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Investigating Strategies and Ideology in Translating Middle East News Headlines from English to Arabic: A Critical Discourse Analysis

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Abstract

Ideological manipulation in news translation has always been a topic that demands attention. There seems to be a need for a focus on using translation strategies as a tool to promote ideology, which should complement research in translation studies. This study focuses on the topic of translation strategies and ideology by investigating how news headlines of the Middle East are reported in the American news networks and how they are translated by Arab news networks. The samples consist of news headlines, where the Source Texts (ST) are English news headlines and the Target Texts (TT) are the Arabic translation by Arab news networks on their official Twitter accounts. This study is a Critical Discourse Analysis (CDA) where the data is analyzed based on Chesterman's (1997) pragmatic strategies model, and the analysis is associated with the ideological square of Van Dijk (1998). The results show that using certain translation strategies has led to some changes that enabled Arab news networks with the representation of positive Us and negative Them. The study concluded that translated news is more likely to have its own set of ideological standards imposed on it by the news organization reporting the news.

Keywords: **N**ews translation, Translation strategies, Ideology, Middle East news, Social media.

1. Introduction

With the evolution of social media platforms, translation as a practice and as a product in all domains has altered. News has always been an essential aspect in the daily life of many people, but today with social media platforms, a lot of people rely on these platforms to keep abreast of the latest news of the world. Thus, online news is currently one of the primary places where readers refer to keep up with current events. However, the news media has a duty to present reality (Shafia 2021) and in turn the translation of this news carries the same duty.

Translation is a complex concept. Nida and Taber (1986, as cited in Shafia 2021), break down the translation process into three steps: analysis, transfer, and restructuring, adding that the basic objectives of translation are to convey the meaning and style of the original message in the receptor language that is the closest natural equivalent. Thus, the goal of translation is the "closest equivalence" regarding meaning and structure.

Nonetheless, news translation seems to be much more complicated than a mere search for a "close equivalence". Van Doorslaer (2010) states that the work of news translators consists of information collecting, translation, selection, reinterpretation, contextualization, and editing in a complex and integrated manner. Schäffner and Bassnett (2010) as well emphasize that news may be edited, summarized, transmitted through a different language, edited again, transferred into the target language, adjusted to the style of a specific publication, and reduced to fit the space limits during the translation. Bielsa and Bassnett (2008) note that news translation involves a significant amount of transformation of the source text (henceforth ST) which results in the significantly different content of the target text (henceforth TT).

The way researchers in the field have described translating news applies as well to online news. Today, almost all news outlets post their news online and translate foreign news through their official social media accounts. In translation studies, news translation has recently begun to receive increasing attention as a distinct genre of translation (Hendal 2020). Nonetheless, most of the bibliography about news translation, as Floros (2012) mentions, is not fully explored despite being a distinctive area. It seems that there has been little attention given to the topic of ideology and its relevance to translation strategies of English-Arabic news translation on social media platforms.

Therefore, this paper aims to highlight the difference between the ST, i.e., the English news headline, and the TT, i.e., the Arabic translation by Arab news networks on their official Twitter accounts. Recent English news headlines relevant to the Middle East region are selected from various American news outlets. CDA has always been used to explore ideology in the translation of a wide variety of written genres (Saldanha and O'Brien 2013) thus a CDA will be carried out at two levels; first, the English-Arabic translation of eight headlines will be analyzed based on Chesterman's (1997) pragmatic strategies model to uncover the translation strategies used to render the news headlines. At the second level, the ideological aspect will be examined using the ideological square of Van Dijk (1998) to look into the role ideology plays in the translation of news headlines. The significance of this study lies in its attempt to unveil the strategies used when translating news headlines, which in turn would help determine the impact of ideology on utilizing certain strategies.

Literature Review

Theoretical Background

The internet is currently the public's second-most important source of news (Pew Research Center). Many people now use social networking sites, such as Facebook and Twitter, instead of turning to television, radio, or newspapers (Boukes 2019). According to OpenPR, social media news refers to "a more modern tendency to get news from social media rather than more traditional news sources" (para 1). Twitter, in particular, has been viewed as one of the features of technology that makes news monitoring "extremely easy" where the short tweets facilitate learning and understanding global issues, making Twitter effective for information sharing (Boukes 2019).

Boukes (2019) looked into the impact of Twitter and Facebook on learning about the news and confirmed "the possibility of Twitter being a modern day news platform" (38). He explains that news media such as CNN, the NY Times, and other politicians have more followers on their Twitter accounts than on Facebook. Boukes states that while news networks and agencies have outlets on various social media platforms, however, these news media have the most followers on Twitter compared to other platforms, making "Twitter the most direct traffic to news websites" (38).

News translation is an area which enjoys its own main features, and thus differs from other areas of translation. Generally, in translation, factors such as target readers' values, norms, cultural and ideological aspects affect the translation process. However, in news translation, due to the industry of journalism and globalization, translation has requirements that overlap simultaneously when translating a news item. Bielsa (2020) defines news translation as "the wide variety of processes through which the news is communicated across linguistic divides. This includes news production and circulation in various media, in oral and written forms, the practices sometimes referred to as transediting" (365). Schäffner (2012) states that news and other texts in the mass media can be utilized in promoting ideologies. She further explains that in news translation, translated news is adapted to suit a new audience, the in-house style, and the ideological positions of the news organization. Bielsa (2007) discusses the distinctive characteristics of news translation, whose primary goal is to convey information to a large audience, where a clear and direct language should be used. The characteristics are as follows; news translation focuses on transmitting information to a mass audience. It uses clear language, addresses specific cultural, geographical, and temporal contexts, within time and space limitations, and translators often serve as back-translators and proofreaders.

