

## **Patronage, Ideology, and Manipulation in MEMRI's Translations on the 2023 Gaza War**

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### **Abstract**

This study investigates the role of patronage, manipulation and ideology in the media translation of news headlines provided by The Middle East Media Research Institute (MEMRI) about the Gaza war in 2023. The study also examines the reasons and motives behind MEMRI's selection of news for translation. To conduct this study, the researchers follow Lefevere's concepts of patronage, manipulation, and ideology in translation to analyze the translation of news headlines. Fourteen translated news headlines about the Gaza war in 2023 published by MEMRI, in addition to fourteen non-translated news headlines by MEMRI, were collected and analyzed. The results showed that MEMRI uses omission, addition, and rewriting in its translation of news headlines to reshape the meaning of the original headline. The study also reveals that MEMRI uses selectivity in its choice of news headlines to be translated, which can be attributed to the organization's ideology and orientations.

**Keywords:** MEMRI translations, Gaza war, Ideology, Arabic, Patronage, Re-writing, Manipulation, Media translation, October 7 events.

### **1. Introduction**

The translation process is no longer understood solely as the process of transferring the meanings of texts between different languages; it has expanded to include the transfer of ideas, beliefs, and ideology of a person or group of people. That is to say, translation cannot always be seen as a 'neutral activity' that aims to convey meaning from one language to another (see Malkawi and Sayaaheen 2023). The cultural shift in the field of translation has drawn the attention of scholars to more complex issues such as ideology, power, and gender, which should be taken into consideration when both translating and analyzing translations. Tymoczko (2003) argues that the concept of ideology has been the focus of modern translation studies over the past two decades. In the same manner, Van Dijk (1988) explains that translation is an important means of transmitting knowledge and information, but this process is influenced by several factors, including power, ideology, and politics. More importantly, scholars such as Lefevere (2016) go further and claim that translations can be viewed as ideological activity in which texts are manipulated, thereby influencing the ideas of the recipient of translations. This, in turn, can impact the

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translator's choice of vocabulary, terminology, and ideas that they will build and transfer to the target language and culture. Consequently, it can be said that the translator may convey their own ideas and ideology through their work.

The Media are one of the most important sources of news and information transmitted to the masses, through which the public can learn about and understand what is happening around the world. With the emergence of numerous media outlets accompanying the technological revolution, many international news agencies have appeared. Their main tasks include collecting news from national news agencies and publishing it in many languages, i.e., translating news. Media translation can represent an ideal example of how translators or even translation agencies may 'manipulate' translation of news to align with the agency's or translator's agenda. In this context, it is crucial to mention that the role of the media is not limited to delivering and transmitting news; it may be used for other purposes. The best example of this is the use of media during the First and Second World Wars as a weapon of war by manipulating the news and framing it to gain sympathy and support for particular forces, ideology, or parties. Media involvement in international conflicts, whether political, economic, religious, etc., is an ideological matter (Carruthers, 2011).

The Palestinian-Israeli conflict is one of the oldest and most important conflicts in the Middle East. The seeds of this dispute were planted when the Ottoman Empire disintegrated and the Supreme Council of the Allied Powers assigned Britain to administer Palestine (see Sayaheen and Malkawi 2019). The Balfour Declaration in 1917 raised enormous complications in the region because of its proposal to establish a homeland for Jews in Palestine, which resulted in many clashes between Jews and Arabs, leading to the outbreak of the Arab-Israeli War in 1948. After the 1948 war, the region witnessed a series of Arab-Israeli clashes and conflicts, which resulted in the migration of many residents of Palestine and the expansion of Israeli settlements there (Gelvin 2014). The Gaza Strip is one of the Palestinian territories located east of the Mediterranean Sea and is bordered by Israel to the north and east and Egypt to the southwest. Many authorities have ruled over the Gaza Strip, beginning with the British Mandate, followed by the Egyptian rule. Subsequently, the Gaza Strip was subject to the Israeli occupation until 2005, and in 2007, the Gaza Strip came under the leadership of the Palestinian resistance. Since 2008, Israel has launched a series of violent attacks on the Gaza Strip, leaving behind massive destruction and causing thousands of deaths and injuries (Guyoncourt 2023). Since 2007, the Strip has been suffering from a stifling blockade imposed by the Israeli occupation, as it is completely separated from the rest of the world. Additionally, all vital resources and basic needs, including water, food, and electricity, are subject to Israeli control, making it difficult for the people of the Gaza Strip to live there. The Gaza war in 2023 opened a new tragic chapter that witnessed the suffering and tragedy of the Palestinian people that lasted during the Israeli-Palestinian conflict. *Al-Aqsa Flood*, the Battle of October 7, was a military operation launched by the Palestinian resistance factions on the morning of Saturday, October 7, 2023, against the Israeli occupation and in response to the Israeli violations in *Al-Aqsa* Mosque and attacks by Israeli settlers against Palestinian citizens in Jerusalem, the West Bank, and the occupied interior (see Alsous et al 2024). The Israeli occupation army, subsequently announced its intention to declare war on

the Gaza Strip, and began by preventing the entry of water, food, medicine, and cutting off electricity to the entire Strip (Eid 2023).

The way media agencies narrate stories varies, often manipulating the news due to the ideology and political guidelines of each agency. Therefore, the current study examines the role of ideology and patronage in manipulating or re-writing the news headlines about Gaza war 2023, through MEMRI's i.e, Middle East Research Institute translations of these headlines. It also discusses what news gets translated and what does not, in an attempt to reveal the use of selectivity in choosing news headlines. In this context, explains Abuzeid (2014) "One of these great organizations, which has recently attracted the attention of many readers by its deliberate changes during the process of rendering particularly from Arabic into English, is The Middle East Media Research Institute (MEMRI)." (63)

(MEMRI) is a specialized website dedicated to translating and publishing Arabic news. It carefully selects and translates news to present Arab society as extremist, anti-Semitic, and a threat to Western societies. This selective appropriation of translated news enables MEMRI to frame the Arab world as extremist by selecting the worst Arab statements, translating, and distributing them to the Western media and Congress at no cost. Moreover, MEMRI is an institution dedicated to studying and analyzing political developments in the Middle East, particularly the Arab-Israeli conflict, with a focus on the Israeli-Palestinian dimension. Additionally, MEMRI is known as a pro-Israel institute, co-founded by Yigal Carmon, a retired colonel from the Israeli Defense Forces. Another pivot member of MEMRI is Dr. Meyrav Wurmser. She served as the executive director of MEMRI and currently holds the position of director of the Center for Middle East Policy at the pro-Israel Hudson Institute in Washington (Baker 2019).

