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Degree in field of English Language and Literature**

MAJOR: Translation Arabic-English-Arabic

Investigating Bias in translating News Headlines

**Comparative study of : News Headlines from BBC
English/ BBC Arabic/ALJAZEERA**

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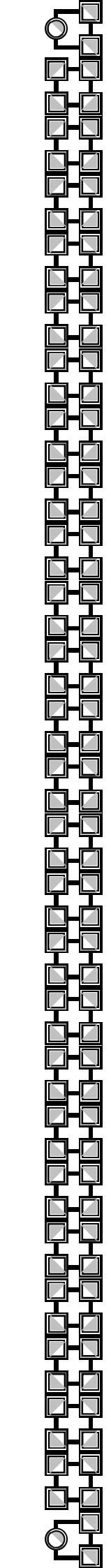
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Didication

First of all , all praises to Allah almighty for his endless blessings , for giving me strength and patience to fulfill this work.

Then I would like to dedicate my humble efforts on this dissertation to my beloved parents for always being with me ,without their prayers ,love ,and encouragement I could never reach this moment .

To my beloved Grandmother may Allah bless her with his mercy .

To my handsome lovely and precious brother Mohamed, who was with me through thich and thin.

For those who have been always close to my heart, to my dearest friends , Yousra , Fatma, Rania , Karima ,

To my my der dscinn may god bless you were ever you have been my der dscinn

Thanks all for being with me in my life .

Joumana

Dedication

لم تكن الرحلة قصيرة ولا ينبغي لها أن تكون لم يكن الحلم قريبا و لا الطريق كان محفوفا بالتسهيلات لكنني فعلتها و الحمد لله الذي يسر البدايات و بلغنا النهايات.

اهدي ثمرة جهدي المتواضعة إلى من احمل اسمه بكل فخر الذي ساندني و علمني أن الحياة صراع وسلاحها العلم الذي علمني الصبر و الاستمرار رغم الصعاب الذي لطالما حفزني دعواته و إلى من فارقت خطاي لحكم ربها أبي الغالي " يعقوب " و أختي الحبيبة " خديجة " رحمه الله عليهما و اسكنهما الفردوس الأعلى.

إلى الغالية التي كانت أملي إلى القلب الحنون و الشمعة التي كانت نورا لي في الليالي المظلمة التي ساندتني طول حياتي و هونت علي الطريق " أمي الغالية

إلى نصف ديني و شريكي إلى استقامة ظهري رفيق دربي و داعمي

له كل التقدير حفظه الله لي زوجي الغالي

إلي من قال فيه ربي " سنشد عضدك بأخيك " سندي و مسندي إلى من كان يهيني الأمل إلى ملجئي و منجائي أخي الغالي " هشام "

إلي أضلعي الثابتة معيني على الدنيا إخوتي " عيسى " و " حكيمة " أدامهما الله لي

إلي قرة عيني فلذة كبدي عساي أراها في العلا يوما مثل هذا اليوم ابنتي حبيبتي " اليانا نور اليقين "

و أخيرا إلى أختي التي لم تنجبها أمي إلى صاحبة السنين ملهمة نجاحي صديقتي الصدوق إيمان التجاني

karima

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We are as well extremely grateful to the board of examiners' insightful feedback which will push us to sharpen our thinking and bring our work to a higher level. Your critical reviews and constructive comments on the thesis will be invaluable.

Abstract

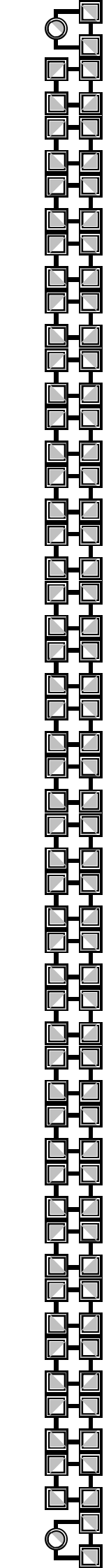
The primary objective of this study is to explore the presence and implications of bias in the translation of news headlines, focusing on BBC Arabic and BBC English. The problem addressed is the potential influence of biased translations on public perception and societal discourse. The main research question investigates how translation bias in news headlines affects audience interpretation. The study hypothesizes that significant bias exists in the translation of headlines, which skews public understanding. Methodologically, the research employs a comparative analysis of twelve headlines from BBC and Al Jazeera, examining both English and Arabic versions for evidence of bias. The findings reveal that bias is introduced through specific translation strategies and lexical choices, often favoring one side of the narrative over the other. This has profound implications for media ethics and translation practices, suggesting the need for greater impartiality and accuracy in journalistic translations.

Keywords: Bias, Translation, News Headlines, BBC, Al Jazeera, Media Ethics

المستخلص

إن الهدف الأساسي من هذه الدراسة هو استكشاف وجود التحيز وتأثيره في ترجمة عناوين الأخبار، مع التركيز على قناتي الجزيرة والبي بي سي عربي وإنجليزي. تتناول الدراسة التأثير المحتمل للترجمات المتحيزة على التصور العام والخطاب المجتمعي. يستقصي السؤال البحثي الرئيسي كيف يؤثر التحيز في ترجمة عناوين الأخبار على فهم الجمهور. تفترض الدراسة أن هناك تحيزاً كبيراً في ترجمة العناوين، مما يؤدي إلى تحريف كبير في فهم الجمهور المستهدف. منهجياً، تعتمد الدراسة على تحليل مقارنة لاثني عشر عنواناً من بي بي سي والجزيرة، مع فحص النسخ الإنجليزية والعربية بحثاً عن أدلة على التحيز. تكشف النتائج أن التحيز يُدخل من خلال استراتيجيات ترجمة معينة واختيارات معجمية، مما يؤدي غالباً إلى تفضيل جانب من الرواية على الجانب الآخر. وهذا له آثار عميقة على أخلاقيات الإعلام وممارسات الترجمة، مما يقترح الحاجة إلى المزيد من الحيادية والدقة في الترجمات الصحفية.

الكلمات الدلالية: التحيز، الترجمة، عناوين الأخبار، بي بي سي، الجزيرة، أخلاقيات الإعلام.



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Introduction

In today's whirlwind of news, headlines act as the gateway to stories, forming the very first connection between a piece of news and its readers. They're like the welcoming handshake, setting the tone for what's to come and guiding our initial thoughts. This study explores the notion of bias within news headline translations, honing in on the comparison between BBC Arabic and BBC English. Why the focus on headlines? Well, they're not just catchy phrases; they wield immense power in shaping how we perceive events and issues. So, the big question here is whether bias sneaks its way into translations, potentially skewing how audiences understand and discuss matters. It's all about ensuring that the information we receive remains accurate and unbiased, fostering healthy public discourse.

Research Questions

The main research questions guiding this study are:

1. **How does bias manifest in the translation of news headlines between English and Arabic?**
 - This question seeks to identify the ways in which bias appears in translated news headlines, focusing on the differences in lexical choices, phraseology, and narrative framing between the original and translated versions.
2. **What are the specific translation strategies that contribute to biased interpretations?**
 - This question aims to uncover the particular strategies used by translators that lead to biased interpretations of news headlines. It looks at the methods and choices made during the translation process that could influence the resulting narrative.
3. **What impact does this bias have on audience perception and understanding?**
 - This question examines the consequences of translation bias on how audiences perceive and understand the news. It explores the potential effects of biased translations on public opinion and societal discourse.

Research Hypotheses

The study posits several hypotheses aiming to uncover the complex of bias within the translation process:

Firstly, it suggests that a notable bias exists in the translation of news headlines when transitioning from English to Arabic. This hypothesis stems from the recognition that language carries cultural nuances and perspectives, which may inadvertently influence the translation process, potentially leading to a skewed representation of the original content.