Therefore, news translation is viewed as a distinct paradigm in translation studies. Floros (2012) supports this by explaining that editing in news translation reaches extreme levels, so much that the news target audiences read is not always clearly related to the original news. Chaal (2019) affirms that news translators produce their texts per the power relations, dominant ideologies, and economic conditions to adapt to the needs of their readers. Therefore, news translators mostly have to diverge from standard text production norms and consciously adhere to the society or to the institutions in which they work.

For decades, global news agencies have traditionally produced newswires in the major languages, including English, French, Spanish, and Arabic. The news networks themselves translate news into one of these major languages. Bielsa (2020) illustrates that translation of news is typically considered to be a rewriting of the original. Since they often blend in with the original, translated news text serves as the de facto original. Bielsa clarifies that focusing on the impact of translation strategies should complement research in translation studies. She identifies two components in news discourse: the interpretation of events in their original context, and the communication of these interpretations to a target audience in a comprehensible way. The two components could lead to a clash that is viewed via the notion of domestication, where news is presented in ways that make it more relatable and understandable to the intended audience. She states that there is scope for research about the way "global news events are told in divergent ways at the local level" (368).

The term "translation strategies" has become the most widespread and most used term among scholars to refer to the mental operations performed by the translator (Bardaji 2009). Lörscher's (1991) well-known definition illustrates that strategies take place when translators have to resolve a problem. He defines translation strategy as "a potentially conscious procedure for the solution of a problem which an individual is faced with when translating a text" (76). Chesterman (1997) refers to translation strategy as "kind of a process; but it should be stressed that the overall framework here is behavioral rather than neural" (88). He elaborates that strategies refer to operations which may have to do with the relations between the ST and the TT; these relations are determined by factors, such as the intended relation with the readers, ideological and social factors. This paper, therefore, will adopt Chesterman's definition of translation strategies as a working definition, as it serves the purpose of the study.

Translation strategies are highly crucial to ensure an efficient translation (Chaal 2019). Scholars have proposed a number of classifications for translation strategies. Baker (1992) proposed "Baker's Taxonomy" which is a list of eight translation strategies used during translation, including translation by a more general word, translation by cultural substitution, and translation by a more neutral word. Her strategies are based on the notion of equivalence at different levels, incorporating all translation aspects and thus combining the linguistic and communicative approaches (Dabbaghiana and Solimany 2013).

In the news industry, there is a complicated recontextualization process that goes into translating news; it involves manipulating the target text ideologically to conform to the sociopolitical conventions and dominant beliefs of the target society. Van Dijk (2011) defines ideologies as "general systems of basic ideas shared by the members of a social group, ideas that will influence their interpretation of social events and situations and control their discourse and other social practices as group members" (380). Recent translation studies have progressed from the conventional study of translation methods to investigating the ideological stance of a text.

Van Dijk (2011) in his theory of ideology explores the relationship between society, social cognition, and discourse. He proposes a paradigm representing the overall discursive strategies employed in texts, to describe social groups and their relations based on four maxims to analyze the representation of positive Us (in-group) and negative Them (out-group). The polarization is described as follows:

1. Emphasize Our good things

2. Emphasize Their bad things

3. De-emphasize Our bad things

4. De-emphasize Their good things

Van Dijk (2011) argues that the overall strategies of ideological discourse control are a manifestation of "Group Relations," that is, the way in-groups and out-groups are represented in texts. He illustrates that the ideological square shows us that group members will tend to speak or write positively about their own group, and negatively about those out-groups they define as opponents, if only because the others are different. The approach of Van Dijk operationalized the analytical taxonomy of 'in' vs 'out' group identities, as a result, the ideological square is concerned with presenting oneself as 'the better one' (Wraith-koliba 2016).

Review of Related Literature

Abdelwahab (2022) applied Baker's taxonomy to an English-Arabic translation of a website article. The study found that the applied translation strategies did not alter the meaning of the translated text. On the contrary, translation strategies helped enhance explicitness in translated texts. Chaal (2019) examined the transfer strategies from English into Arabic. She affirms that translators make changes such as "adding explanatory details or deleting irrelevant parts. These two shifts are mostly practiced in news translation to meet the needs of local cultures" (21). She concluded that translators have to adopt some efficient news translation strategies, namely omissions, additions, and explications, to achieve a domesticated journalistic discourse since the point of these strategies is to make the news texts as understandable, familiar, and straightforward as possible.

A recent study by Hendal (2020) explored the translation strategies used when translating human rights news in the Gulf States on Twitter. These strategies include gatekeeping, transediting, and reframing. Results of this study showed that gatekeeping is the dominant strategy used to prevent translating such news. Transediting and reframing strategies were also often used to manipulate translating and presenting those pieces of news. Sharkas (2022), in her study on translation strategies of news reports, analyzed the frequency of deletion, substitution, addition, and reorganization. According to the findings, the most widely used transformation in the news is deletion. The researcher attributed the prevalence of deletion to time constraints, where the need to produce news rapidly may be a major factor for this tendency. Although Sharkas admits that the boundaries of translation editing and ideological manipulation in news are topics that demand attention, she opts to merely focus on transformation strategies to produce news in Arabic.

The studies reviewed above provide a comprehensive understanding of the mechanisms of news translation by uncovering the frequent strategies employed by news outlets. They, however, fail to link the use of these translation strategies to the reasons and motives for employing a certain strategy. Thus, the present research will investigate, not only the strategies, but also the way ideology impacts on news translation strategies. Furthermore, the previously mentioned studies have resorted to individual strategies without relying on a fixed model. This paper, however, will rely on Chesterman's (1997) pragmatic strategies as a typology to analyze the selected data.