The study attempts to find answers for the following questions:

1. How and why does MEMRI manipulate Gaza War 2023 news headlines?
2. How do patronage and ideology play a role in selecting and translating news headlines?

## **2. The Concepts of News Headline, Ideology, Patronage Re-writing and Manipulation**

A news headline contributes to forming a comprehensive understanding of an event, as readers rely on it to envision what the news report may contain. Therefore, the news headline may influence the reader's previous and subsequent interpretations of a news story (Reah 2002). Due to the importance and prominence of the news headline, it contributes to reflecting the editor's ideology by introducing, delaying, or excluding a phrase or word, using a passive verb, and so on (Bell 1991). Rasul (2019) argues that translating news headlines poses a challenge to journalistic translators as they have to provide a news headline that catches the target readers. Also, news headlines may be subject to modifications, rewriting, and sometimes they are completely replaced.

The term "ideology" remained French for decades before it became universal and meant science or the study of ideas. This term was used to refer to a philosophy whose supporters prided themselves on not being metaphysicians and whose point of view was that all ideas were derived from feelings. Later, the concept of ideology came to refer to "a set of closely related beliefs or ideas, or even attitudes characteristic of a group or community" (Plamenatz 1971, 5).

It is not only the translator who can have an ideological intervention in the translation process, but patrons, publishers and editors can all have a special ideological influence regarding political texts through the media. The issue of power and dominant ideology play a major role in the process of translating and disseminating news. Fairclough (2013) argues that the presence of ideology in the text often accompanies the presence of one or more relationships between power and control. Ideology is considered the primary tool of power, through which authority is represented in speeches, while physical force is the second. Therefore, the term ideology often refers to issues of authority and power, not just a set of beliefs and ideas. André Lefevere's *Translation, Rewriting, and The Manipulation of Literary Fame*, is one of the most important sources that can be referred to when talking about patronage, ideology, and their relationships to the practice of translation. Patronage refers to the support or financial aid that an individual or organization provides to another person, group, institution, or cause. Patronage depends on the mutual benefit between patrons and clients. The patron is the person who uses power and influence to help another person, and this person, after providing this assistance to him, becomes a client, and in return, this client provides certain services that serve the interest of that patron. Patronage plays an important role in translation studies and refers to the support, sponsorship, or funding that individuals or organizations provide to a translator or to a translation project. Therefore, it is not only the translator who can impose ideology on the translation, but patronage can also ideologically interfere in the translation process. There are many factors that govern the process of receiving, rejecting, and modifying literary texts. Lefevere focuses on the tangible influential factors such as power, ideology, and describes this influence as manipulation and rewriting. Lefevere (2016) believes that those in power are the ones who rewrite literature and control its consumption and dissemination among the general public. The reason behind the rewriting could be ideology, whether for or against this ideology. Here, it is crucial to note that ideological intervention in the translation process can be influenced by the translator's purpose, or skopos. The skopos of the translation is often shaped by the guidelines of the newspaper or media outlet.

Patronage, according to Lefevere, consists of three overlapping components: the ideological component, the economic component, and the status component. Lefevere states that patronage focuses mainly on ideology, where the ideological component restricts the process of choosing the topic and the form of its presentation, while the economic component is represented by the payment of wages to writers and rewriters by patron, (be publishers of newspapers, universities, or the state) in the past, wages were paid in the form of regular payments or a pension from a benefactor, while nowadays it is paid in the form of fees for translators or royalties. Regarding the status component, the beneficiary is expected to align and agree with patron's directions and expectations.

According to Lefevere (2016), the literary field in which the translation process operates is controlled by two factors: professionals within the field and patronage outside the field, which often determines ideology. Lefevere states that patronage outside the literary field refers to sources of power, whether individuals, groups, parties or institutions (e.g., political parties, the media, publishers, educational establishment, etc.). Lefevere mentions three elements of patronage: 1) the ideological component, which governs the choice of topic, its form, and how it is presented, 2) the economic

component includes wages and financial compensation paid by patrons, and 3) the status component, the beneficiary accepts and conforms to the patron's expectations in exchange for financial compensation." The ideological component constrains the choice of subject and the form of its presentation" (Munday 2022, 201). Translation is considered a process of rewriting the original text and manipulating it so that this text works in a specific society and in a specific way. This manipulation is carried out by a power and can have a positive impact by developing the original text. Rewriting the original text can introduce new concepts, but on the other hand it can have a negative impact by distorting and distorting the content of the original text (Lefevere 2002).

Patrons, whether individuals or institutions responsible for publishing translations, often impose their ideology on the translation process. According to Lefevere, a patron's ideology refers to a set of ideas, trends, or beliefs held by the patron or a particular group or social class on various issues. This ideology interferes in the translation process with the aim of manipulating the process and the final product of the translation and also for the interests of this class or individuals. The patron's ideology plays a major role in the translation process, as it must ensure that the three components of patronage are met and thus determine the form and type of the topic, pay the translators' wages, and ensure their social status. Patron's ideology manipulates the translation process through the choice of the translator, the type of source text, the strategies that the translator follows in the translation process, the quality of the final product of the translation, etc., and it also exerts an influence on all these procedures.

The patron's ideological manipulation may be direct or indirect. Direct manipulation occurs through selecting translators, type of source text, and monitoring the quality of the translation process. Indirect manipulation occurs through determining the translation strategies used by the translators (Lefevere 2016). Chen (2016) argues that ideology in translation is divided into two parts: macro and micro ideology. Macro ideology includes political and poetic ideology, while micro ideology includes patrons, readers, and translators, that is, people involved in the translation process. The patron is often the person, group of people, or institution that initiates the translation process by selecting the translators, determining the type of text to be translated, choosing translation strategies, determining the target readers' expectations of the text, and refining the translated text so that it is consistent with the patron's ideology. Therefore, the translator's role in the translation process is often limited, as they must adhere to the instructions of the sponsor. If the translator does not comply to these instructions, the translation procedure is simply canceled and rejected by the patron. Although the translator can exert some influence on the text, the process is governed by the patron. The reader, meanwhile, has a minimal role in the translation process. However, readers' expectations significantly influence the translation, as patrons set standards and specifications with the translator consider the reader's point of view, expectations, habits, and preferences. The reader's reaction to the translation can also have a significant impact on future translation efforts.