Secondly, the study proposes that specific lexical choices and translation strategies contribute to the introduction and amplification of bias. By scrutinizing the linguistic techniques employed in the translation process, such as word selection, phrasing, and cultural adaptation, the research aims to pinpoint how these elements may consciously or unconsciously inject partiality into the translated headlines.

Lastly, the hypothesis suggests that this bias significantly impacts how audiences perceive and comprehend news events. By examining the reception of translated headlines among Arabic-speaking audiences, the study seeks to discern how the introduced bias influences their interpretation of the news, potentially shaping their opinions, attitudes, and even actions in response to the reported events.

Methodology of Analysis

In this study, we utilize a comparative analysis methodology to examine the headlines from two renowned news organizations: BBC and Al Jazeera. Our focus is on their bilingual reporting, as each outlet publishes news in both English and Arabic.

By examining twelve headlines from each language version on both websites, we aim to uncover potential biases in translation.

The selection of BBC and Al Jazeera is deliberate, given their global reach and the high standards they uphold in journalism. Their prominence ensures a rich source of data for analyzing how translation may affect the portrayal of news. This comparative study provides a nuanced understanding of how language choices can influence readers' perceptions.

We specifically look at lexical choices, phraseology, and the overall framing of narratives to identify any disparities between the original headlines and their translations. By doing so, we aim to detect subtle shifts that may indicate a translation bias.

Our approach is chronological, meaning we analyze headlines in the order they were published. This method helps us maintain a clear distinction between the original headlines and their translated versions, ensuring that any observed biases are not conflated with other variables such as changes in news context or subsequent edits.

Through this analysis, we seek to highlight any evidence of bias and discuss its ethical implications. Understanding these biases is crucial, as they can shape public opinion and affect the perceived credibility of news sources.

Objectives of the Research

The primary objectives of this research are:

1. «Identify and Analyze the Presence of Bias in the Translation of News Headlines»
 - We aim to detect any biases that may emerge in the translation of headlines from English to Arabic and vice versa on the websites of BBC and Al Jazeera. By compar-

ing the original and translated headlines, we seek to uncover discrepancies that could suggest a biased portrayal of the news.

2. «Understand the Mechanisms Through Which Bias Is Introduced During the Translation Process»

- This objective focuses on exploring how and why bias might be introduced during translation. We investigate the specific lexical choices, phraseological differences, and narrative framing techniques that could lead to biased translations, thereby gaining insight into the translation process itself.

3. «Assess the Potential Effects of Translation Bias on Audience Perception and Societal Discourse»

- We aim to evaluate how translation bias might influence the audience's understanding and interpretation of news events. By considering the possible impact on public perception and societal discourse, we aim to highlight the significance of accurate and impartial translation in maintaining informed and balanced public opinion.

4. «Contribute to the Broader Discourse on Media Ethics and Translation Studies»

- Finally, we seek to offer valuable insights into the fields of media ethics and translation studies. Our research aims to provide practical recommendations for translators to achieve greater impartiality and accuracy in their work, thereby supporting the pursuit of ethical standards in journalism and translation practices.

Structure of the Study

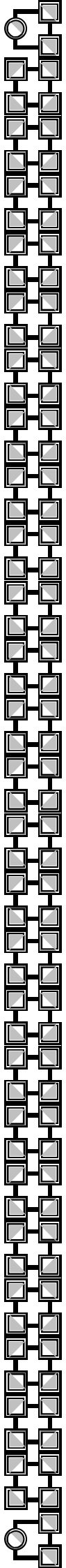
The study is structured into five chapters, each addressing different aspects of the research:

1. Chapter 1: Introduction

- Provides an overview of the study's objectives, research questions, hypotheses, and methodology.

- Introduces the problem of bias in translation and its significance.
- 2. **Chapter 2: Literature Review**
 - Reviews existing literature on headline translation, bias in media, and translation studies.
 - Discusses key theories and previous research findings relevant to the study.
- 3. **Chapter 3: Methodology**
 - Details the comparative analysis approach, data collection methods, and analytical framework.
 - Describes the selection process for the news headlines and the criteria for analysis.
- 4. **Chapter 4: Data Analysis**
 - Presents the findings from the comparative analysis of the selected headlines.
 - Highlights instances of bias and explains how they were identified.
 - Discusses the implications of the findings in terms of translation strategies and media ethics.
- 5. **Chapter 5: Discussion and Conclusion**
 - Interprets the findings in the context of media ethics and translation practices.
 - Discusses the broader implications of the study's results for journalists and translators.
 - Summarizes the key findings, discusses the limitations of the study, and suggests directions for future research.

Part one



Chapter one

Headlines

1_1_Introduction

As the initial point of contact between a news story and its audience, headlines are an essential part of journalism and news reporting. Their main purpose is to draw the reader in and offer an overview of the articles contents. Good headlines are brief, interesting, and educational ; they frequently encapsulate the stories core idea in a few sentences. They are essential in determining the readers perspective and level of interest in the narrative, as well as whether or not they decide to continue reading. Headlines are crucial tools in the fast-paced world of news consumption because they effectively and concisely communicate the core of a story.

Thus, this chapter is devoted to talk about headlines, specifically, their definition and functions

1_2_Overview about Headlines

The scholarly and academic community has shown significant interest in the translation of headlines (Nord, 1995, Rasul, 2015, Sidiropoulou , 1995, Valdeón, 2007,Zhang, 2013). When doing the translation of headlines, it is imperative to maintain the aforementioned two purposes while considering the cultural and audience aspects of the target language. This is the reason why headlines are considered to present complex translation challenges (Vinay and Darbelnet, 1995,p 176). The observed characteristics of headlines are likewise applicable to translated headlines. Consequently, journalist-translators must create news headlines that are succinct and attractive to target language readers. Given that what is considered appealing to first-time (ST) readers may not necessarily be appealing to second-time (TT) readers, it becomes necessary to rephrase, modify, or even completely replace news headlines. In essence, in order for translated news headlines to be impactful in the target language, journalist-translators must meticulously utilise

1_3_ Definition of Headlines

Headlines definition Cambridge online dictionary "a line of words printed in large letters as the title of a story in a newspaper, or the main points of the news that are broadcast on television or radio" Oxford dictionary " 1 the words in big letters at the

top of a newspaper story, 2 the headlines (plural) the most important news on radio or television" (183-2012)

Swan describes headlines as "the short titles above news reports". He argues that because of its unique language and style, English headlines are generally thought to be baffling and "difficult to understand" (2005, p 211).

Bazza believes that news headlines are really important, Headlines capture readers' attention by providing key information about an article(Bazza, Tarek (2012).Headline Translation from English into Arabic: A Comparative Study. Master Thesis. Morocco: AbdelmalekEssadi University)

deciding whether the article is worth reading or not. Headline writing impacts the success of news pieces, newspapers, and magazines worldwide.(2012,p 3)

Furthermore ,Dor believes that headlines facilitate communication between readers and the text's significance. Participating in the reader's comprehension of the material is another important consideration. According to (2003,p 720), the significance of a headline is a key component (Dor, Daniel. (2003). "On newspaper headlines as relevance optimizers". Journal of Pragmatics 35. Tel Aviv: Tel Aviv University. (695–721)

1_4 .Types of Headlines

It is devised into several types three 3 to nineteen 19 according to

. written Headlines

(Based on a lecture by Ross Collins, professor of communication, North Dakota State University) The title above a story in a newspaper, magazine or newsletter is called a headline, or in print papers , or a "heading" in online pages. It has the same function in mass media writing as a lead, to call attention to the story, to snare people in.

. On screen Headlines

On-screen headlines are brief textual elements that are presented on displays, like those found in television programmes, movies, or computer interfaces. we examine several aspects pertaining to on-screen headlines:

In the realm of television and cinema, on-screen headlines refer to concise summar-

ies or titles that are displayed during broadcasts or scenes.

