين شعارات ولافتات يطالبون فيها بإنهاء الاحتلال و انسحاب الجيش الأمريكي من هذا البلد.	شهد عدد من العواصم العالمية مظاهرات احتجاجا على الوجود الأمريكي في العراق. ورفع المتظاهرون شعارات ولافتات يطالبون فيها بإنهاء العمليات العسكرية في العراق ورحيل الجيش الأمريكي من هذا البلد.

Comparing the same piece of news in two different sources may result in having two different agenda discourses as shown in the following table:

Table 7: Anti-America and Pro-America Tools.

Tool / Analytical Category	Text 1 : Anti-America	Text 2: Pro-America
Word Choice (Lexis)	**اندلعت** (Line 1) translated as protesters broke out / demonstrations **erupted / blew up / burst,** etc.	**شهد** عدد من ... مظاهرات (Line 1) would be seen as merely '**witnessed**' demonstrations.
	يطالبون فيها ب ...**وانسحاب** الجيش الأمريكي (Lines 4,5) Rendered as withdrawn, bringing up the notion of occupation / invasion etc.	يطالبون فيها ب... و**رحيل** الجيش الأمريكي (Lines 4,5) The American army here is being asked to '**set off**' as if they are in a journey- '**departure**' is also a possible harmless alternative.

'Government Agenda/Name Calling'	الاحتلال الأمريكي Lines 2,5 Similar to: The US. calling / naming Russia 'The Evil Empire'. This is the government agenda dictated to the public.	الوجود الأمريكي/ العمليات العسكرية Lines 2,4 Vagueness and generalization if compared to the former: The Presence of the American troops /military operations
Numbers	رفع **مئات الآلاف** من المتظاهرين شعارات Line 3 **"Hundreds of Thousands"** intensification of the issue.	رفع المتظاهرون شعارات Line 3 Number is suppressed/ ignored therefore deleted.

Once again, as demonstrated above, these supposedly ultra-detached kinds of texts allow varied degree of emotiveness and discursive persuasion, while its sole mission must be to portray a situation explicitly.

Set Three:

Table 8: Anti-Saudi Elections and Pro-Saudi Elections

Text 1: Anti-Elections	Text 2: Pro-Elections

<div dir="rtl">

أدلى الناخبون السعوديون في مدينة الرياض والمحافظات التابعة لها أمس بأصواتهم في أول انتخابات بلدية تشهدها المملكة العربية السعودية منذ نشأتها. وتوجه الناخبون *الذكور منذ الصباح* إلى مراكز الاقتراع وقدرت المصادر اللجنة الانتخابية نسبة المشاركة بأقل من ٥٥ في المئة. ولا يتوقع إعلان النتيجة قبل مرور ثلاثة أيام. وقد انصب اهتمام وسائل الإعلام الأجنبية في عدم مشاركة المرأة في هذه الانتخابات وردد الصحفيون الأجانب الذين حضروا المؤتمر الصحفي المنعقد في مجلس الشورى السؤال التالي: مشهد الديموقراطية في بلدكم اليوم جميل ولكن لماذا منعتم المرأة من التصويت؟

أدلى السعوديون في مدينة الرياض والمحافظات التابعة لها أمس بأصواتهم في انتخابات بلدية تاريخية هي الأولى التي تشهدها البلاد. ولقيت هذه الانتخابات *اهتماما عالميا عكسه حجم التغطية الإعلامية الكبيرة*. وتوجه الناخبون منذ الصباح إلى مراكز الاقتراع وقدرت المصادر اللجنة الانتخابية نسبة المشاركة بأكثر من ٥٠ في المئة. ومن المتوقع أن تعلن النتيجة بعد ثلاثة أيام. وفي ما يتعلق بمشاركة المرأة قال عضو مجلس الشورى عند إدلائه بصوته: "أنا شخصيا لا أرى مشكلة في إدلاء المرأة السعودية بصوتها في الانتخابات لكن عندما تكلمت مع عدد كبير من قريباتي وجدتهن غير مهتمات بأمر الانتخابات على الإطلاق."

</div>

Table 9: Anti-Saudi Elections and Pro-Saudi Elections Tools.