The concept of rewriting appeared in translation studies with the emergence of the cultural turn, and Lefevere was one of the most important supporters of this concept. focuses on how texts iares transformed and how one text is produced from another text i.e, the process of rewriting. Lefevere moves away from using translation as a linguistic exercise to elevate the translated text to the level of the source

text, seeing translation as deeply interconnected with cultural, social, and political aspects. Lefevere's theory also frees translators from being judged only by their fidelity to, or deviation from, the source text (Forrai 2018). Lefevere highlights the role of powerful individuals and institutions, showing how professionals such as publishers rewrite texts to serve the goals or interests of their patrons. For to him, translation serves as an effective tool for rewriting and manipulating texts through the influence of editors, publishers, etc. (Lefevere 2016).

The process of manipulation is often carried out to serve the interests and orientations of those with power and influence. Rewriting has advantages and disadvantages, as it can introduce new concepts, topics, and new innovations, which helps develop the field of translation, whose history flourishes with literary innovation. On the other hand, rewriting may distort and hinder many innovations and concepts (Lefevere 2016). Lefevere (2016), argues that translation is not only a linguistic bridge, but rather a cultural process that transfers different cultures. It is another concept of rewriting, with ideological motives that is often used by those in power or those who wish to obtain power, which Lefevere calls "patronage." The ideology, time and place of the rewriting process determine the image of the work produced by the translation, as the rewriter can create a specific image not only of the work but also of the author, topic, genre, time period, etc. Lefevere has a major role in cultural and ideological turns and focuses on concepts in the field of translation, manipulation, and rewriting, such as "ideology," "patronage" and "poetics" as well as identifies the ideological and poetic categories that control translation, rewriting, and manipulation. "Translation is the most obviously recognizable type of rewriting, and ... it is potentially the most influential because it is able to project the image of an author and/or those works beyond the boundaries of their culture of origin". (Lefevere 2016, 9).

### 3. Methodology

The primary data source for the current study consists of fourteen translated news headlines about the 2023 Gaza war, published by MEMRI on its official website (<https://www.memri.org/>) from October 2023 to March 2024. Additionally, fourteen untranslated headlines from Arabic news outlets and translated by MEMRI were analyzed. This qualitative research examines MEMRI's translations of Gaza war news to study the impact of patronage and ideology on the translation process and its products. The researchers collected MEMRI's translations of these news headlines and their Arabic originals as published in Arabic news agencies. Then, these translations were aligned with the Arabic originals to compare and examine them in terms of ideological manipulation. By examining both untranslated and translated headlines, the researchers attempt to determine MEMRI's criteria for selecting news to translate.

### 4. Analysis and Discussion

In this section, headlines presented in various Arabic channels and their corresponded English translations provided by MEMRI are analyzed and compared based on Lefevere's notions of patronage, ideology, (re)writing and manipulation. Second, the non- selected news headlines from the same Arabic

channels are analyzed to recognize the reasons for selecting some news to be translated and others not to be translated, in an attempt to identify any potential ideological motives and the strategy through which the manipulation occurred.

#### 4.1 Analysis of Arabic News Headlines and Their Corresponding Translations by MEMRI's

Example 1:

<b>Source Text (ST)</b>	Saudi daily Okaz(ST)	يختبئون في أنفاقهم ويبيعون شعوبهم برخص التراب!
<b>Target Text (TT)</b>	MEMRI (TT)	"Saudi Journalist: Like All Other Terror And Jihad Leaders, Hamas Leaders Live In Luxury And Save Their Own Skin, While Sending Their People To Be Killed"

The headline of the source text has been manipulated and reworked through additions and replacement. First, the phrase "Like All Other Terror and Jihad Leaders" and "While Sending Their People To Be Killed", were added in the target text, despite not being present in the source text. These additions carry negative connotations and promotes a stereotypical image of *Jihad*. In other words, the first addition to the phrase "like all leaders of terrorism and jihad" carries concepts that have a negative connotation in Western society. The meaning of jihad is often interpreted as terrorism. for the addition of the phrase "While sending their people to be killed," clearly claims that *Hamas* uses civilians as human shields and works for its own interests rather than for the benefit of its people. Also, as a form of manipulation of the text, the word "أنفاقهم," which means "their tunnels," in the source headline was deleted and replaced by "live in luxury" In order to incite the Palestinian people to resistance and stir up strife among them.

Example 2:

<b>Source Text (ST)</b>	Aljazeera News Channel (ST)	وزير الخارجية الأردني: حماس فكرة لا تنتهي ونرفض سيناريوهات ما بعد الحرب
<b>Target Text (TT)</b>	MEMRI (TT)	"Jordanian Foreign Minister Ayman Al-Safadi: Hamas Is An Idea And Ideas Do Not Die"

This headline shows that the translator omitted the phrase "نرفض سيناريوهات ما بعد الحرب" which can be translated literally in English as "**We reject post-war scenarios.**" The post-war scenarios refer to any attempts by Israel to implement its plans in the Palestinian territories, specifically in Gaza, and they were deleted during the translation process to hide Jordan's rejection of these attempts and thus convey the idea to Western society that even Arab countries have no objection to these scenarios. This shows direct manipulation of the original headline. This phrase may carry an interpretation that contradicts MEMRI's interests and ideology, promoting the translator to adopt an omission strategy to shape and frame the news in a way that aligns with MEMRI's agenda. In this context, it is important to note that MEMRI's agenda, as a pro-Western media outlet, is to support the Israeli narrative over the Palestinian one.