For example, when you tune into a news programme, the initial headlines offer a succinct summary of the most crucial news stories. Similarly, in movies, on-screen headlines may serve to introduce a new scene, provide background information, or highlight a critical incident.

Digital interfaces and web content encompass various digital platforms such as websites, applications, and social media, where on-screen headlines are also applicable (The website is oxfordlearnersdictionaries.com.)

When accessing a website, the primary title or opening text that is prominently shown at the top of the page functions as an on-screen headline (The website merriam-webster.com.)

Similarly, social media posts, blog articles, and email newsletters frequently employ captivating titles to captivate readers and stimulate clicks (The website dictionary.cambridge.org)

Key attributes of impactful on-screen headlines:

Brevity: On-screen headlines should be concise, effectively communicating necessary information without overpowering the audience.

Clarity: Headlines should possess clarity and simplicity, especially when presented briefly.

Engagement: A skillfully constructed headline captures the audience's attention and entices them to continue reading. (The website dictionary.cambridge.org)

Relevance: The headline should be congruent with the information it introduces, guaranteeing that viewers are aware of what to anticipate. (The website is aceseditors.org.)

Keep in mind that on-screen headlines are crucial in efficiently presenting information, whether you're watching a news program, surfing a website, or enjoying a movie.

1_5 . Function of Headlines

Headlines play multiple vital roles in the domain of media and journalism.

The main purpose of a headline is to captivate the reader's attention. Amidst a time of excessive information, a skillfully constructed headline serves as a guide, steering

readers towards pertinent stories.

It functions as a news index, providing a concise summary or introduction to the subsequent content. A succinct title should succinctly capture the core of the narrative using only a few words. Communicating Importance and Urgency: Headlines have a vital function in conveying the relative significance and gravity of a topic. A practical reader can swiftly assess whether the content is worth their time.

In addition, headlines can generate a feeling of immediacy, motivating readers to explore the topic further.

Improving the quality and impact of presentations and establishing a strong and recognisable brand identity

An effectively crafted headline enhances the aesthetic appeal of a newspaper or digital platform. It enhances the display package, resulting in more captivating material.

The regular utilisation of particular headline styles and typefaces enhances the unique appearance of a newspaper, which readers become familiar with and link to that specific publication.

Conciseness and imagination are crucial when it comes to headlines, as they need to effectively communicate a significant message inside a restricted amount of words. The concise nature of this task requires ingenuity and proficiency in language.

An effective headline serves the purpose of both informing and piquing curiosity, motivating casual readers to go deeper into the content (The website dspace.khazar.org is accessible at the given address.)

To put it concisely, headlines serve as more than simple titles. They function as tools utilised by proficient editors and authors to captivate, enlighten, and direct readers through the extensive domain of news and narratives (The website address is asjp.cerist.dz.)

The main functions of headlines are not mutually exclusive .many headlines attempt to summarize, generate , interest , satisfy immediacy needs ,and direct attention. As the first taste of news story, the headline is as first impression and a critical barometer for news readers on the information that is to follow.

1_6. Conclusion

In summary, headlines play a crucial role in the domain of news reporting and journalism, fulfilling various significant purposes. Attention is captured, content is summarized, information is conveyed, tone is established, context is provided, expectations are created, clicks and shares are attracted, and content is differentiated. Headlines play a pivotal influence in shaping readers' impressions of news and influencing their engagement with the content by effectively serving these functions. A carefully crafted headline serves the dual purpose of captivating readers and facilitating their comprehension and analysis of the news. Headlines serve as potent instruments employed by journalists and news organizations to effectively engage with their audience and manage the always changing media environment.

CHAPTER TWO

Bias Theory

2_1. Introduction

Bias theory provides a foundation for understanding the interactions between media messages and innate biases. It emphasizes the importance of identifying and evaluating prejudice in journalism and news reporting. Biases can be influenced by cultural norms, political connections, economic constraints, and sensationalism. The theory identifies various forms of bias, such as cultural, commercial, and political biases, and their effects on audience perception and societal discourse. It also emphasizes the moral obligations of media organizations and journalists to respect truthfulness, impartiality, and openness. By employing critical analysis, incorporating diverse viewpoints, maintaining transparency, and conducting thorough fact-checking, journalists and media establishments can reduce the effects of biases and preserve the journalistic profession's integrity.

2_2. Overview about Bias

Perceptions, judgments, and decision-making processes are all impacted by bias, which affects many facets of human cognition and communication. Predisposition in journalism and the media refers to favoritism or a predisposition towards particular viewpoints, concepts, or organizations that can influence the structure, content, and interpretation of news articles. Gaining an understanding of bias is crucial for evaluating media messages critically, spotting reporting subtleties, and promoting educated public conversation.

2_3. Definition of Bias

According to the Cambridge Dictionary, bias refers to the supporting or opposing a particular person or thing in an unfair way as personal opinions are permitted to influence your judgment. Steinbeck (1978, p 247) defines bias as “a disproportionate weight in favor of or against an idea or thing, usually in a way that is closed-minded, prejudicial, or unfair. Biases can be innate or learned”.

The same author adds that when news organizations and journalists choose which events and stories to report and how to cover them, this is known as media bias. And in another hand Bias is defined as any tendency which prevents unprejudiced consideration of a question. Any influence that provides a partial, one-sided mental leaning.

A process of thinking which is often based on unreasoned judgment, leading to incorrect practice and further misunderstanding.

Bias can be present in many different forms and often people are not aware of either its presence or impact upon practice. It is often deeply rooted within cultural and historical practices thus making recognition of it more difficult. Influence often occurs at a subconscious level. Defining and understanding bias and its impact is the first step in changing practice, it should be a continual process of development with adjustments being made according to evaluated outcomes. Recognizing bias within oneself or others is not an admission of failure or guilt but rather an opportunity to enhance the quality of care and the judgement exercised .

Often, it is a behavior pattern which demonstrates bias that may inhibit patient access and decline a particular treatment or confuse best interests with personal gain. For example, when the choice of treatment has been influenced by economic considerations rather than quality care. Bias often further restricts patient choice and may limit the options put forward. For example, assuming that one form of treatment is more acceptable for patients from different ethnic groups and is not comparable in suitability.

2_4. Types of Bias

Bias can take many different forms and affect people perceptions, choices, and actions in many situations which are

_Confirmation Bias

This bias is when someone looks for, interprets, or remembers information in a way that supports their preconceived notions or theories while ignoring evidence to the contrary.

_Selection Bias

This refers to the practice of routinely including or excluding particular people or groups from a research or sample, which can skew the results and make them not fully represent the population.

_ Cognitive Bias

These innate human thought patterns might result in systemic mistakes in judgment or decision-making. Anchoring bias, availability bias, and framing bias are a few examples.

_Sampling Bias

When a study's participant or data point selection process is flawed, it can result into a sample that it is not accurate in reflecting the target population.

_Social Bias

Prejudices or stereotypes that are based on social factors like race, gender, ethnicity, or socioeconomic status are known as social biases. These prejudices may result in unfair treatment of some people or groups as well as discrimination.

_Political Bias

This refers to the tendency to prioritize some political ideas, parties, or agendas above others. It can affect how information is presented and interpreted in the media, in academic study, or in public discourse.

_Publication Bias

This refers to the phenomenon wherein research that yield positive or statistically significant results are more likely to be published than studies that yield negative or null results. As a result, the available data may be incompletely or biasedly represented.

_Algorithmic Bias

This category includes biases that provide biased results in automated decision-making procedures like lending, hiring, or predictive policing.

_Temporal Bias

This is the term for when changes in time impact data interpretation or measurement, resulting in erroneous inferences or forecasts.

Experimenter bias is the term for when a researcher's expectations or beliefs affect the outcomes of a study, thereby manipulating or misinterpreting the data.