Tool / Analytical Category	Text 1: Anti-Elections	Text 2:Pro-Elections
Series of Cause-Effect.	Line 5 <div dir="rtl">وتوجه الناخبون **الذكور** منذ الصباح</div> in an attempt to build a cause for the coming attack	Line 6 <div dir="rtl">وتوجه الناخبون منذ الصباح</div> glossed over.
Negation, Conditional + Passive	Line 8 <div dir="rtl">لا يُتوقَّعُ إعلان النتيجة قبل مرور ثلاثة أيام.</div>	Line 9 <div dir="rtl">من المتوقع أن تعلن النتيجة بعد ثلاثة ايام.</div>

	Votes/results wouldn't be out until …. A restriction in meaning and a highly marked negation to maintain a negative and un-favoring attitude. The passivity helps to preserve distance and uncertainty.	Results are expected to be announced in/after three days.
Numbers	Line 6 قدرت مصادر اللجنة الانتخابية نسبة المشاركة **بأقل من 55** في المئة 'Less than 55%' Participation is under-estimated.	Line 7 قدرت مصادر اللجنة الانتخابية نسبة المشاركة بأكثر من **50** في المئة 'More than 50%' Which may mean the same number, but it implies a sense of over-estimation.
Opposition + Questioning/Rhetorical Questions	Line 13 مشهد الديمقراطية اليوم في بلادكم جميل ولكن لماذا منعتم المرأة من التصويت؟ No doubt, the Scene of Democracy looks beautiful in your country today, but why did you deny the	The last five lines: The question is glossed over and dealt with as reporting only what was 'said' by the Saudi council member.

| | women their right to cast their votes? | |
| | A claim to be countered subsequently. It signals a clear cut opposition to bring out the contrast and hence the irony. | |

In Text 1, The Anti- Saudi elections witnessed a shift in function. Its primary function is more to impress and less to report. It is also worth noting that Text 2 poses certain difficulties in translation because of the semi-suppressed argument (which is a counter argument here) because إنَّ the substantiator is not signaling a thorough argument, i.e. a thesis followed by extensive substantiation as it is appealing to some readers.

Set Four:

Table 10: Anti-Egyptian Government and Pro-Egyptian Government

Text 1 : Anti-Egyptian Government	Text 2: Pro- Egyptian Government
أ) الأسعار نار والغلابة يدفعون الثمن مأساة المواطنين البسطاء مع ارتفاع أسعار السلع الغذائية أصبحت حديث الناس في كل مكان في المواصلات العامة والمكاتب وعلى المقاهي وكلها واحدة: جاءت الزيادة الأخيرة في أسعار الأرز لتزيد من هذه المأساة وتجعلها أزمة يومية يعيشها ملايين المصريين المطحونين الذين يعتبرون الأرز إحدى أهم الوجبات الرئيسية التي يتناولونها كبارا وصغارا فمن المسئول عن هذا الارتفاع؟	ب) تأثير تحريك الأسعار على المواطنين محدود لم يؤثر تحريك أسعار بعض السلع إلا على عدد محدود من المحتاجين وتستعد الحكومة لاتخاذ الإجراءات اللازمة لحماية المستهلك من خلال فتح قنوات الاتصال مع المؤسسات التشريعية والجهات الرقابية وجمعيات حماية المستهلك وذلك للعمل على تحقيق التعاون البناء في هذا المجال.

Table 11:Anti-Egyptian Government and Pro-Egyptian Government Tools

Tool / Analytical Category	Text 1:Anti-Government	Text 2: Pro-Government
Heading/Title	الأسعار نار والغلابة يدفعون الثمن 'Prices rise drastically and Only the poor are the ones suffering'. Metaphoric language is evident and a cleft meaning is there too: the poor are the ones who ….	تأثير **تحريك** الأسعار على المواطنين محدود Pricing changes had a limited effect on the citizens.
Nominalization and Restriction	Line 1	Line 1

	مأساة المواطنين البسطاء مع ارتفاع أسعار السلع الغذائية أصبحت حديث... The tragedy of the poor citizens with the rise of prices … has become …	لم يؤثر تحريك أسعار بعض السلع إلا على عدد محدود من المحتاجين. Changing the prices of some goods had only affected a limited number of citizens.
Virtualizing: **(Two texts opt for building two different virtual worlds, the matter which necessitates side taking).**	Informs but through high degree of evaluative-ness.	Sheer news reporting.
Rhetorical Questions	The last line: فمن المسؤول عن هذا الارتفاع؟ Questioning substantiated with a strong ف in Arabic.	