Chesterman (1997) believes that the taxonomy of translation strategies includes an essential concept, which is, to change something. He divides translation strategies into three main categories: syntactic/grammatical, semantic, and pragmatic strategies. Each of the categories includes ten subcategories. This paper shall adopt the pragmatic strategies' category, given the convergence between these strategies and the process of news translation. Chesterman defines pragmatic strategies as "the selection of information in the TT" (107). The definition is closely related to news translation and how scholars define it, as Bielsa (2020) portrays news translations as rewritings of the original texts. The process of rewriting undoubtedly involves selecting what information to be rendered in the TT and what information to be omitted, substituted, etc. Even more, Bassnett (2005) considers the reshaping of news for a different society to require 'acculturation', which includes varying strategies, such as addition,

omission, and summarization, to be applied to the target readers' culture. Therefore, it is apparent that Chesterman's pragmatic strategies, illustrated in Table 1 below, are the most suitable for the nature of news translation.

Table 1: *Chesterman's Pragmatic Strategies model (1997, 108-112)* (Source: original)

Strategy	Definition
Cultural filtering	It describes how source-language, in particular Culture-specific items, are translated as target language norms.
Explicitness change	Changes either toward more explicitness or towards implicitness. Explicitness is to make certain information explicit in the TT or omit information readers can infer.
Information change	Either addition of new information that is deemed to be relevant to the target readership, or the omission of source-text information deemed relevant.
Interpersonal change	Changes affecting the formality level, the degree of emotiveness and involvement, the level of technical lexis, etc.
Illocutionary change	Changes of speech act, e.g., the verb from indicative to imperative, speech from direct and indirect.
Coherence change	Changes having to do with the logical arrangement of information in texts.
Particle translation	Covers any kind of partial translation, such as summary translation.
Visibility change	Changes in the status of authorial presence or concerning the overt intrusion of foregrounding of the translatorial presence.
Trans-editing	Changes involving radical re-editing of the source text
Other pragmatic changes	Changes of e.g., layout or choice of dialect.

Chesterman (1997) believes that the basic strategy of translation is change; hence the strategies proposed above all revolve around changing something. Branco (2007) applied Chesterman's translation strategies to the analysis of translated online news about Middle Eastern conflicts. She aimed to observe how translation strategies are applied to online news. She concluded that the strategy most frequently used among pragmatic strategies is information change.

Latief et al. (2022) also analyzed the translation of a website of an academic institution using Chesterman's (1997) pragmatic strategies model. They stated that information change constitutes the most used strategy with 85% of the sample. In general, Chesterman's translation strategies have been utilized numerous times in different genres, as it is a reliable model for translation analysis that helps observe the journey of change an original text undergoes during the translation process.

Ethelb (2018) explored how the institutional and ideological practices of news media can impact translating news. Based on a corpus of 63 news articles collated from *Aljazeera* and *Alarabiya* websites,

his results show that "it is possible for a news translator to carry out minor or major alterations to a news story under translation for the purpose of ideologically reorienting their message or text-focus" (2). The change could be through textuality, lexicality, cohesion, and other devices.

Rezaei et al. (2019) utilized the ideological square of Van Dijk (1998) to focus on how Islam is portrayed in Western online newspapers, such as *The Guardian* and *The Independent*. The findings showed that Muslims and Islam as often as possible will be estranged and separated by addressing them as different people negatively from the rest of the world. Thus, they concluded that through applying the ideological square, the positive perception of Us and the negative perception of Them can lead to ideologies becoming polarized and endanger binary opposition between different groups.

Ismail (2021) compared *Aljazeera* and *BBC Arabic* reporting of the Arab Spring. The study found differences between *Aljazeera* and *BBC* coverage on both the textual and discursive level. The textual analysis revealed a consistent practice of group polarization into two opposing groups, i.e., the 'in-group' and the 'out-group'. On the discursive level, Ismail found that *Al Jazeera* acknowledged the protestors as the 'in-group', while the *BBC* sidelined the protestors as the 'out-group'.

Although many studies have addressed the concept of ideology in the news discourse by utilizing various approaches, however, as Daghigh and Amini (2022) state, "these studies have mostly tackled the ideological manipulation in news translation as an end-product, and the process has remained largely under-researched" (1). Therefore, there has been little attention given to the topic of ideology and its relevance to translation strategies in English-Arabic news translation on social media platforms. Based on the literature reviewed above, there seems to be a gap in the study of Middle East news headlines taken from American news organizations and how the headlines are translated by Arab news organizations on their official Twitter accounts. Therefore, the present study attempts to fill in a gap in this regard.

Research Questions

This paper aims to analyze the difference between the ST (i.e., English news headlines) and the TT (i.e., the Arabic translation) by Arab news networks on their official Twitter accounts. The study attempts to answer the following questions:

RQ1- What are the translation strategies used by Arab news networks when translating English headlines regarding the Middle East on their official Twitter accounts?

RQ2- What is the impact of ideology on using certain strategies?

The analysis of the selected data is based on Chesterman's (1997) pragmatic strategies model to explore the translation strategies. Next, the ideological square of Van Dijk (1998) is utilized to look into the role ideology plays in the translation of news headlines. The significance of this study lies in its attempt to describe the translation strategies of news headlines and to help determine the impact of ideology on applying certain strategies.

Methodology

CDA is considered the appropriate method to reveal the structure of power and unmasking ideology (Saldanha and O'Brien 2013). Therefore, the study in hand is a CDA study which attempts to analyze the data qualitatively at two levels, the first level aims to uncover the translation strategies used by Arab news organizations in the TT using Chesterman's (1997) pragmatic strategies model. The model was selected due to its compatibility with the selected data and the purpose of this study. The second level will rely on the ideological square of Van Dijk (1998) which provides a theoretical notion of positive Us (in-group) and negative Them (out-group) to meticulously analyze the obtained data. The ideological square has been selected due to its suitability in investigating the impact of ideology on news translation.