These are but a handful of the several forms of prejudice that can affect people's perception, judgment, and ability to make decisions. Promoting fairness, objectivity, and integrity in a variety of contexts—including research, media, policymaking, and daily interactions—requires acknowledging and reducing bias. (**Lect. Haval Ismail**

Ahmad Simo

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2_5. Factors influencing Bias in Translation

A translator's own cultural background, beliefs, and values can influence how they understand and interpret the source text. Cultural differences between the source and target languages can also impact the words, expressions, and idiomatic phrases used in the translation.

_Language proficiency

The translator's proficiency in both the source and target languages can affect the accuracy and quality of the translation. Low proficiency in one language can result in mistranslations, misinterpretations, or omissions of important information.

Based on their personal preferences, perspectives, or opinions. This subjectivity can result in translations that reflect the translator's biases or interpretations of the original content.

_Intended Audience

The target audience for the translation may influence the translator's decisions regarding tone, style, and cultural appropriateness. Translators may adapt the translation to better resonate with the preferences or expectations of the target audience, potentially introducing bias in the process.

_Time Constraints

Tight deadlines or time pressure can impact the quality of translation, as translators may not have sufficient time to thoroughly research and understand the source text. Rushed translations are more prone to errors, inaccuracies, and bias.

_Client expectation

Translators may face pressure from clients or employers to produce translations that align with their preferences, agendas, or ideologies. This can influence the translator's choices in terms of language, tone, and content, potentially introducing bias into the translation.

_Text Complexity

The complexity of the source text, including technical terminology, cultural references, or nuanced expressions, can pose challenges for translators. Difficulty in understanding or accurately conveying certain aspects of the text may result in biased translations.

_ Translator back round

The translator's background, education, and professional experience can shape their approach to translation and affect the quality of the final output. Translators with specialized knowledge or expertise may bring unique perspectives to the translation process, which can impact the interpretation and presentation of the content.

_Editorial Guidelines

Some translation projects may come with specific editorial guidelines or instructions from clients or employers. Adhering to these guidelines may influence the translator's decisions and potentially introduce bias into the translation.

By being aware of these factors and adopting strategies to mitigate bias, translators can strive to produce accurate, culturally sensitive, and contextually appropriate translations that effectively convey the intended meaning of the source text.

2_6. Media Bias Theory

Agenda setting theory suggests that the media can shape public perceptions and priorities by selectively emphasizing certain issues or topics over others. This theory suggests that media outlets can influence public perceptions and priorities by focusing on specific issues or topics over others. The media's ability to influence public perceptions and priorities is a fundamental principle of agenda setting theory. Therefore, the media's role in shaping public perceptions and priorities is significant and influential.

2_7. The reception of Bias

Over the past 50 years, bias research has evolved into a multidisciplinary field, with social psychology being the most prevalent. Early research focused on identify-

ing prejudiced behavior, leading to the Modern Racism Scale and Contemporary Sexism Scale. Post-social unrest, researchers began to recognize societal discrimination, aiming to level the playing field and promote positive intergroup relations. This has led to influential theories on aversive racism, ambivalent sexism, modern prejudice, Implicit Bias, and sociocognitive theories on stereotype and prejudice development. Negative bias is now seen as morally unacceptable in contemporary social discourse, leading to disparate treatment of prejudiced individuals and perpetuating inequality. Today, many social scientists believe bias hinders the potential for a peaceful and just society.

It is important to study how people receive bias-tested information. The mass media and policymakers almost never present claims of media bias unwaveringly and without clarification. They realize that just claiming the media is biased is itself a form of a biased statement and thus not useful to their cause. Rather, they typically claim that bias has been found in some content analysis of media output, or in a specific media effects study.

A common way of testing for media bias is to examine changes in a particular media outlet's treatment of a specific issue over time. Given these considerations, the most common way that bias effects are tested involves making a specific prediction before the biased information is presented, as to how the presenter's beliefs will alter the information.

This prediction is then tested using a survey of the information recipient, it is thus a form of interaction between the presenter of information and the information receiver. The receiver may be a varied group, the general population, readers of a specific newspaper, viewers of a certain TV program, etc.

The above mentioned prediction and effects studies can both involve a specific or general information recipient. It is also feasible that bias effects can be examined via content analysis of the altered beliefs of the information recipient shown through changes in the media. In an experiment or content analysis study, there may be various types of information recipients; individuals, or groups differing in size from a dyad to a larger crowd.

Finally, because bias effects are essentially changes in the beliefs of the information recipient, it is necessary to measure said beliefs and changes in beliefs. This is the case whether the beliefs be a vague attitude or opinion, a more specific latent construct, or even overt behaviors that are thought to be caused by said beliefs. Reception of bias can have a wide range of effects on the retrieve and construal stages. If information is not accurately retrieved from memory there is no chance of it being interpreted in a biased way. Usually however, the more accessible a memory the more likely it is to be utilized to construe an interpretation. Thus even if biased information is forgotten, so long as it is in some way more accessible than unbiased information, it can still have an indirect effect on beliefs. Any increased accessibility of the biased information due to biased construals will likely make it easier to retrieve in the future, thus biased interpretations of information can become a self-fulfilling prophecy.

The concept of bias

The concept of bias reception pertains to the manner in which humans perceive, understand, and react to biased information that is disseminated through various communication channels, such as the media. The perception of bias can significantly differ based on factors such as personal convictions, attitudes, expertise, and previous encounters. Below are few crucial elements regarding the reception of bias:

.Recognition and Awareness

Some people are aware of the bias that can be found in the media and work to find and analyze it. They can carefully examine news sources, think about different points of view, and pay close attention to how information is organized or presented.

.The phenomenon of confirmation bias

is when people actively look for, understand, or remember information that supports what they already believe or feel, while equally ignoring any information that goes against what they already believe or feel. This means that people may be more likely to believe biased information that fits with what they already believe.

.Resistance or scepticism

can be seen in some people's reactions to biased news in the media. They might check to see if the source is reliable or unbiased, look for more proof, or just ignore signs that seem biased.

On the other hand, people whose biases are similar to those shown in the media may easily accept or back biased information without giving it much thought. It's possible for people to see biased messages as possibly true or convincing, which can make their existing beliefs or opinions stronger.

.The media's presentation of biased information

can change people's thoughts, ideas, and actions in big ways. Being exposed to biased material can make people accept or strengthen their biased beliefs, attitudes, or stereotypes, which can make society more divided and polarized.

.The concept of media literacy

holds significant importance in shaping individuals' perceptions and reactions towards bias present in the media. Individuals who possess elevated levels of media literacy are likely to exhibit more proficiency in identifying bias, engaging in critical evaluation of information, and distinguishing between reputable and dubious sources.

.Cognitive dissonance

refers to the psychological state of being uncomfortable when one is exposed to biased information that contradicts their ideas or ideals. When faced with contradictory facts, individuals may encounter cognitive dissonance and may try to resolve it by rationalising, denying, or reevaluating their ideas.

.The reception and interpretation of biased information

it can be influenced by the context and frame in which it is presented. Persuasive or emotionally captivating messages that exhibit bias have the potential to evoke a robust response from the audience.

In brief, the perception of bias is intricate and diverse, shaped by personal attributes, cognitive mechanisms, media literacy, and the manner in which biased information is framed and presented. Gaining awareness and comprehension of how bias is perceived and analysed can assist individuals in properly navigating the media environ-

ment and critically assessing the material they come across.

2_8. Conclusion

Bias in communication and media is influenced by personal traits, cognitive functions, media literacy, and presentation of biased information. It can impact beliefs, attitudes, and actions, potentially polarizing society. Media literacy significantly influences people's perception and reaction to bias, making it easier to identify and assess information. Promoting critical thinking and media literacy can help individuals become more astute media consumers. Supporting ethical norms, encouraging media literacy, and developing critical thinking abilities is crucial for fostering an informed and democratic society. By enabling people to critically assess information and interact with media content, we can contribute to a more inclusive, democratic, and well-informed society.