Example 3:

<b>Source Text (ST)</b>	AL-QUDS AL-ARABI (ST):	جبريل الرجوب: ما حصل في 7 أكتوبر كان جزءاً من حرب دفاعية من جانب الفلسطينيين والانفجار القادم والأعنف سيكون في الضفة الغربية
<b>Target Text (TT)</b>	MEMRI (TT):	“Palestinian Officials Justify Hamas' October 7 Massacre: It Was Not Terror But A Natural Reaction To Occupation; 'The Next Explosion, Even More Violent, Will Be In The West Bank'; Hamas Is And Will Remain Part Of The Palestinian Fabric”

In this example, the **“Palestinian Officials Justify Hamas' October 7 Massacre”** has been added to the translation of the headline. This phrase carries connotations of violence and promotes the recipient to sympathize with the other side (Israel), particularly through the use of the term **“massacre.”**. Moreover, MEMRI deliberately shifted the focus from ‘Jibrel Al Rjoub’ to “officials”. Additionally, the term **“Terror”** is used as a translation for "حرب دفاعية" in the original text. Linking the term **“massacre”** to Hamas reflects the translator’s ideology, portraying Hamas as a terrorist movement. The term massacre is defined as “the act or an instance of killing a number of usually helpless or unresisting human beings under circumstances of atrocity or cruelty” (Webster, 2024). The last part of the translation, the phrase **“Hamas Is And Will Remain Part Of The Palestinian Fabric”** illustrates the translator’s ideological intervention. By linking Hamas, described as the perpetrator of the massacres, to the Palestinian fabric, the translator implies that Palestinian society as a whole is involved in this massacre.

Example 4:

<b>Source Text (ST)</b>	AL-SEYASSAH (ST)	ما حدث في غزة يجب أن يخضع لمحاكمة عربية
<b>Target Text (TT)</b>	MEMRI (TT)	“Hamas Should Be Prosecuted For The Death And Destruction It Has Brought Upon The Gazans With Its October 7 Attack”

The process of distortion can be observed directly in MEMRI’s translation of this example. The entire source text was changed, as the translation included an assertion about the necessity of prosecuting Hamas. In the original text, Hamas was not mentioned, and terms such as **“death”** and **“destruction”** were attributed to Hamas in the translation. This shift serves to hold Hamas responsible for what happened in Gaza and to legitimize the war crimes committed by Israel against Gaza. Thus, it is evident that the translation process included deleting the original text and replacing it with a completely different narrative.



Example 5:

Source Text (ST)	Publishing Date	AL-AHRAM (ST)	فك الارتباط العربي - الأمريكي
Target Text (TT)		MEMRI (TT)	“Board Chairman Of Egyptian State Daily Al-Ahram: The U.S. Is 'The Arab World's No. 1 Enemy'; 'It Is More Nazi Than Hitler'; Arabs Should Sever Their Ties With It”

The original text has been completely rewritten here, as shown in this example. The original headline is "فك الارتباط العربي - الأمريكي" which means “the Arab-American disengagement”. In MEMRI's translation of this headline, the headline was completely changed, as the translation contained: “**The U.S. Is 'The Arab World's No. 1 Enemy';**” and “**It is more Nazi than Hitler.**” These two sentences convey a hostile impression of Western society, as they were used to mobilize the American street against Arab society. These additions indicate that Arab peoples reject Western society and carry negative, hostile feelings towards the West. By adding the term “**Nazi**”—which has a racist character and is often used against Jews. The new target text conveys to the Western audience that Arab people are hostile and racist. This type of rewriting serves to justify American support for Israel on the grounds that the Arab world views America as its enemy. Moreover, the sentence “**Arabs Should Sever Their Ties With It**” was also added to the translation, further changing the original idea through terminology manipulation. There is a difference in meaning between “**severing ties**” and “**disengagement**.” ‘Severing ties’ serves as a declaration of hostility between two countries, while “**disengagement**” is a political term that means dismantling the structural and functional unity of joint institutions between the two countries, without establishing any agreements.

Example 6:

Source Text (ST)	Saudi daily Okaz(ST)	هل وجود العلاقات مع «العدو» أفضل ؟
Target Text (TT)	MEMRI (TT)	“Saudi Writer: Peace With Israel And Trade Relations With It Will Turn Our Commercial Leverage Into A Weapon More Effective Than Further Rounds Of Fighting”

In MEMRI's translation of this headline, the phrase “**Saudi writer**” was added at the beginning carrying ideological meaning that the translator wants to convey to the Western recipient. This addition implies that everything mentioned in the title reflects the opinion of the Arab community, given that the Kingdom of Saudi Arabia is one of the most important countries in The Arab world. Moreover, the original news headline “**Is having relations with the enemy better?**” was replaced and rewritten in translation, with the omission of this phrase and the addition of terms such as “**peace with Israel**” . The translator wanted to convey the idea that Arab society is not cohesive and that there are individuals who do not support the Palestinian cause or the resistance. This also reflects skepticism about the Arabs stance on the situation in Gaza. Adding The phrase “**More Effective Than Further Rounds Of Fighting**” implies that the Arab community prioritizes its own interest over the interests of the citizens in Gaza,

suggesting that the action of the Palestinian resistance does not support the interests of the Palestinian people.

Example 7:

Source Text (ST)	Al-Sharq(ST)	غزة.. فرصة لا تتكرر
Target Text (TT)	MEMRI (TT)	“Incitement Against Israel In Qatari Press Continues: Only More Attacks Like October 7 Will Restrain It; The Conflict Will End Only With Disappearance Of Israel”

In this example, MEMRI used the strategies of addition and rewriting the original text through translation. The translation begins with the phrase, “**Incitement Against Israel in the Qatari Press Continues.**”, conveying to the Western recipient the idea that Israel is weak and oppressed, while the Arab countries are inciting against it and distorting its image. This framing indicates that all the war crimes Israel is committing are merely distortions and fabrications by the Arab countries. The addition of the phrase “**Only More Attacks Like October 7 Will Restrain It**”, has a negative impact and distorts the image of Arab society as one that supports wars and killing. MEMRI uses the term “**Attack**” to describe the events of October 7, in order to condemn the Palestinian resistance, justify the crimes committed by Israel, and clarify to the Western recipient that Israel’s action are only reaction to the October 7 attack, as the MEMRI described it in this news headline.