1. Description of Sample

The sample of this study is limited to news headlines, as Ethelb (2018, 187) emphasizes that headlines seem to be the area which exhibits severe ideological alterations. The STs for this study are English news headlines taken from three American news outlets, i.e., *The Wall Street Journal* (henceforth *WSJ), NBC*, and *CNN*. The headlines were chosen based on their relevance to the Middle East region in the first quarter of 2023. The TTs are the Arabic translations of the selected headlines by three main Arab news networks on their official Twitter accounts, namely *Aljazeera, Al Arabia*, and *Sky News*. The data samples will be analyzed through CDA.

2. Data Analysis

Data is gathered and analyzed in separate tables; each table presents the ST, TT, and their sources. The data is analyzed based on Chesterman's (1997) pragmatic strategies to identify the dominant translation strategy used by Arab news organizations. Moreover, the analysis will be associated with the ideological aspect using the ideological square of Van Dijk (1998) to understand the impact of ideology on using certain strategies.

1. ST: WSJ: Iran Is Recruiting Militant Allies to Launch Attacks Against Israel

TT: عاجل العربية (@AlArabiya_Brk): هجمات لشن حلفائها من مسلحة جماعات مع تنسق إيران :جورنال ستريت وول
إسرائيل ضد

N.1 indicates that *AlArabiya's* translation includes a slight change in the ST. While *WSJ's* headline indicates that Iran is currently recruiting militant allies only, *AlArabiya's* translation shows that Iran is looking to recruit the militant groups of their allies, which implies that Iran has many allies, some of which are militant allies and others are not. The TT here applies information change, which, according to Chesterman (1997) is a change by either adding or deleting some elements to a TT. The translator added here حلفائها من (of their allies), which could have been done because *Alarabiya* believes that the Arab reader knows that Iran does not only have militant allies, but in fact Iran has many types of allies supporting it. The original headline, however, portrays Iran in a negative light by associating it with only militant allies, which could be to emphasize them (Iran) and their vicious associations. Thus, *WSJ* is

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applying the second point of Van Dijk's square (1998) of emphasizing the opponent's bad side. According to the ideological square, group members tend to write negatively about those outgroups they define as opponents, and undoubtedly, the US-Iranian conflict is common knowledge.

2. ST: WSJ: U.S. Arms Warplanes With 'Bunker Busting' Bombs in Message to Iran

TT: عاجل - الجزيرة (AJABreaking@): الجيش الأمريكي أرسل للشرق عن مسؤولين وول ستريت جورنال | عاجل

الأوسط مقاتلات مزودة بقنابل خارقة للتحصينات لردع #إيران

No. 2 above illustrates the use of information change, where *Aljazeera's* TT contained an addition to the location where the warplanes were sent, i.e., الشرق الأوسط (the Middle East), which is not included in the ST. The second strategy used here is explicitness change, where certain information that is implicit in the ST is made explicit in the TT. *Aljazeera* translated the phrase "in Message to Iran" with complete exposure to the meaning behind it into ردع (i.e., to deter or scare off). The addition of الشرق الأوسط (the Middle East) is crucial to all Arab news networks for it concerns all Arabs. In addition, using a general term rather than naming a single Arab country signifies unity and togetherness and is more likely to attract the attention of Arab readers in general, which is certainly a target for all news networks. As for the explicitness strategy, the reason behind using it could be the collective position of all Arab countries towards Iran, which is due to the constant disturbance it has been causing in the region. Thus, the Arab reader expects clarity and firmness when dealing with Iran.

According to the ideological square, there are many ways whereby language users may emphasize positive meanings/information about Themselves. The ST specifies the type of bombs and excludes the term "the Middle East", which emphasizes their preparation to confront Iran without the need for an intermediary. *Aljazeera's* translation used the same method, but to their advantage by applying the first point of the square which is to emphasize positive meanings/information about Themselves. *Aljazeera's* headline emphasizes the U.S- Middle Eastern cooperation to confront a common enemy, i.e., Iran.

3. ST: CNN: Russia has been sending some US-provided weapons captured in Ukraine to Iran, sources say

TT: سكاي نيوز عربية (Skynewsarabia@): #إيران أرسلت لـ#روسيا: مطلعة مصادر عن إن إن سي أنظمة جافلين وستينغر

استولت عليها في #أوكرانيا

No.3 above employs explicitness change. This strategy changes not only toward more explicitness, but also toward more implicitness. *Sky News'* tweet explicitly states the name of the weapons, while also implying that the weapons are U.S-made via the specific weapons names. Another strategy used here is coherence change, which refers to a change of arrangement in the TT. While the original headline mentioned Iran at the very end of the headline, *Sky News* mentioned Iran at the beginning of the news headline, to place more emphasis on this piece of information.

The ideological square states that one of the ways to emphasize a positive Them/Us is by de-emphasizing active responsibility for negative actions. Consequently, the reason S*ky News* only implied the U.S role in the situation and brought forward Iran might be to establish a direct connection with Russia, thus emphasizing Iran's active responsibility of participating in a negative action, i.e., receiving

the stolen weapons, while de-emphasizing America's involvement. Thus, applying the second component of the square of emphaisizng the Other's bad side. It is worth noting that *Sky News Arabia* is one of the different international versions belonging to a British news organization. This could justify why it applied an ideology that differs from other Arab news organizations; an ideology where it associates Iran with Russia, the common enemy for the West.