Different discourses dictate different handling when translated. Text 1 necessitates less formality, retaining nominalization and rhetorical effects. It is written mainly to persuade.

Set Five:

Table 12: Anti-Israel and Pro-Israel.

Text 1: Pro-Israel	Text 2: Anti-Israel
مصادر إسرائيلية تعلن العثور على جثة فلسطيني قرب موقع انفجار العبوة الناسفة في منطقة جنين قالت مصادر عسكرية إسرائيلية إن قوات الجيش الإسرائيلي عثرت على جثة ناشط فلسطيني قرب مستوطنة "كديم" في منطقة جنين، وذلك بعد انفجار عبوة ناسفة ويبدو أن الفلسطيني قتل عندما حاول إطلاق قذيفة باتجاه سيارة عسكرية إسرائيلية.	شهيد بجنين استشهد شاب فلسطيني برصاص الاحتلال الإسرائيلي في شرق مدينة جنين بالضفة الغربية الليلة الماضية. وقالت مصادر أمنية فلسطينية إن تبادلا لإطلاق النيران سبق قتل الشاب في اشتباك وقع قرب مستوطنة "كديم" اليهودية. وادعت قوات الاحتلال أن الشهيد قتل لدى تفجيره قنبلة أثناء مرور دورية إسرائيلية نافية أن يكون مقتله نتيجة إطلاق النار عليه. وذكر مصدر عسكري إسرائيلي أن الدورية تعرضت كذلك لإطلاق نار من بنادق آلية لكن أفرادها لم يردوا على مصدر إطلاق النار. وقال مصدر أمني فلسطيني إن الشهيد رامي حبيز ينتمي إلى سرايا القدس الجناح العسكري لحركة الجهاد الإسلامي، لكن الحركة لم تعلن ذلك بعد.

The discourse Agenda, Anti-Israel and Pro-Israel, is merely a labeling or an organizational device here that could be clearly proved at the end of the analysis.

Table 13: Anti-Israel and Pro-Israel Tools.

Tool / Analytical Category	Text 1 (Pro-Israel)	Text 2 (Anti-Israel)
Title + Sentence Type in Overall Text	Unmarked verbal sentences: in an expository text, the verbs: تعلن مصادر 'announced…said…found'	Nominalization شهيد بجنين، تبادلا لإطلاق النار ، قتل الشاب، لدى تفجيره، أثناء مرور...أن الدورية تعرضت ، نافية أن يكون مقتله

	قالت... عثرت A typical narrative normally associated with exposition (non-evaluative context) i.e. the detached news reporting genre.	An important evaluative structure aimed for here. The initial 'scene setter' encapsulates the gist of the ideological stance that will unfold as the text develops.
	Line 1 قالت مصادر عسكرية إسرائيلية Sourcing the piece of news and circumstantial details are fronted like any typical text of exposition.	Line 3 & 4 **قالت** مصادر أمنية فلسطينية و**ادَّعت** قوات الاحتلال أن The translator must respect such difference in sourcing. The difference between said /claimed must be set. Although the verb claimed in English don't bear the negative connotations which are present in the Arabic ادَّعى 'need to be proven or justified'.
Passivation and passive-like Verbs	An effective agentless passive is worth observing in: Line 5 الفلسطيني قُتِــــلَ In fact, This awkward form of the passive is opted at here more than the more favored one: لقي حتفه	استُشهِد شاب . الشهيدُ قُتِلَ...تبادل لإطلاق النيران...الدورية تعرضت لإطلاق نار... In an attempt to preserve Passivation – to keep the evaluative element - the translated text may look like: The young man was killed…The martyr was killed…an exchange of

Modality	Because the former is cleverly manifested by the use of the directly preceded modality: ويبدو أن This point is of immense ideological significance and must be presented forcefully as: It seems that the Palestinian was killed, when he tried … عندما حاول إطلاق قذيفة باتجاه سيارة عسكرية إسرائيلية. In other words, as if his death or killing is justified, his death is self-inflicted by all means.	fire…the patrol was fired upon. Text 2 is trying hard to alert the reader to the plight of the martyr in question.