Example 8:

Source Text (ST)	Al-Watan (ST)	لا تَبْرَحُوا أَمَاكُنْكُمْ!
Target Text (TT)	MEMRI (TT)	“Article In Al-Watan Daily: The Muslims Must Arm Hamas Even At The Expense Of Feeding Their Children”

The original text of the news headline: "لا تَبْرَحُوا أَمَاكُنْكُمْ" which means “**Do not leave your places,**” is one of the commandments of the Messenger of Allah, Muhammad (Peace be upon him), in the battle of *Uhud*, one of the Islamic battles, where Muslim soldiers did not obey the commands of Prophet Muhammad when he commanded them not to depart the mountain of *Uhud* unless he asked them to do so. As a result, they were defeated (Ayoub 2022). This means that the soldier must obey the commander and also be steadfast and obey those in command in what is appropriate for the interest of the people. In MEMRI’s translation the news headline was rewritten as: “**Muslims must arm Hamas, even at the expense of feeding their children**”. It is very clear that the translator rewrote the original text to convey the idea that Arabs, especially Muslims, give great importance to fighting, even at the expense of their children and families, and that they were naturally created to commit crimes and wars. The translator’s point of view is clear here; aiming at to portray Muslims as ‘human monsters’ who have no mercy and strongly support war and reject peace in any form. This idea is highlighted through the translator’s use of the phrase “**even at the expense of feeding their children.**”, which clearly reinforce the idea to Western societies that Arabs, especially Muslims, are predisposed toward war and crimes.

Example 9:

<b>Source Text (ST)</b>	Al-Mamlaka (ST)	وزير الخارجية: إلغاء اتفاقية السلام مع إسرائيل لن يخدم الأردن ولا الفلسطينيين
<b>Target Text (TT)</b>	MEMRI (TT)	"Jordan: The Peace Treaty With Israel Is A Strategic Choice And Source Of Strength For Us; It Is The Palestinians Who Would Lose The Most If We Revoked It"

In this example, the translator adopted more than one strategy to manipulate the text with the original. First, the **"Minister of Foreign Affairs"** was deleted from the original text when translating and was replaced by **"Jordan"** to reflect an image to the Western recipient that this conveyed idea carries the opinion of Jordanian society. Secondly, the original text was rewritten through translation by adding the sentence **"The Peace Treaty With Israel Is A Strategic Choice And Source Of Strength For Us"**. This phrase contains a clear statement that Jordan has common 'interests' with Israel and that Israel serves the interests of Jordanian society, thus portraying Israel to the Western community as a friend of Jordan helping and supporting them. Finally, the phrase "لن يخدم الأردن ولا الفلسطينيين" **"It will not serve Jordan nor the Palestinians"** in the source news headline was replaced with **"It Is The Palestinians Who Would Lose The Most If We Revoked It."** By adding this phrase, the translator aims to emphasize the idea that Jordan has its own interests with Israel and that Israel supports the Arab countries and offers them a helping hand, thereby attempting to mobilize Western audience.

Example 10:

<b>Source Text (ST)</b>	Saudi daily Okaz (ST)	حماس.. الأردن بديلاً عن غزة!
<b>Target Text (TT)</b>	MEMRI (TT)	"Prominent Saudi Journalist: Hamas Suffered A Defeat After October 7, So It Is Attempting To Destroy Jordan"

The translator added **"prominent Saudi Journalist"** to the beginning of the news headline, which was not present in the original headline. This addition explains the translator's strategy of linking the content of the news headline to the writer's nationality, indicating that this source is credible. MEMRI also rewrote the original headline as: **"Hamas Suffered Defeat after October 7 and It is Trying to Destroy Jordan,"** while the original text included the following: "حماس.. الأردن بديلاً عن غزة!", meaning **"Hamas... Jordan is an alternative to Gaza!"**. It is clear here that the translator intervened by rewriting and manipulating the original text to create discord and conflict between Jordan and Hamas and to incite tension between the Jordanian and Palestinian people. This manipulation aligns with MEMRI translator's ideology and agenda, aiming to portray Hamas as a terrorist organization and convey to the public that Hamas incites wars and destruction.

Example 11:

<b>Source Text (ST)</b>	Al-Dustour(ST)	صفحة الوحدة الوطنية في وجه التحريض والفتن
<b>Target Text (TT)</b>	MEMRI (TT)	"Jordanian Writer: Hamas' Incitement Is Meant To Spark Chaos In Jordan, Which Defended This Movement's Officials"

In this example, the translator added a heading word, “**Jordanian writer**” in order to draw the reader’s attention to the fact that what the news headline contains expresses the entire opinion of Jordanian society. The strategy of addition and rewriting in the translation also played a role in representing the translator’s ideology, as the original text did not include any reference to the Hamas movement. Instead, the original text stated that national unity in Jordan stood in the face of incitement and strife. However, as shown, the translator attributed the incitement and sedition to Hamas, while the original text did not mention Hamas at all. This change reflects the translator’s intent to portray Hamas as the source of chaos in Jordan, shifting Hamas’s image from a resistance movement aimed at stability in Palestine to one that supports chaos and incites strife among Arabs..

Example 12:

<b>Source Text (ST)</b>	Al-Arab daily (ST)	وجود قادة حماس في قطر يضعها على رادار الانتقام الإسرائيلي
<b>Target Text (TT)</b>	MEMRI (TT)	“Emirati 'Al-Arab' Daily: Qatar's Offers To Mediate Between Hamas And Israel Are Meant To Cover For Its Harboring Of Hamas Arch-Terrorists”

The translation of the news headline was manipulated through rewriting the original text. The translator aimed to convey two ideas to the recipient. First, that the United Arab Emirates doubt Qatar’s position and accuse it of supporting terrorism, thereby distorting the image of Arab unity in the eyes of Western society. Second, the translator’s use of the term “**terrorism**” in relation to Hamas movement is crucial. It is clear that the original text did not include the term “terrorism” and did not describe Hamas as a terrorist organization or movement. The original news text can be literally translated into English as: “**The presence of Hamas leaders in Qatar puts it on the radar of Israeli retaliation.**”

Example 13:

<b>Source Text (ST)</b>	Al-Arabi Al-Jadid(ST)	لماذا لم يكن هجوم 7 أكتوبر إرهابيا؟
<b>Target Text (TT)</b>	MEMRI (TT)	“Jordanian Journalist: Hamas' October 7 Attack, Taking Of Israeli Hostages Are Not Terror But Legitimate Acts Of Resistance To Occupation”

In this example, the original headline states: “**Why wasn't the October 7 event a terrorist attack?**” The wording the title in the form of a question carries many meanings to justify not describing the event of October 7 as terrorist. In MEMRI’s translation of this headline, the translator first reworded the news headline from a question to a statement, causing the original news headline to lose its proper meaning, which was a justification for not labeling the event of October 7 as terrorist. Secondly, the translator added “**Taking Of Israeli Hostages.**” This addition visibly aims to attract the reader’s attention and evoke emotions, thus portraying Israel as the victim that has the right to attack Gaza in order to liberate the hostages.