CHAPTER THREE

Manipulation in Translation

3_1. Introduction

Translation manipulation poses a significant challenge in the field of language and communication, since it involves the crucial task of accurately and faithfully communicating meaning from one language to another. Translation acts as a conduit between different cultures, enabling comprehension and interchange, yet it also possesses the capacity for distortion, prejudice, and manipulation. Manipulation in translation, whether deliberate or inadvertent, can have a substantial influence on the perception, interpretation, and subsequent actions of audiences towards information.

3_2 .Point of view (Manipulation)

These days, numerous academics from both Western and Russian universities investigate translation tampering. The Translation Manipulation School the initial investigations were published in the 1980s, with inspiration from G. Toury [22], J.S. Holmes, and I. Even-Zohar [6]. The title of an essay collection published by Theo Herman's, "The Manipulation," gave rise to the moniker "Manipulation School." ideology, and the translator will be compelled to somehow avoid or demonstrate the clashes with dominating target culture norms.

One of the important questions concerning manipulation in translation is why would a translator misunderstand and distort the original text? According to A Kramina , there are two types of manipulation – conscious and unconscious. Thus, manipulation in translation that arises due to various ideological, economic, social, political and cultural reasons happens.

Consciously, manipulation that happens due to ignorance of a translator is termed unconscious Manipulation. Unconscious manipulation is mostly a psychological phenomenon, and occurs under the influence of psychological factors. Thus, the author writes that “the translator Striving to produce a text acceptable for the target community, has to manipulate between the various constrains under the influence of the political and literary power structures in a given society” [14, p. 37]. A. Lefevre [4] emphasizes two general Constrains that influence translators – a translator’s own (conscious or unconscious)

Ideology and “the poetics” dominant in the target culture, i.e. the combination of literary devices,

Genres, motifs, prototypical characters, situations and symbols, as well as the concept of what is

the role of literature is or should be, in the social system as a whole.

F. Farahzad, T. Allameh [7] and G. Toury [23] believe that translators’ behavior is influenced by a multitude of variables, including not only age,

Gender or previous experience in translation, but also the position of translation within a particular culture, and the more peripheral the position is the more translation will accommodate itself to the established models. Besides, a translator is trapped between the desire to produce a translation as close to the original text as possible and the desire to comply with the dominant requirements.

3_2. overview about ideology

Ideology can be defined as a comprehensive framework encompassing beliefs, values, principles, and ideas that influence individuals' perception of the world, direct their behaviors, and shape their decision-making processes. Ideologies function as conceptual frameworks that facilitate the interpretation of social, political, economic, and cultural phenomena, so furnishing individuals with a cohesive perspective on the world and fostering a feeling of identity and affiliation.

3_3. Media ideology

The majority of media academics hold the belief that media texts express consistent, but changing, perspectives on the world. These works serve to delineate our world and offer exemplars for suitable conduct and mindsets. However, the majority of ideological examinations of mass media products primarily center on the substance of the messages, namely the narratives they convey regarding historical and contemporary events, rather than the consequential impacts of these narratives. This chapter mostly centers on media communications. The subsequent section of this literary work will explore the correlation between media messages and their respective audiences. Key elements of media ideology include the following:

_Role and Function

The role and purposes of media in society are shaped by media ideology. It affects whether media organizations regard themselves as unbiased information providers, supporters of specific ideas, defenders of the establishment, or entertainers courting the tastes of their audience.

_Political Orientation

Media ideology frequently mirrors political orientations, with various media companies or outlets identifying with specific political parties or ideas. This may have an impact on the narrative choices and framing of topics and the reporting style.

_Cultural Values and Norms

A society's or community's prevailing cultural values, norms, and beliefs are reflected in the media's ideology. It influences the portrayal of social concerns, the highlighting of particular viewpoints, and the boundaries of acceptable and unacceptable media content.

_Commercial Factors

Aside from audience ratings, advertising revenue, and market competitiveness, other commercial factors also impact media ideology. This may result in the prioritization of financially successful or viewer-attracting content, occasionally at the price of diversity or quality.

_Agenda Setting and Framing

The selection and presentation of news articles in a way that shapes audience perceptions and priorities is known as agenda setting and framing. Media ideology is a major factor in these processes. Media sources with strong ideological ties may give priority to particular subjects.

Topics or present issues in a manner that is biased or serves their own objectives.

_Diversity and Representation

The way different social groups, identities, and viewpoints are portrayed in media output is influenced by media ideology. Media organizations with strong ideological ties may reinforce stereotypes, silence specific voices, or put the needs of privileged

social groups first.

_Manipulation and Propaganda

Media ideology may occasionally be employed as a weapon for propaganda or manipulation in order to forward the objectives of influential people, organizations, or groups. Media organizations with strong ideological ties may spread inaccurate or biased information in an effort to sway public opinion or further particular goals.

_Critical Analysis and Media Literacy

Critical analysis and media literacy depend on an understanding of media ideology. Audiences can more accurately assess the authenticity of media material by being aware of the underlying biases and agendas. Ability and dependability of sources, recognize various viewpoints, and interact with media information more intelligently. In general, media ideology affects how communications are received, presented, and understood by the public, hence affecting how people perceive and comprehend the world. Through a critical analysis of media ideology and its consequences, we can acquire a deeper understanding of the power dynamics, representation, and social transformation that occur in media and society.

3_4. Ideological background in translation studies

The term "ideological background" in translation studies refers to the underlying presumptions, attitudes, and ideas that influence how translation is conceptualized, applied, and theorized. Since translators make decisions concerning language, style, and representation based on their ideological viewpoints, ideological factors have a big impact on translation methods. The following are some significant facets of the ideological context in translation studies:

.Power and Hegemony

An analysis of the power dynamics and hegemonic structures influencing translation processes is a common component of the ideological foundation in translation studies. Translations have the ability to reinforce established power structures and cultural hierarchies by reflecting and upholding dominant beliefs.

.Cultural Representation

Issues of identity and cultural representation are included in the ideological considerations of translation studies. Translators choose how to convey the target culture's subtleties, values, and viewpoints target language, which may be shaped by the ideological philosophies and cultural backgrounds of the speakers.

.Language and Linguistic Ideologies

The views and convictions regarding language and its application that make up linguistic ideologies are included in the ideological basis of translation studies. When selecting a language variety, register, and style, translators may have to navigate linguistic ideologies while taking larger geopolitical and cultural settings into account.

.Globalization and Localization

Given the current state of globalization, translation studies' ideological foundation takes into account localization and Scholars and practitioners can obtain insights into the power dynamics, cultural politics, and ethical issues inherent in the translation process by investigating the ideological components of translation.

3_5. The influence political manipulation on media translation

Media translation can be greatly impacted by political manipulation, which can also affect how audiences understand and absorb the information that is presented. The following are some significant ways that political manipulation affects translation in the media:

_Suppression and Censorship

In order to manage information flow and hold onto power, political authorities may suppress or censor specific content in media translations. This can entail removing or changing delicate or divisive material that contradicts the official line of thinking or its policies.

_Propaganda and Agenda Setting

Media translation can be used as a tool for agenda setting and propaganda in political manipulation. Selective editing or framing of translations to advance a specific political ideology, agenda, or narrative can influence public perceptions and opinions. Political manipulation has the potential to cause distortion and deception The transla-

tion of media can be greatly impacted by political manipulation, which can change the original meaning or tone of the source material to forward political agendas. Translators may use word choice or context to present an inaccurate or biased account of what happened.

_Selective Translation

One tactic used in political manipulation is to translate certain material accurately while leaving out or downplaying other facts. Translators have the ability to influence the narrative that is given to audiences by favoring or censoring content that supports political goals.