4. ST: WSJ: Drone Strike in Iraq Targets Syrian Kurdish Leader, a U.S. Ally

TT: عاجل - الجزيرة (@AJABreaking): غارة بطائرة مسيرة شمال عاجل | وول ستريت جورنال عن مسؤولين أمريكيين:

#العراق الجمعة استهدفت قائد قوات #سوريا الديمقراطية

Arab news networks continue to use information change. No.4 above clearly shows the addition of some details such as, شمال (north), الجمعة (Friday) and الديمقراطية (democratic). Even more, words such as "Kurdish" and "U.S. Ally" were not translated into the TT. This strategy seems to be frequently used by *Al Jazeera*, which could be because *Al Jazeera* wants to control who is in the foreground and background in a news headline. In addition, *Aljazeera* probably aims at clearly stressing when the strike occurred, i.e., on Friday, which is the Muslims' most sacred day of the week. Hence applying the second component of the ideological square of emphasizing the Other's negative action and stressing over the horridness of the act and leaving a bigger impact on Arab readers. This detailed addition is one of the ways to emphasize the negative characteristics of out-groups, as the ideological square explains that the Others' negative actions tend to be described in more specific detail. Moreover, *Aljazeera* omits the fact that the leader is a U.S. ally in its translation. While it is definitely of importance to the American reader, yet the leader's position is not stated in the original headline. However, in the TT the leader is anonymous, but the Arabic reader is informed of the leader's position, which is to fight for a free democratic Syria. This difference between the ST and TT could be due to the priorities of both organizations, where *WSJ* tries to show why the leader matters to Them (U.S.), while the Arab news network cares to show what the leader did to Us (Syria and/or the Middle East).

5. ST: WSJ: U.S. to Send Aging Attack Planes to Mideast and Shift Newer Jets to Asia, Europe

TT: عاجل العربية (@AlArabiya_Brk): واشنطن سترسل طائرات هجومية من نوع إيه 10 للشرق وول ستريت جورنال: الأوسط

وول ستريت جورنال: واشنطن تنقل طائرات حديثة من الشرق الأوسط إلى آسيا وأوروبا

No.5 illustrates using information change and explicitness change. First, the addition of the name of the plane, i.e., من نوع إيه 10 (A10 Type), second, the omission of the word "Aging". As for the second strategy, "U.S" was translated to واشنطن (Washington), where the explicitness lies in the direct pointing at the governmental bodies in the Capital, hence Biden's administration. The reason *Alarabiya* used the explicitness strategy could be to bring the Arab reader closer to the truth of who is behind sending the warplanes. *WSJ*, however, attempts to use a more general term, i.e., U.S

The omission of the word "aging" is also notable, where once again *Alarabiya* utilizes information change to decide what information is deemed relevant or irrelevant. *WSJ* seems to place emphasis on how the U.S distinguishes between Mideast on the one hand, and Asia and Europe on the other hand, by stating that the old warplanes were sent to the former and new ones to the latter. This highlights the difference between America's policy when dealing with Mideast and when dealing with Asia and Europe. *Al Arabiya,* on the contrary, opted to separate the headline into two separate tweets, thus omitting the offensive comparison between how the U.S treats Mideast and Asia and Europe. Associating old warplanes with Mideast while associating new ones with Asia and Europe seems to be *WSJ's* approach to foregrounding the U.S. power and ability to provide military assistance, thus emphasizing Their powerful image. *Alarabiya* chooses to emphasize on the U.S.-Mideast joining via Washington's sending planes from and to Mideast, therefore emphasizing on the Mideast's prominent role in the situation. This could be justified according to the first point of the ideological square, where each group tends to write positively about their own group, thus we see the ST focusing on portraying America's good image via distributing warplanes to whoever they want, while Arabs shift that focus toward the advantage of Their own good image via stressing the Middle East's role in the situation.

6. ST: WSJ: Iran Agrees to Stop Arming Houthis in Yemen as Part of Pact With Saudi Arabia

TT: عاجل العربية (AlArabiya_Brk@): مع الاتفاق إطار في الحوثيين تسليح وقف على توافق إيران :جورنال ستريت وول

السعودية

TT: قناة الجزيرة (AJArabic@): السعودية# مع العلاقات استئناف على الاتفاق بعد..

"اليمن# في الحوثيين الاسلحة الى شحنات وقف على وافقت ايران# :"جورنال ستريت وول

TT: سكاي نيوز عربية (Skynewsarabia@): "الحوثيين تسليح وقف على وافقت إيران# "" جورنال ستريت وول

No. 6 exemplifies using two strategies. The first is coherence change, which involves changes in the logical arrangement of information. This can be seen in *Al Jazeera's* translation, where the phrase "as Part of Pact With Saudi Arabia" was located at the very beginning of the headline, unlike in the ST where it was stated at the end of the headline. The other strategy is information change, where *Sky News* translated the first part of the headline and omitted another significant part of the headline, i.e., "as Part of Pact With Saudi Arabia"; *Alarabiya* as well, omitted "In Yemen" from its translation.

Alarabiya's translation didn't make any changes from the original. However, *Aljazeera's* translation reflects the first point of the ideological square how in-group (Arabs) tend to emphasize Their positive actions. It is clear in how *Aljazeera* put the Saudi-Iranian pact at the beginning, and separated it from the *WSJ* headline, which made the sentence appear as if it was written by *Aljazeera* and not part of the American headline. *Aljazeera* could have used this strategy to confirm that the *WSJ's* headline content was a result of a peace seeking Middle Eastern pact, therefore prioritizing and bringing forward Arab's good side. This is compatible with the ideological square, which states that sentence arrangement and word order is one of the ways used to shift the focus or draw the attention of the readers toward a positive action.