Example 14:

<b>Source Text (ST)</b>	Saudi daily Okaz(ST)	هل فهم العرب إسرائيل؟!
<b>Target Text (TT)</b>	MEMRI (TT)	“Saudi Journalist: October 7 Caprice Brought Destruction Upon Gaza, But Hamas Leaders Will Surely Declare Victory Again”

In this example, the translator relied on rewriting the original text of the news headline through translation. As shown above, the original text of the news headline included the following: “**Did the Arabs understand Israel?**”. However, the translator rewrote the original text and added terms such as “**the October 7 Caprice**” and “**brought destruction to Gaza**”. The use of such expressions undoubtedly aims to condemn Hamas, holding it responsible for what is happening in Gaza in the eyes of Western society, while exonerating Israel legitimizing its war crimes in Gaza. Additionally, the term “**Caprice**” suggests that the activities of the resistance are futile and implies that that Hamas’s attack on October 7 was the result of ill-considered and irrational political and military decision, resulting with unanticipated consequences.

#### 4.2 Selectivity in Translating News Headlines by MEMRI

In this section, the news headlines that were not selected for translation by MEMRI are analyzed. These non-translated news headlines were published in the same Arab newspapers and news channels on the same date as selected by MEMRI.

##### 4.2.1 Headlines Released by Al-Quds Al-Arabi that were not selected for translation by MEMRI

**Table 1:** Non-selected news headlines from Al-Quds Al-Arabi

<b>Example No.</b>	<b>Non-selected headline</b>	<b>Literal translation</b>
1.	غزة: مقبرة جماعية لجثامين 111 شهيدا... وترقب لتطبيق الهدنة	Gaza: A mass grave for 111 bodies of martyrs... and anticipation for the truce to be implemented
2.	ترحيب دولي باتفاق الهدنة في غزة... وقطر: سيسهم في حقن دماء الفلسطينيين	An international welcome to the truce agreement in Gaza... and Qatar: It will contribute to stop the bloodshed of Palestinians.
3.	8 شهداء في الضفة أغلبيهم في مخيم طولكرم بقصف طائرة مسيرة	8 martyrs in the West Bank, most of them from Tulkarm camp, as a result of a drone bombing
4.	إسرائيل و"الجناية الدولية"... محاكمة طال انتظارها	Israel and "the International Criminal Court"... a long-awaited trial

*Al-Quds Al-Arabi* is a daily Arabic newspaper founded in 1989 in London. It covers local and Arab news and provides analysis of Arab and global issues. This newspaper is distributed in the Middle East, North Africa, Europe and America, and its website is followed by thousands of people worldwide. On November 23, 2023, *Al-Quds Al-Arabi* newspaper published five news headlines regarding the events of October 7. MEMRI selected only one headline for translation, and did not mention the other four headlines. Below is a literal translation and analysis of the non-selected headlines.

**Example 1.** “غزة: مقبرة جماعية لجثامين 111 شهيدا... وترقب لتطبيق الهدنة”, meaning “**Gaza: A mass grave for 111 bodies of martyrs... and anticipation for the truce to be implemented**”.

This headline underlines the suffering of the Palestinian people in Gaza and refers to the heinous crimes and the severe aggression committed against Palestinian people by the Israeli occupation that has turned the Gaza Strip into a mass grave. The phrase “**mass grave**” refers to the horror of the situation in Gaza, the huge significant of innocent human lives and the large number of martyrs, leading to the creation of mass graves. This evokes readers emotions regarding the ugliness of the scene and the tragedy faced by the people of the Gaza Strip, as the crimes being committed by the Israeli occupation in Gaza are crimes against humanity. It can be argued that MEMRI did not refer to this headline because it condemns Israel and documents the horrific events and acts against humanity that might be rejected not only by the Arab community but also by the international community.

**Example 2. “An international welcome to the truce agreement in Gaza... and Qatar: It will contribute to stop the bloodshed of Palestinian”.**

This news headline emphasizes global sympathy for Gaza by stating the international welcome for a truce agreement aimed at stopping the crimes committed against the people of Gaza. This reflects the reality of the tragedies they are experiencing in Gaza. This give emphasis to the fact that Gaza is living in difficult war conditions that require a truce. The second part of the news headline shows that Qatar is a mediator to end the suffering in Gaza, labelling this suffering as “**to stop the bloodshed of Palestinian.**” This clarifies for the reader the human massacres occurring in Gaza, committed against the Palestinian people by the Israeli occupation.

**Example 3. “Israel and "the International Criminal Court"... a long-awaited trial”.**

This news headline shows what anti- Israel parties may be anticipating: the possibility of sending Israel to the international criminal court, a prospect that many pro-Israel parties are trying to hide. There are increasing calls from monarchs, national leaders, various organizations, and lawyers to hold Israel accountable at the International Criminal Court on charges including committing genocide, crimes against humanity, and aggression against the residents of Gaza.

#### 4.2.2 Headlines released by Al-Seyassah Newspaper that were not selected for translation by MEMRI

**Table 2:** Non-selected news headlines from Al-Seyassah Newspaper

Example No.	Non-selected headline	Literal translation
1.	الأردن: إسرائيل لن تنعم بالأمن بقتل الفلسطينيين	Jordan: Israel will not gain security by killing Palestinians
2.	غزة تلعق جراحها وتللم شهداءها من الشوارع ومن تحت الأنقاض	Gaza is licking its wounds and gathering its martyrs from streets and from under rubble

On November 25, 2023, the Kuwaiti newspaper Al-Seyassah published three news headlines related to the events of October 7on its website. MEMRI selected only one headline for translation and did not mention the other two. Below is a literal translation and analysis of the non - selected headlines.

**Example 1 “Jordan: Israel will not enjoy security by killing Palestinians”.**

This news headline shows Jordan's condemnation of Israel for killing Palestinians, as Jordan stated that the security and peace for which Israel claims it is committing war crimes will not be achieved and

will not be enjoyed by shedding Palestinian blood and slaughtering civilians. Thus, Jordan's position towards Israel's crimes is clear and frank through its denunciation for all the massacres that occur in the Gaza Strip.