_Language and Rhetoric

The language and rhetoric employed in media translations can be influenced by political manipulation. Translators may frame topics in a way that supports political interests or advances a certain agenda by using loaded language, euphemisms, or persuasive approaches.

_Cultural and Personal Identity Representation

The way that identities and cultures are translated into the media can be influenced by political manipulation. Translators have the power to shape public opinions and attitudes about various social groups by upholding stereotypes, marginalizing particular groups, or giving priority to the demands of powerful political parties.

_Diplomacy and International Relations

Political influence in media translation may have an impact on these fields. Misunderstandings or disputes between countries may result from the manipulation of translations of diplomatic declarations, treaties, or agreements in order to promote a different message or to undermine diplomatic efforts.

_Media Freedom and Independence

The legitimacy and integrity of media translation are threatened by political interference, which also erodes media freedom and independence. Political authorities may exert pressure or restrictions on translators, which would make it more difficult for them to give the public accurate, unbiased, and transparent translations.

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3_5. conclusion

Political manipulation in media translation significantly impacts viewers' perceptions, understanding, and transmission of information. This manipulation can lead to biased or deceptive translations, threatening democratic values like openness, responsibility, and freedom of speech. It also erodes media independence and integrity. Translators, media organizations, legislators, and civil society must work together to combat political manipulation in media translation. Translators must respect ethical standards and professional norms while providing accurate, unbiased, and transparent translations.

CHAPTER FOUR 04

Culture and translation

4_1. Overview about culture

The exchange of literature and information serves as a potent adhesive that fosters cultural cohesion. This can manifest in several forms, ranging from a culinary formula to a legal statute, or even a comprehensive way of life. Typically, information is transmitted orally, but the most effective method for documenting and disseminating it to a wide audience is through written form. This type of knowledge can manifest in various formats, ranging from ancient Greek manuscripts to contemporary advertisements aimed at promoting a product. Eventually, a portion of this material will be disseminated to different cultures or languages. The significance of translation becomes evident in this context.

Translation is a linguistic process that facilitates the comprehension of meanings among individuals who speak distinct languages. It is a difficult task that requires making numerous interconnected choices on the interpretation of the original material and the most effective way to convey it in the desired language.

There is a widely held assumption that the most effective method of acquiring a foreign language is to travel to a nation where it is the primary language. It is also the most effective method for acquiring knowledge about a foreign culture.

Nevertheless, it is no longer vital to physically travel to a foreign nation in order to acquire knowledge about its culture. The phenomenon of globalization, along with the convenience of travel and the extensive utilization of the Internet, has facilitated the accessibility of cultures from other parts of the world, whether through casual wandering or by accessing the World Wide Web. This is a summary of culture :

.common Values and Beliefs

A group or society's common core values and beliefs are referred to as its culture. People's attitudes, perceptions, and behaviors are shaped by their beliefs and values, which also serve as a framework for social interactions and an explanation of the world.

.Traditions and Customs

Within a community, customs, rituals, and traditions that are passed down from one generation to the next are referred to as its culture. In addition to strengthening social

ties and cohesiveness, these cultural traditions frequently reflect the history, legacy, and collective identity of the community.

. Communication and Language

Language is a key role in culture as a tool for expression and communication within a group. Language shapes people's perceptions and interpretations of the world around them by reflecting societal norms, beliefs, and worldviews.

. Arts and Expressive Forms

Literature, music, dance, visual arts, theater, and film are just a few examples of the many artistic expressions that are included in culture. These visual expressions serve as mediums for social commentary, cultural preservation, and storytelling. They also showcase the inventiveness, beauty, and cultural uniqueness of a community.

.Social Institutions

The family, education, religion, the government, and the economy are examples of social institutions through which culture is expressed. The roles, connections, and social interactions of individuals within society are shaped by these institutions, which are the embodiment of cultural values, conventions, and practices.

.Cultural Diversity

There are significant differences in cultures between various countries, tribes, and areas, which reflect the Diversity of Human Experiences and Perspectives: Cultural - diversity improves societies by encouraging creativity, innovation, and cross-cultural exchange, but it also presents challenges for intercultural communication and understanding.

.Cultural Change and Adaptation

Culture is dynamic and changes over time in response to shifting social, political, and technological conditions. It can be caused by internal factors like technological advancements or external factors like globalization and migration.

. Identity and Belonging

Culture is important in forming people's sense of identity and belonging within a community. It includes shared heritage, values customs in communities and families. The perpetuation and maintenance of cultural heritage across generations is guaranteed by this process of cultural transmission.

Cultural differences can give rise to conflicts and tensions between individuals, organizations, or societies that have different cultural backgrounds. These might occur during negotiations. The ability to navigate cultural differences and promote mutual respect and understanding requires. All things considered, culture is a dynamic and complex phenomena that influences all facets of human existence, from societal institutions to personal identity. In a world that is becoming more interconnected and globalized, tolerance, empathy, and collaboration must be fostered by an appreciation of cultural diversity.

4-3. Translation and culture

According to Bell (1991, p 8), the absence of culture renders language incapable of functioning as a communication system. It is important to acknowledge that language and culture are inherently interconnected, as language serves as a means of conveying information and contains valuable information.

Larson, in his book *Meaning Based Translation*, claims that comprehending a language necessitates an implicit comprehension of its inhabitants. The most straightforward method to ascertain the characteristics of a particular group is through observing their actions. Language and culture operate in a mutually beneficial relationship, with language serving as a tool and culture acting as the catalyst.

A culture possesses a collection of customs and methods of communication that are frequently indescribable in other languages. Its distinctiveness gives rise to a particular mode of expression, and when it is rendered into another language, it may forfeit its significance.

Toury (1988) asserts in his book that translations invariably introduce novelty, although this frequently leads to cultural disparities throughout the transmission of the information. In light of the diverse array of losses and the inherent uncertainty surrounding changes, certain scholars in the realm of historical science and culture have put forth translation methodologies aimed at comprehending the customs and traditions of antiquity. One such approach is the utilization of culture-bound translations. The objective of this translation is to rebuild the origins of the ancient tradition and establish a cultural framework within the contemporary language.

As previously said in the introduction, translation is a process of communication that

encompasses the exchange of ideas and information across two distinct languages and cultures. Catford (1965) emphasizes the same objective in his publication titled "A Linguistic Theory of Translation," whereby he posits that translation involves substituting textual content in one language (source language) with corresponding textual content in another language (target language). The relationship between translation and culture is highly intertwined, since culture serves as a catalyst for translation activities, while translation itself serves as a mirror of culture.

4_4_Translating culture

Translation involves conveying meaning through psychological, social, and historical connections between individuals within a culture. Literary translations focus on cultural content, while scientific or technical translations focus on the source text. Identifying translations can be challenging, as translators must continually improve their knowledge of the original language and associated cultures. Enhancing cultural distinctions can positively impact intercultural interactions and be effectively utilized by the federal government. However, translators should obtain speaker's authorization before describing anything to a third party, and their assistance greatly benefits the translator.

4_5_Strategies of translating culture

The task of translating culture-specific concepts presents a significant challenge for translators. In essence, the complexities of culture and intercultural awareness surpass the translator's initial perception. A translator's proficiency in understanding the intricacies of cultural variations directly correlates with their level of expertise. It is likely accurate to assert

Translators have always been cognizant of cultural differences and their profound impact on translation.

The issue of cultural knowledge and cultural disparities has been recognized by translation theorists since ancient Rome. For as long as translator training and translation theory have been, there has been a significant emphasis on cultural knowledge and cultural distinctions. The following are many procedures and strategies employed by different theorists in the translation of cultural conceptions. These ap-

proaches may assist translators in their translation endeavors and enable them to select procedures that appear to be more efficacious compared to alternative methods.

_The processes for translating culture-specific concepts (CSCs) are outlined by Graedler (2000 p,3).