Sky News applied a different strategy which resulted in deleting a significant part of the news that matters to all Arabs. *Sky News* forgoes the Saudi-Iranian pact completely, which brings up again the fact that *Sky News Arabia* belongs to a British organization. Hence, they represent the Other group (the West). This could be why *Sky News* wasn't concerned with emphasizing the Arab's positive side, which reflects the fourth point of the square of de-emphasizing the Other's (Arab) good actions, and instead chose to neglect what certainly is crucial to Arabs.

7. ST: WSJ: Iraqi Prime Minister Supports Indefinite U.S. Troop Presence

TT: عاجل العربية (AlArabiya_Brk@): وول ستريت جورنال: رئيس الوزراء العراقي يؤيد وجود القوات الأميركية في بلاده لأجل غير مسمى

Alarabiya once again utilizes information change by adding the phrase في بلاده (in his country) which may seem insignificant at first glance, however it reflects limitation and belonging. First, though, it is implied, as the ST does not specify the location of the U.S. troop presence. But *Al Arabiya* in its translation made sure to clarify that the support of the U.S. troop presence is specifically in Iraq. Second, the belonging in the phrase في بلاده, which contains a pronoun (الهاء في بلاده) that refers to the Iraqi Prime Minister, is used in a way to signify that despite the U.S presence in Iraq, the country belongs and is under the authority of its Prime Minister. *Alarabiya* could have used this strategy to disassociate Them (The U.S) from Us (Iraq).

According to the ideological square, focus can be made by laying special stress on something. In No.7, *Alarabiya's* translation did not suffice by only implying the location of the US forces, as in the original headline, but it stressed that the Iraqi Prime Minister had a say in the matter. This example reflects the first and fourth point of the square of emphasizing Our (Iraq Prime Minster) role and de-emphasizing Their (The U.S) role in the situation. It also shows the complexity of group relations, where it is not only a content analysis of positive or negative terms describing in-group or out-group characteristics. It rather shows how perception, interaction, and emphasis are deployed at all levels of text.

8. ST: NBC News: Armed Russian jets have flown over a U.S. base in Syria nearly every day in March, U.S. commander says

TT: عاجل - الجزيرة (AJABreaking@): طائرات روسية تحلق بالقيادة الأمريكية الوسطى: قائد عن سي بي إن | عاجل فوق قاعدة أمريكية بالتنف في سوريا# يوميا تقريبا

No. 8 illustrates how Arab news networks once again rely on information change as a basic strategy in news translation. Addition and omission can be detected between the ST and the TT multiple times, for example the addition of بالتنف (At Tanf), the words "armed" and "in March" are omitted in the TT. Knowing the American/ Russian conflict, it is of importance to them (Westerners) to emphasize the "armed" Russian jets. On the other hand, this piece of information is of less importance to an Arab reader, which is also the reason *NBC News* states the duration, i.e., in March, while *Aljazeera* omits it. *NBC News*

attempts to convey to the Western reader the size of the threat Russia poses to them by describing in detail the situation, hence the type of the Russian jets, the location and duration. This level of detailed description is one of the ways in the ideological square to emphasize the negative action of Them (Russia) by being described in more detail. While this concerns the American society, however, for an Arab news network such as *AlArabiya,* it is of less interest. This could be why *Alarabiya* used information change strategy, i.e., to add/delete based on what they attempt to focus on. Thus, the action was described in detail in the original headline, i.e., highlighting the Russian trespassing on a U.S base. Yet, the same action was described in less detail in *AlArabiya's* translation, as the action carries less effect on the Arab reader. In No. 8 the ST reflects the second component of the ideological square of emphasizing the Other's (Russia) negative action. Therefore, the ideological square explains that group relations dictate the way in-groups and out-groups are represented in text, which interprets why an American news network would emphasize on news that is of value to the American reader, yet when the same news is translated to Arabs, the Arab news network would make changes to accommodate for their Arab audience.

Results

Table 2: The English and Arabic Headlines and the Utilized Translation Strategy

No.	ST	TT	Translation Strategy
1	Iran Is Recruiting Militant Allies to Launch Attacks Against Israel	وول ستريت جورنال: إيران تنسق مع جماعات مسلحة من حلفائها لشن هجمات ضد إسرائيل	Information change
2	U.S. Arms Warplanes With 'Bunker Busting' Bombs in Message to Iran	عاجل | وول ستريت جورنال عن مسؤولين: الجيش الأمريكي أرسل للشرق الأوسط مقاتلات مزودة بقنابل خارقة للتحصينات لردع #إيران	Information change Explicitness change
3	Russia has been sending some US-provided weapons captured in Ukraine to Iran, sources say	سي إن إن عن مصادر مطلعة: #روسيا أرسلت لـ#إيران أنظمة جافلين وستينغر استولت عليها في #أوكرانيا	Explicitness change
4	Drone Strike in Iraq Targets Syrian Kurdish Leader, a U.S. Ally	عاجل | وول ستريت جورنال عن مسؤولين أمريكيين: غارة بطائرة مسيرة شمال #العراق الجمعة استهدفت قائد قوات #سوريا الديمقراطية	Information change
5	U.S. to Send Aging Attack Planes to Mideast and Shift Newer Jets to Asia, Europe	وول ستريت جورنال: واشنطن سترسل طائرات : هجومية من نوع إيه 10 للشرق الأوسط وول ستريت جورنال: واشنطن تنقل طائرات حديثة من الشرق الأوسط إلى آسيا وأوروبا	Information change Explicitness change
6	Iran Agrees to Stop Arming Houthis in Yemen as Part of	وول ستريت جورنال: إيران توافق على وقف تسليح	Coherence change Information change