It is evident that the two texts were written for different audiences. Text 1 translator is inclined to show the pro-Palestinian stance, which is advocating the illegitimacy of his killing, while text 2 translation must not only exhibit ultra-detachment but also all means of non-evaluativeness.

Set Six:

Table 14: Anti-Arab Summit and Pro-Arab Summit

العربية Text 1 BBC	قناة الجزيرة Text 2	قناة العالم Text 3
انطلاق القمة العربية في الكويت وسط خلافات.	الوزراء العرب يخفقون في الاتفاق على مقعد سوريا.	بئست هكذا قمة أهم قضاياها " مقعد خال" لسوريا!..

Analysis of the Three Headings:

Table 15: Anti-Arab Summit and Pro-Arab Summit Agenda

Text 3	Text 2	Text 1
The most emotionally loaded of the three. Title starts with a Non-originative Act: الإنشاء غير الطلبي The formula of dispraise: بئست Translated as: Evil indeed is such a summit in which the most important issue is ' an 'empty chair' for Syria.	'The Arab Ministers ' The plural is targeted here to add to the marked-ness by the plural inflection, instead of 'The Arabic Summit' which will be inevitably singular.	The least emotionally loaded of the three. And because of that there is some space for a detail: 'in Kuwait'

A cleft sentence to relay the force of the nominal.	يخففون في الاتفاق على 'Fail to agree on' (الإخفاق والاتفاق) Seem to have a semantic parallel meaning, that is they are antonyms having opposite denotative meaning, To relay a rhetorical force.	'amid disagreements' The issue of an empty chair for Syria is glossed over here. Instead, there is an indefinite, vague prospect of 'sheer differences'. خلافات

Therefore, text 3 is the most Anti-Arab Summit of the all three. Therefore, evaluative-ness will be retained in translation. To recap on all previous sets of texts, it is apparent that usually it only requires reading the first line of the news to tag its orientation and label its discourse. This agenda discourse kind of media requires calling for an individual who is more informed, who does not easily fall into the trap of covert mudslinging or what one might call in Arabic شيطنة الآخر. The wordings used are not arbitrary at all. A country like Britain for example may state its serious international stance towards the Syrian issue easily by cleverly calling what has happened in Syria a 'Civil Conflict' implying that it is 'none of our business'. However, just because Britain does not wish to take part in any military intervention there; it is a cultural war, where language is the lethal weapon to be used, so all the previous is not only motivated, it is also planned for and it is a means to an end.

Chapter Five. Conclusion and Implications

In conclusion, a newspaper assumes that there is always only one reasonable point of view on any matter presented. This assumption is not true academically or personally. It is also assumed that all readers inevitably become involved in the intricate discursive web of values and beliefs because a reader cannot read a newspaper without identifying him/herself. In this way, newspapers construct ideal readership.

Readers of a particular newspaper will continue to buy the one they are comfortable with, in fact, usually the one with the ideological position silently offered. The passionate reader will continue to buy the newspaper, keeping circulation up, causing sales figure to rise and bringing about advertising revenue. The lay reader will be enrolled in an ideological mass population, holding identical views. This association is the ultimate target to business and government. It is important here to mention the thesis questions:

- Are similar events in various countries reported differently depending upon the underlying strategy of the newspaper? Almost all books, articles, and television programs agreed on different versions.
- Are different accounts possible in events reported by the media? Yes, the first question, deals with the same answer.
- When comparing between the countries, are there systematic representations of such 'unrest'? As seen some countries/activities were systematically unfavored.
- Is the mass media being used as a tool for propagation of ideology? Yes, but there are different ways to make it free and independent.

It is obvious that the reader has to unintentionally accept all the discursive perspectives hidden between the lines of the newspaper he or she are reading. It is

also generally accepted that opinions and values are strictly restricted to editorials only. However, it has to be noted that this is not always the case.