**Example 2. “Gaza is licking its wounds and gathering its martyrs from the streets and from under rubble”.**

This news headline provides a clear depiction of the reality of life for the people of the Gaza Strip, showing the results of the brutal Israeli aggression against Gaza. This violence has led to the demolition and destruction of not only homes but also governmental and educational institutions, and even cemeteries. There are no longer places available to bury the martyrs of Gaza, highlighting the severity of the situation and the extent of the devastation left behind by this brutal aggression. The Israeli aggression has penetrated so deeply that the people of Gaza are left to gather their martyrs from the streets and beneath the rubble.

#### 4.3.3 Headlines Released by Asharq Al-Awsat newspaper that were not selected for translation by MEMRI

**Table 3:** Non-selected news headlines from Asharq Al-Awsat newspaper

Example No.	Non-selected headline	Literal translation of non-selected headline
1.	مرصد حقوقي يوثق إنشاء 120 مقبرة جماعية عشوائية بغزة	A human rights observatory documents the establishment of 120 random mass graves in Gaza
2.	للمرة السادسة.. توقف خدمات الاتصالات والإنترنت في غزة	For the sixth time... telecommunications and Internet services have stopped in Gaza
3.	استشهد أكثر من 3700 طالب في غزة والضفة منذ بدء العدوان الإسرائيلي	More than 3,700 students have been martyred in Gaza and the West Bank since the start of the Israeli aggression

On December 14, 2023, *Asharq Al-Awsat* published four news headlines regarding the events of October 7. MEMRI selected only one headline for translation and did not mention the other three. Below is a literal translation and analysis of the non - selected headlines.

**Example 1. “مرصد حقوقي يوثق إنشاء 120 مقبرة جماعية عشوائية بغزة”, meaning “A human rights observatory documents the establishment of 120 random mass graves in Gaza”.**

Using the term "mass grave" should be more than sufficient to describe the horror of the situation in Gaza. A press release by from the United Nations explains that mass graves are sites containing many bodies and their remains, whether known or unidentified. These graves serve as conclusive evidence of the commission of heinous and inhumane acts. This reality describes the ugliness of the atrocities committed by the Israeli occupation against the people of the Gaza Strip, a message that MEMRI may be reluctant to translate and convey to the West.

**Example 2. “For the sixth time... telecommunications and Internet services have stopped in Gaza”.**

Communications and Internet services are considered among the most important services today, as many daily businesses rely on them. The interruption of such services will result in many losses, which may be material, but in Gaza, as stated in this news headline, these services have been interrupted for the

sixth time. One can imagine how difficult this matter is in light of the war and escalations taking place in the region. The interruption of these services hinders humanitarian work, including reporting the location of injuries and accidents, and the inability to communicate with medical personnel. Moreover, this situation deprives the people of the Gaza Strip of communication with one another and with the outside world. This indicates that the Israeli occupation aims to hide the crimes it is committing in the region by obstructing the media coverage, as well as cutting off any means for Palestinian civilians to document the events and communicate their voice to the international community.

**Example 3. “More than 3,700 students have been martyred in Gaza and the West Bank since the start of the Israeli aggression”.**

This news headline condemns the Israeli occupation’s attacks targeting children and school students. Consequently, the Israeli occupation violates all children’s and human rights laws, causing these children to pay the price of the violent aggression on the Gaza Strip.

#### 4.3.4 Headlines Released by AL-Watan Newspaper that were not selected for translation by MEMRI

Table 4. Non-selected news headlines from AL-Watan Newspaper

Example No.	Non-selected headline	Literal translation
1.	قطر تدعم صمود الفلسطينيين	Qatar supports the Palestinian’s resilience.
2.	أطفال فلسطين يرثون صدمات متراكمة	Palestinian children inherit accumulated trauma
3.	شباب أميركا يناهضون إسرائيل	America's youth oppose Israel
4.	مجازر للاحتلال في جباليا ودير البلح	Massacres by the occupation in Jabalia and Deir al-Balah
5.	جنود إسرائيليون سابقون يحذرون نتنياهو: الانتقام ليس خطة حرب	Former Israeli soldiers warn Netanyahu: Revenge is not a war plan

*Al-Watan* is a daily Qatari newspaper founded in 1995. It is distributed in Qatar and also publishes news on its website, attracting audiences from different parts of the world. *Al Watan* newspaper published six news headlines on December 18, 2023 regarding the events of October 7. MEMRI chose to translate one news headline while ignoring the other five. Below is a literal translation and analysis of the non - selected headlines.

**Example 1. “Qatar supports the steadfastness of the Palestinians. “**

This example addresses the position of the State of Qatar towards the Palestinians, as Qatar expresses its support and solidarity with the Palestinian people. This reflects the close historical and cultural ties between the Qatari people and the Palestinian people. Such a news headline dispels skepticism about Qatar's position towards the Palestinian issue. Hiding and not choosing to translate such a news headline would weaken the connection between the Arab countries in general and between Qatar and Palestine in particular. It could also create a stereotype about the lack of unity among Arab countries and highlight this perceived disunity Western audiences, thus weakening the position of the Arab countries before the international community regarding the Gaza war.



**Example 2. "Palestinian children inherit accumulated trauma".**

Wars have negative consequences that affect everyone, including children, women and men. Perhaps the group most affected by these outcomes are children, as images of destruction, killing and violence grow with them and remain stuck in their minds. This news headline clearly shows these negative images that affect the minds and psyches of children in Gaza. Their constant exposure to violence and killing by the Israeli occupation has left them with psychological and emotional disorders. It seems that the translator did not choose this type of news headline due to certain ideological motives. The first of these may be to preserve Israel's image and not attribute such crimes to it, as children's rights reject such attacks on children and criminalize anyone who commits them. Moreover, this selection could be meant to protect Israel from criticism from the international community for carrying out such actions.

**Example 3. "America's youth oppose Israel".**

This news headline reflects the position of the American people, particularly the youth, and their sympathy with the Palestinian people, and their condemnation of the actions committed by Israel against the Palestinians. MEMRI's choice not to translate this headline hides the truth of global solidarity with Palestine. This headline confirms that not only Arab peoples support Palestine, but also that Western society expresses its sympathy and solidarity with Palestine.