1. Generating a novel term (making up a new word).
2. Elucidating the significance of the source language statement instead of providing a translation.
3. Maintaining the integrity of the SL term.
4. Selecting a word in the target language that appears comparable to or possesses the same "relevance" as the source language term.

_According to Harvey (2000,p2-6), culture-bound terms (CBTs) can be defined as terms that pertain to concepts, institutions, and persons that are unique to the second language (SL) culture. In his work, Harvey proposes four primary strategies for effectively translating C BT.

. Functional Equivalence

refers to the use of a reference in the target language (TL) culture that serves a comparable purpose as the referent in the source language (SL). According to Harvey (2000:2), authors have differing opinions regarding the advantages of this strategy. According to Weston (1991:23), it is considered the optimal approach to translation, although Sarcevic (1985:131) argues that it is deceptive and should be disregarded.

. Formal equivalent

often known as 'linguistic equivalent', refers to a translation that is literally word-for-word.

. Transcription or 'borrowing'

refers to the act of replicating or transliterating the source phrase. This strategy is considered to be at the extreme end of SL-oriented approaches. If the term is explicitly defined or elucidated within the given context, it can be employed in isolation. In certain instances, especially when it is assumed that the reader has no prior understanding of the source language, transcription is accompanied with an explanation or a note from the translator.

.Descriptive or self-explanatory translation

the intended meaning is conveyed using generic language rather than cognitive-behavioral techniques (CBTs). It is suitable in several situations where formal equivalence is deemed inadequately evident. When writing for a specific audience, it can be beneficial to include the original source language term in order to prevent any confusion.

And according to Peter Newmark (1988 b) there are different translation procedures that he proposes :

Equivalents

.Transference

refers to the act of transferring a source language term to a target language text. It encompasses transliteration and is synonymous with the term "transcription" as defined by Harvey (2000:5).

. Naturalization

involves initially adapting the source language word to its standard pronunciation, followed by adapting it to its standard morphology.

.Cultural Equivalent

According to Newmark (1988b, p 82) , refers to the transfer of a cultural term from the source language to the target language. Nevertheless, "they lack accuracy."

. Functional equivalent

According to Newmark (1988 b , p 83), it necessitates the utilization of a word that is not influenced by culture.

.Descriptive Equivalent

According to Newmark (1988b, p 83), This approach provides a concise explanation of the meaning of Cognitive Behavioral Therapy (CBT) using multiple terms.

.Componential analysis

On page 83 of Newmark's work, refers to the process of comparing a source language (SL) term with a target language (TL) word that has a comparable meaning but is not an obvious one-to-one counterpart. This is done by identifying the common sense components of the two words and then examining their differences.

.Synonymy

Newmark (1988b,p114) said it is a precise equivalent in the target language. Precision is overshadowed by economy. According to Newmark (1988b, p 84),

.Through-Translation

According to Newmark (1988b, p 84), refers to the direct translation of commonly used collocations, organizational names, and compound components. It is alternatively referred to as calque or loan translation.

According to Newmark (1988b, p 84), refer to grammatical changes from the source language (SL) to the target language (TL). These changes can include: (i) transitioning from singular to plural, (ii) replacing a specific SL structure in the TL, (iii) replacing an SL verb with a TL word, or (iv) replacing an SL noun group with a TL noun, among others.

.Modulation

According to Newmark (1988b, p 86), refers to the process in which the translator accurately conveys the message of the original text in the target language (TL) while adhering to the prevailing norms of the TL. This is necessary because the source language (SL) and the TL may have different perspectives.

.Recognized translation

According to Newmark (1988b, p 88), refers to the utilization of the official or widely accepted translation of an institutional phrase by the translator.

. Compensation

According to Newmark (1988b, p 89), refers to the phenomenon wherein the loss of significance in one component of a phrase is offset by the presence of another component.

According to Newmark (1988b, p 90),
In this technique, the significance of Cognitive Behavioral Therapy (CBT) is elucidated. The provided explanation exhibits a higher level of information compared to the descriptive equivalent.

.Couplets

According to Newmark (1988b, p 91), refer to the phenomenon in which a translator combines two distinct techniques.

_Notes

According to Newmark (1988b, p 91), are further details provided in a translation.

_Footnotes

According to Newmark (1988, p 91) can be utilized as a means of presenting notes. While certain stylists may find a translation with footnotes to be visually unappealing, their inclusion can nonetheless aid target readers in making more informed assessments of the source text's substance. Nida (1964, p 237-39) supports the utilization of footnotes for two primary purposes, (i) to offer more information, and (ii) to highlight inconsistencies in the main text.

In addition about translating non equivalents terms :

Non Equivalents

In 1992, Mona Baker stated that S.L word may express a concept which is totally unknown in the target culture. It can be abstract or concrete. It maybe a religious belief, a social custom or even a type of food. In her book, *In Other Words*, she argued about the common non-equivalents to which a translator come across while translating from SL into TL, while both languages have their distinguished specific culture. She put them in the following order:

- Culture specific concepts
- The SL concept which is not lexicalized in TL
- The SL word which is semantically complex
- The source and target languages make different distinction in meaning
- The TL lacks a super ordinate
- The TL lacks a specific term (hyponym)
- Differences in physical or interpersonal perspective
- Differences in expressive meaning

5.Conclusion

Translating culture is a complex and evolving process that involves careful consideration, cultural awareness, and innovative adaptation. Translators overcome cultural barriers, facilitate cross-cultural understanding, and encourage mutual respect. They identify cultural parallels, adapt content, and avoid stereotypes. Continuous learning, collaboration, and feedback are essential for effective translations. Translators play a crucial role in fostering intercultural connections and a culturally vibrant

global society by embracing cultural diversity, promoting cross-cultural dialogue, and cultivating empathy.

Pratical part

Introduction

The research in this part aims to explore the presence and implications of bias in translating news headlines, with a specific focus on the case study of BBC Arabic and BBC English. Headlines are pivotal in shaping readers' first impressions and guiding their interpretation of news stories. As such, they hold significant power in framing the narrative and influencing public perception.

Bias in news translation can manifest in various forms, from subtle linguistic choices to overt editorial decisions, and it can profoundly impact how information is received and understood by different audiences. This section seeks to identify and analyze these biases by comparing original headlines in English with their translated counterparts in Arabic.

The goal is to uncover the mechanisms through which bias is introduced during the translation process and to understand its potential effects on audience perception and societal discourse.

Through this examination, the dissertation aims to contribute to the broader discourse on media ethics and translation studies, offering insights into how translators can strive for greater impartiality and accuracy in their work. Ultimately, this practical analysis will provide a nuanced understanding of the complex interplay between language, bias, and news reporting, highlighting the critical role of translators in shaping the information landscape.

1_Identification the corpus

1_1 Overview about *BBC English News*

The *BBC News* channel is a continuous 24-hour global news and information channel accessible in the United Kingdom and across the globe. The British Broadcasting Corporation (*BBC*) is a renowned national broadcasting company and one of the largest global news services, with the distinction of being the world's oldest. The following are notable characteristics of the *BBC News* channel:

The station provides uninterrupted coverage, with 24/7 news reporting, live updates, news bulletins, and in-depth analysis.

The *BBC News* channel offers a comprehensive global perspective by having journalists stationed in various locations across the world.

Available Anywhere: The channel may be streamed live online, guaranteeing that viewers can remain informed regardless of their location.

The channel offers a wide range of programming, including interviews, documentaries, and special reports, in addition to news bulletins. These programs cover a diverse range of themes.

To access the most recent information and real-time reporting, you can visit the official website of *BBC News* or stream the live news coverage online.