To bridge this gap, news reports about sensitive issues from different resources are chosen. The data is taken from a number of sources, mostly from readings in Ala'a El Elgibali and Nevica Korica (2007), *Media Arabic,* and also from a set of Arabic media channels such as Al Jazeera, Al Alam compared to Arabic BBC.

Critically, the news sets were analyzed, the analysis has revealed different kinds of segments of its textual material. Data is approached within a broadly defined field of analytical devices.

The study begins at identifying examples of these devices, looking at how news of unrest, conflicts, and other events are treated. Significant structures are displayed with saliency and clarity. The study then explores the differences in news reporting, let it be side taking, hostility, or glossing over. These linguistic devices generally allow us to make successful predictions about how the world really is. Still, it is worth noting that this activity appeared to be of considerable scale and complexity. It is screened here in a way just to show how diverse these devices are developing with time. The bitter irony is that all this defies the actual role of the Media and the sacred role of the press people. One of the biggest 'Social Sins' - as one may label it- which media is committing is to introduce the language of 'We and they' to the community. Therefore, it is of utmost importance that readers filter all the news they come across. Another useful technique that proved successful is having multi sources for media that is the social media. It was interesting how the Egyptian citizens were alert to the shameful inconsistency of their formal state radio and television; a sign held by one of the protesters said:

الكذب الحصري على التلفزيون المصري

Making up news and denying facts can only last for a short period of time especially in such multi-sourced communities.

It is also very important to mention that deeper and sustained work is needed to attain more in-depth analysis. Looking at the nature and range of the textual, lexical and grammatical devices at work here, what we need to plan is an educational program in critical linguistic courses for students of both media and English language. Students at the AUS are already provided with a scope and sequence which covers most of the above mentioned devices. But, meantime political changes inside and outside the Arabic world, in addition to the spontaneity created by the powerful social

media has changed the focus. It became the spotlight of events and the 'official and trusted' reference to most of news followers. Therefore, news analysis is proved to be of crucial importance to both majors. In addition to the fact that it will provide the language students a chance to apply and experiment what they leant.

To mention some of the limitations, this study depended only on the written format of the press; however, there are large prospects of studying the oral sources, speeches, interviews, replies to questions, debates, conferences, demonstration signs, demonstration speeches, meetings, and other platforms. These formats would certainly provide a rich corpus.

Working with two interesting languages such as Arabic and English, one would inevitably reach a conviction that the analytical devices are as diverse as all the paradigms and stereotypes are in the world. At this point, it is worth mentioning that the kind of linguistic analysis that is currently being undertaken by those working in the field is essential to the development of a more adequate theory of discourse.

Sources of Text Samples

1. News Sets from 1-5 are from:

   Elgibali, A., & Korica, N. (2007*). Media Arabic*. Cairo: The American University in Cairo Press.

2. News Set # 6:

   Text 1 from: قناة العالم

   Atwan, A. (2014). *بئست هكذا قمة أهم قضاياها "مقعد خال" لسوريا* . Retrieved 25 June 2014, from http://www.alalam.ir/news/1579285

   Text 2 from: BBC العربية

   BBC News. (2014). *انطلاق القمة العربية في الكويت وسط الخلافات* Retrieved 28 June 2014, from http://www.bbc.co.uk/Arabic/middleeast/2014/3/140325-Arab-summit-kuwait.shtml

   Text 3 from: قناة الجزيرة

   Aljazeera. (2014). *الوزراء العرب يخفقون في الاتفاق على مقعد سوريا* Retrieved 26 June 2014, from http://www.aljazeera.net/news/pages/56e085f5-fa29-481a-a22c-c8e2e802a598

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Vita

Balqees Abdalla was born on October 27, 1973 in Dubai. In 1996 she received her bachelor's degree in Education/ English language from The United Arab Emirates University, UAE Al Ain. In the same year she was appointed as a teacher in the Ministry of Education. Since 2009, she worked in Specialized Schools and has been trained as a teacher developing specialist. She joined the MA program in translation and interpreting (MATI) at the American University of Sharjah, AUS in 2010.