**Example 4. "Massacres by the occupation in Jabalia and Deir al-Balah".**

This news headline documents Israel's crimes in the towns of *Jabalia* and *Deir al-Balah*, where these crimes were described as "massacres." Collins's dictionary defines massacres as "A massacre is the killing of a large number of people at the same time in a violent and cruel way." (Collins, 2024). Committing massacres in war is internationally prohibited, rejected by the international community, and exposes its perpetrator to legal accountability under international criminal law. Not translating this news headline hides the reality of what the people of the Gaza Strip are suffering and prevents the international community, particularly the West, from realizing the truth of what these people are suffering.

**Example 5. "Former Israeli soldiers warn Netanyahu: Revenge is not a war plan".**

This news headline explains the contradiction between the Israeli occupation government and former Israeli soldiers. These soldiers stress that what the Israeli government is doing in Gaza is a settling of personal scores. They claim that using revenge in military wars does not achieve legitimate military goals, and must adhere to international law, which relates to the rules of armed conflict. Finally, this headline contains a clear and direct accusation against the Israeli government, specifically its President, Netanyahu, proposing that his decisions in the Gaza war are motivated by personal aims rather than military considerations.

## **5. Conclusion**

The examples discussed show that MEMRI's translators opted for certain translation strategies that facilitated the process of (re)writing and manipulating the news headlines released by Arabic sources. In several examples, MEMRI's use of the addition strategy is evident, especially with the addition of specific heading words. These additions are employed to present certain ideas about the Arabic community and to

shape the reader's perceptions, thereby serving MEMRI's agenda. Notable terms that MEMRI added in its translation of news headlines is **“terrorism,” “jihad,”** and **“massacre.”** Such terms have negative connotations with the Western reader in particular, often linking terrorism to jihad and Islam in order to mislead the concept of jihad called for by the Islamic religion. The use of such terms, then, aims to distort the Arab Islamic community and portray it as a terrorist community that supports violence and destruction. The analysis also showed that MEMRI rewrites news headlines, replacing them with titles that provoke reader's reactions and lead to different interpretations of the original headline. Therefore, MEMRI uses rewriting as a means of manipulating the translation of news headlines. MEMRI's adoption of the omission strategy in its translations likely serves to exclude headlines that contradicts MEMRI's political agenda. The omission clearly proves its bias toward the Israeli side. Finally, rewriting and substitution appear in all the examples presented in the first section of the analysis, reflecting MEMRI's policy and directives to its translators.

Furthermore, MEMRI's ideology is clearly reflected in the process of translating news headlines and its selective approach of news headlines to be translated. The second part of the analysis presents examples illustrating this process. By referring to original Arabic sources of the headlines that MEMRI chose to translate, it becomes evident that these sources published numerous headlines related to Gaza on the same date. This indicates ideological interference through patronage, i.e. support from the MEMRI Institute for Middle East Research. A review of MEMRI's website shows that it is a pro-Israel institute, co-founded by Yigal Carmon, a retired colonel from the Israeli Defense Forces. Another pivot member of MEMRI is Dr. Meyrav Wurmser. She served as the executive director of MEMRI and currently holds the position of director of the Center for Middle East Policy at the pro-Israel Hudson Institute in Washington

In other words, MEMRI's selective approach to choosing news headlines constructs a specific narrative for the Western world. This narrative portrays the Arab-Islamic world as anti-Semitic, anti-American, and a threat to Western society. Moreover, MEMRI carefully selects headlines that support Israel while ignoring important headlines documenting the crimes committed by Israel against the people of the Gaza Strip. This omission has ideological motives, mainly to minimize the suffering of the Palestinian people, specifically the people of Gaza, in order to make the world ignore the violence and destruction that Israel is making in the region. This way helps in depriving the Gaza of gaining international sympathy and thus achieving Israel's efforts to increase its incursion into the Strip and positioning Israel as a victim which, in turns, legitimizing all the crimes committed by Israel in the Gaza Strip. Moreover, MEMRI is only interested in translating content that supports Israel and presents it as a peaceful country for Western society, and emphasizes publishing content that highlights the lack of unity of the Arab countries and presents the Arab countries in an uncivilized manner to the Western world in.

This study has investigated the role of patronage, manipulation, and ideology in influencing the translation of news headline, reshaping discourse and aligning the readers' perception with the patron's ideology. This study also aimed to reveal the processes of manipulation in translation, exploring how translators employ specific translation strategies to reflect their own ideology or that of their patron.

Finally, this study highlighted the concept of selectivity, which is used for ideological motives and enables translators to choose one text over another for translation.

## الرعاية/المالية أو الوصاية ، الأيديولوجيا، والتلاعب في ترجمات MEMRI حول حرب غزة 2023

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### الملخص

يقوم معهد أبحاث إعلام الشرق الأوسط (MEMRI)، الذي هو منظمة مستقلة وغير حزبية وغير ربحية مقرها واشنطن، بنشر ترجمات للأخبار العربية إلى الإنجليزية لسد الفجوة اللغوية بين الغرب والشرق الأوسط. يهدف هذا البحث إلى دراسة دور الرعاية، والتلاعب، والأيديولوجيا في ترجمة وسائل الإعلام لعناوين الأخبار التي تقدمها MEMRI حول الحرب على غزة 2023، وتبحث الدراسة أيضاً في كيفية اختيار MEMRI لعناوين الأخبار، ولتوضيح هدف هذه الدراسة، اتبعت مفاهيم Lefevere حول الرعاية، والتلاعب، والأيديولوجيا في الترجمة لتحليل ترجمة عناوين الأخبار، حيث قام الباحثون بجمع أربعة عشر عنواناً إخبارياً مترجماً حول الحرب على غزة في 2023 نُشر على الموقع الرسمي لـ MEMRI علاوة على ذلك، حللنا أربعة عشر عنواناً إخبارياً لم تترجمه MEMRI. وأظهرت النتائج أن MEMRI تستخدم الحذف، والإضافة، وإعادة الكتابة في ترجمة عناوين الأخبار من أجل إعادة تشكيل معنى العناوين الأصلية وفقاً لأيديولوجية MEMRI كما كشفت الدراسة أن MEMRI تستخدم الانتقائية في اختيار عناوين الأخبار ليتم ترجمتها، ويمكن أن يعزى ذلك إلى أيديولوجية المنظمة وتوجهاتها.

الكلمات المفتاحية: ترجمات MEMRI، حرب غزة، الأيديولوجيا، اللغة العربية، الرعاية، إعادة الكتابة، التلاعب، ترجمة وسائل الإعلام، الصراع الفلسطيني الإسرائيلي، أحداث 7 أكتوبر.

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