	Pact With Saudi Arabia	الحوثيين في إطار الاتفاق مع السعودية بعد الاتفاق على استئناف العلاقات مع #السعودية.. " وول ستريت جورنال": #ايران وافقت على وقف شحنات الاسلحة الى الحوثيين في #اليمن " وول ستريت جورنال"" #إيران وافقت على وقف تسليح الحوثيين	
7	Iraqi Prime Minister Supports Indefinite U.S. Troop Presence	وول ستريت جورنال: رئيس الوزراء العراقي يؤيد وجود القوات الأميركية في بلاده لأجل غير مسمى	Information change
8	Armed Russian jets have flown over a U.S. base in Syria nearly every day in March, U.S. commander says	عاجل │ إن بي سي عن قائد بالقيادة الأمريكية الوسطى: طائرات روسية تحلق فوق قاعدة أمريكية بالتنف في #سوريا يوميا تقريبا	Information change

Based on Table 2 above and in response to RQ1, the most used translation strategy in the analyzed sample was information change, which was used seven times, followed by explicitness change, which was used three times, while coherence change was used only once. Subsequently, based on data analysis, information change seems to be the prevailing translation strategy Arab news networks use when translating English headlines regarding the Middle East.

By carefully examining the data, the absence of the other strategies in Chesterman's (1997) list of pragmatic strategies was noted. This could be due to two reasons; the first is text type, where news translation tends to rely on certain strategies more than other text types. The second is the limited number of samples in this paper, which could have contributed to highlighting only a small number of strategies.

One of the most important findings relates to the impact of ideology. The ideology of news networks affects the focus in a headline; thus, there is most likely to be a shift in the focus during the translation process. Therefore, through using certain translation strategies, news networks seem to achieve their ideological goals. In the original headlines, the focus is on the positives of the group to which they belong, i.e., the West, and the negatives of the Other group, i.e., Arabs. While in the translated headlines, the focus switches to the positives of the group to which they belong, i.e., Arabs, and the negatives of the Other group, i.e., the West.

The three translation strategies specified above, mainly information change, serve to enable Arab news networks to promote their ideology via emphasizing and/or de-emphasizing parts of the headlines to reflect a positive representation of Arabs (in-group) and accommodate for their Arab audience interest. Nonetheless, in the case of an Arabic news agency which belongs to a Western organization, such as *Sky News*, it becomes even more clear to what extent ideology affects the use of translation strategies. No.4 and 6 illustrate how *Sky New*s applied the same strategies, i.e., information change and explicitness change, as *Alarabyia* and *Aljazeera.* However, *Sky New*s seems to serve different ideologies; an ideology that is not in the interest of Arabs, nor does it contribute to the positive representation of Arabs. *Sky News* rather de-emphasizes it, as in No.6, where *Sky News* omits a significant part of the headline that stresses the Arabs' good actions and positive attributes.

Discussion

The results show that information change, explicitness change, and coherence change seem to be the main strategies Arab news organizations utilize when translating English headlines to Arabic via their official Twitter accounts. Furthermore, the dominant strategy was evidently information change, which was used almost throughout all selected headline samples. This finding is consistent with that of Floros (2012), who explained that "the significant transformation of news items as they cross boundaries and audience is an issue which has sufficiently been described in terms of additions and omissions" (926). This finding also agrees with previous research by Latief et al. (2022) and Branco (2007) which concluded that information change is the most used strategy among Chesterman's (1997) pragmatic strategies.

Results of the present study also correspond with Hendal's (2020) findings, which showed that gatekeeping is the dominant strategy used to translate human rights news, followed by transediting. Floros (2012) as well stressed that gatekeeping and transediting have been used as alternatives to news translation. Therefore, it can be said that this paper's selected sample practices gatekeeping and transediting through information change and explicitness change, due to the similarities in characteristics and their association with news translation.

Another significant observation of this study is that applying information change and the two other strategies has in fact led to a change in the translated headlines compared to the original headlines. This result significantly corresponds with Chaal's (2019) finding that news translators produce news in accordance with dominant ideologies, where adding and deleting parts are the two most practiced shifts in news translation, to meet the needs of local cultures. A strong relationship between news translation and ideology has been reported in the literature; Schäffner (2012) reported that news and other writings in the media can promote ideology. Ethelb (2018) further explains that translation strategies, such as deleting, adding, substituting, and reordering sentences or words, are used "to adhere to the institution's conventional style and political and ideological interests" (190). This entails that Chesterman's (1997) pragmatic strategies, i.e., information change, explicitness change and coherence change, are likely to be practiced by Arab news organizations for ideological purposes to shift the focus from Them to Us. The 'Us' and 'Them' opposition is indispensable for the concept of power and dominance to exist, given that the ideological square is based on oppositions, i.e., 'We' are trustworthy, whereas 'They' are unreliable. It also illustrates that "one's positive self-presentation persuasiveness increases by juxtaposing oneself with the negative traits of 'the other'" (Wirth-koliba 2016, 29). Therefore, during translation, shifting the focus from 'Their' positive representation to 'Our' positive representation occurs based on the ideological stance of the carrier of the news. This signifies that ideology indeed plays a role in the translation of such news. Floros (2012) stresses that original news reporting almost by necessity carries a national ideology; however, translated news seems to reflect a different ideology.

This is why in the analyzed data, group members, i.e., American news organizations, tend to write positively about their own group and emphasize their good actions, while writing negatively and with less emphasis on those "Other groups" they define as opponents or who are simply different. According to the

ideological square of Van Dijk (1998), groups are concerned with presenting oneself "Us" in a positive light, while presenting others "Them" in a negative light. The four maxims to analyze group relations explain how the taxonomy of positive Us (in-group) and negative Them (out-group) are represented in texts. Therefore, through translation, group members, i.e., Arab news organizations will make changes via translation strategies to shift focus toward their own good actions and/or de-emphasize their bad actions to present their own group positively.

This paper's results are broadly in line with Ismail's (2021) results. Ismail compared *Aljazeera* and *BBC Arabic* reporting of the Arab Spring, where he concluded that both *Aljazeera* and *BBC* tended to take sides in reporting the revolutions events. Therefore, *Aljazeera* and the *BBC* portrayed what they considered the 'in-group' positively, while the 'out-group' has been described negatively by strategically utilizing lexicalization, detailed description, and attribution to personality. Furthermore, this result is supported by the findings of Rezaei et al. (2019), who claim that Western media groups will attempt to represent "We" as a favorable interpretation, and Islam and Muslims "They" as an absolute unfavorable one.

Furthermore, it seems that Arab news networks do not only aim to describe positively or negatively in-group or out-group, as they sometimes aim to accommodate for their target readership. In No.4 and 8 above, changes were made based on what is a priority to their readership. This finding is supported by Schäffner's (2012) statement that news items "are adapted to suit the target audience, the in-house style, and/or ideological positions of the newspaper". (874)

Moreover, the impact of ideology manifested more when an Arabic news network is affiliated to a Western organization. *Sky News'* translations used the same strategies as *Alarabyia* and *Aljazeera,* yet it seems to serve different ideologies. *Sky News* translated headlines by forgoing the Arab's good actions and de-emphasizing their positive representation. This result is in-line with those of Ismail (2021), who found that *A Jazeera* and *the BBC* differ in who they considered as in-group and out-group in their news coverage. He explained that "*BBC* coverage of the news events in the Middle East was based on the Western perspective" (438). Hence, the analysis of Middle East news delivered by Arab and Western news media outlets contributes to comprehending how ideology and power struggle to shape reality. Given that each news outlet reports news with its ideological agenda in mind, translated news are, therefore, more likely to have their own set of ideological standards imposed on it by the news organization that is reporting the translated news.

Conclusion

Overall, the study aimed at identifying the translation strategies used by Arab news networks as a way to uncover the impact of ideology on using certain strategies. As mentioned in the literature review, the process of ideological manipulation in news translation has remained largely under-researched (Daghigh and Amini 2022), and there seems to be a need for a focus on the impact of translation strategies, which should complement research in translation studies (Bielsa 2020). Thus, the findings of the present study demonstrated that adding or deleting words, making words explicit or implicit, and

changing word order in the translation of news headlines, are all changes intended to enable Arab news organizations with the representation of positive Us (in-group). However, the use of such strategies not only aims to describe positively or negatively in-group or out-group, but it also aims to put emphasis and/or de-emphasis on parts of the headline based on their Arab audience interest. This study contributed to highlighting the impact of ideology in relation to translation strategies in news translation. This is where the strength of this study lies, i.e., in investigating how news of the Middle East are reported in the American news networks to the Western audience and how they are translated by Arab news networks to a different audience in light of translation strategies and ideology.

Nonetheless, these results must be interpreted with caution and a number of limitations should be borne in mind. The primary limitation was the small sample size which was due to limitations of space and time of this paper. Second, the limited time span of the sample, which focused only on the first quarter of 2023, and STs were taken from only three American news networks. Therefore, future research could further explore the main differences between various English news headlines and their Arabic translations by multiple news organizations in light of ideology and ethics. This could contribute to a deeper understanding of the impact ideology and ethics have on the way the original headline is rendered in the target language.

دراسة استراتيجيات الترجمة والأيدولوجيا في ترجمة عناوين أخبار الشرق الأوسط من الإنجليزية إلى العربية: تحليل خطاب نقدي

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الملخص

لطالما كان التلاعب الايدولوجي في ترجمة الأخبار موضوعاً يتطلب الإهتمام، إذ يبدو أن هناك حاجة إلى التركيز على استخدام استراتيجيات الترجمة كأداة للترويج للايديولوجيا، الأمر الذي من شأنه تعزيز البحوث في دراسات الترجمة. يركز هذا البحث على العلاقة بين استراتيجيات الترجمة والأيدولوجيا من خلال دراسة كيفية نقل عناوين أخبار الشرق الأوسط في شبكات الأخبار الأمريكية وكيفية ترجمتها من قبل شبكات الأخبار العربية. النص المصدر في هذه الدارسة هي عناوين أخبار باللغة الإنجليزية أما النصوص الهدف فكانت ترجماتها العربية من قبل شبكات إخبارية عربية على حساباتها الرسمية على تويتر. هذه الدارسة تتبع منهج تحليل الخطاب النقدي حيث تم تحليل البيانات بناءً على استراتيجيات تشيسترمان البراغماتية (1997) وربطها بنموذج المربع الأيديولجي لفان ديك (1998). أظهرت النتائج أن استخدام استراتيجيات ترجمة معينة أدى إلى بعض التغييرات التي مكنت شبكات الأخبار العربية من تكوين الصورة الإيجابية عن أنفسهم وصورة سلبية عن الطرف الآخر. وخلصت الدراسة إلى أنه من المرجح أن يكون للأخبار المترجمة المعايير الأيديولوجية الخاصة بها والتي تفرضها عليها المؤسسة الإخبارية التي تنقل الخبر.

الكلمات المفتاحية: ترجمة الأخبار، استراتيجيات الترجمة، الأيديولوجيا، أخبار الشرق الأوسط، وسائل التواصل الاجتماعي.

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