_ The *BBC News* is the most extensive broadcasting news organization globally, offering comprehensive coverage of news, current affairs, and events from all corners of the world. Below is a concise summary of the *BBC News Channel*:

The British Broadcasting Corporation (*BBC*) News Channel, also known as *BBC News*, was established in November 1997 as a 24-hour television network dedicated to news coverage. The division operates in conjunction with the *BBC's* News and Current Affairs division, which includes its radio, web, and foreign news services.

The *BBC News Channel* provides continuous live news bulletins, analysis, and documentaries, offering up-to-the-minute coverage of breaking news, investigative reports, and comprehensive analysis of global events. It encompasses a broad spectrum of subjects, such as politics, business, technology, health, science, entertainment, and sports.

The *BBC News Channel* has a global reach, as it is able to reach viewers all over the world through its television broadcasts, web platforms, and international collaborations. Viewers in the United Kingdom can access it through digital terrestrial, cable, and satellite television providers, as well as online streaming platforms. *BBC World News*, the international news channel of the *BBC*, provides *BBC News* material to global audiences.

The *BBC News* is widely recognized for its unwavering dedication to objectivity, precision, and ethical conduct in the field of journalism. The organization follows rigorous editorial principles and standards to ensure that its reporting is impartial, equitable, and based on factual accuracy. *BBC* journalists undergo rigorous training

to adhere to these standards and deliver impartial and autonomous coverage of major events.

The *BBC News Channel* employs cutting-edge technology and digital platforms to provide news content to its viewers. The organization utilizes a group of skilled journalists, editors, producers, and technical personnel who work together to provide top-notch news content across several mediums.

BBC News has been honored with multiple prizes and distinctions for its exceptional journalism, including prestigious recognitions such as Peabody prizes, Emmy Awards, and Royal Television Society Awards. The excellence and significance of its coverage of big events, investigative reporting, and documentary programming have been widely acknowledged.

Public Service Broadcasting: *BBC News*, a public service broadcaster in the United Kingdom, is dedicated to fulfilling the public interest by delivering informative, educational, and captivating material to diverse audiences of all ages and backgrounds, with funding from the television license fee.

The *BBC News Channel* is essential in delivering prompt, trustworthy, and unbiased news coverage to global audiences, showcasing the *BBC's* dedication to exceptional journalism and public service programming.

Company policy

_ The *BBC English Channel* undergoes comprehensive scrutiny and monitoring from multiple sources.

_The Office of Communications (Ofcom) is an autonomous regulatory authority in the United Kingdom that is tasked with supervising television and radio broadcasts, including those aired on the *BBC English Channel*. Ofcom assesses shows to ensure they comply with professional and ethical broadcasting standards and takes appropriate measures in the event of legal or directive infringements.

The Parliamentary Committee on Culture, Media, and Sport oversees the *BBC's* performance and offers suggestions and guidance for enhancement. The committee often interrogates *BBC* officials.

_The *BBC* Board of Directors consists of individuals from the public _viewers and audience who are responsible for evaluating the organization's performance and mak-

ing important administrative and legislative decisions. The viewers and audience play a crucial role in overseeing the channel, as they have the ability to file complaints and offer feedback on broadcasted programs. This feedback can potentially trigger investigations or improvements in performance.

_Journalistic Standards at the BBC: It is essential to maintain rigorous journalistic norms and standards, which include being unbiased, precise, and objective, safeguarding individuals' privacy, avoiding prejudice, and treating all sides fairly and equally.

The *BBC* English Channel, being a publicly-funded media source that receives funding from television licenses in the United Kingdom, is dedicated to upholding high levels of transparency, accountability, and integrity in its operations. Our goal is to deliver television programs and news services that are distinguished by their high quality and credibility.

1_2 Overview about *BBC Arabic*

BBC Arabic is the Arabic-language news and current affairs platform operated by the British Broadcasting Corporation (*BBC*).

Establishment

BBC Arabic was established in 1938 as the inaugural foreign-language radio station of the *BBC*. It delivers news and information to Arabic-speaking people in the Middle East and North Africa (*MENA*) region and other areas.

The *BBC Arabic* provides an extensive selection of news content through many channels, such as television, radio, and internet platforms. The main programming offered by the organization are of news bulletins, current affairs shows, documentaries, and debates, which encompass a broad spectrum of subjects like as politics, economy, culture, and society.

BBC Arabic has a wide audience in the *MENA* region, with millions of viewers and listeners tuning in to its television and radio programs. In addition, it maintains a substantial online presence with a website and mobile application that disseminate news stories, videos, and interactive elements to a global audience.

BBC Arabic is renowned for its dedication to editorial independence, fairness, and precision in journalism. The service maintains the same stringent editorial criteria as

other BBC language services, guaranteeing that its reporting is impartial, equitable, and factually precise.

Regional Expertise: *BBC Arabic* possesses a specialized group of journalists and correspondents stationed in the *MENA* area, offering comprehensive coverage and analysis of local events and advancements. The reporters possess vast knowledge and proficiency in reporting on the political, social, and cultural aspects of the region. *BBC Arabic* has been recognized with multiple prestigious prizes and honors for its journalism, including Peabody prizes, Emmy Awards, and Association for International Broadcasting Awards. The excellence and significance of its coverage of big events, investigative reporting, and documentary programming have been widely acknowledged.

BBC Arabic has adopted digital innovation to effectively interact with its audience through multiple channels. It employs social media, mobile apps, and streaming services to disseminate news material to consumers who are frequently on the move, thereby targeting younger demographics and extending its reach beyond conventional media platforms.

Public Service Broadcasting: As a division of the *BBC*, *BBC Arabic* is dedicated to fulfilling the public's needs and delivering informative, educational, and unbiased news content to Arabic-speaking audiences across the globe. It has a crucial function in advancing media freedom, openness, and accountability in the *MENA* area.

BBC Arabic is a prominent provider of news and information for Arabic-speaking audiences, including top-notch journalism and comprehensive analysis of regional and international events. The *BBC* continues to be a reliable and respected news outlet in an ever-evolving media environment, upholding its commitment to unbiased reporting, factual accuracy, and ethical journalism.

company policy

The oversight of the *BBC Arabic* channel is contingent upon multiple factors and diverse sources:

—The Office of Communications (Ofcom) is an autonomous regulatory authority in the United Kingdom with the mandate to supervise television and radio broadcasts, including those of the *BBC Arabic* channel. Ofcom assesses programs to ensure their compliance with professional and ethical broadcasting standards and takes appropri-

ate measures in the event of any breaches of laws or directives.

The *BBC* Arabic channel complies with the legal requirements and rules of the countries in which it broadcasts. It is under the control and surveillance of governmental authorities or competent regulatory agencies in those countries.

The *BBC* adheres to rigorous broadcasting standards that govern the content of its programs and advertisements, ensuring that prohibited or offensive language, images, or materials are not broadcasted. The audience has the ability to file complaints and offer feedback regarding programs aired on the *BBC* Arabic channel, which may result in investigations or improvements in performance.

The *BBC* maintains internal oversight through the implementation of policies and procedures that are designed to uphold journalistic and ethical standards. These standards include impartiality, accuracy, objectivity, protection of individuals' privacy, non-discrimination, and fair and equal treatment of all parties. The *BBC* Arabic channel is subject to oversight and monitoring in various aspects.

The purpose of this monitoring is to guarantee the provision of media programs that are of superior quality and trustworthy, adherence to journalistic and ethical norms, and safeguarding the rights of the audience and viewers.

1_3 Identification about *Aljazeera News*

Al Jazeera, a Qatar-based news network, is known for its extensive coverage of global events, particularly in the Middle East and North Africa (*MENA*) region. Established in 1996, it offers a diverse range of news, including Arabic, English, Documentary, and Balkans. With a global audience of millions, *Al Jazeera* operates through television, radio, and digital platforms. Recognized for its editorial autonomy and unbiased coverage, it has received numerous awards, including Emmy medals, Peabody Awards, and the Columbia Journalism Award. The network uses digital innovation, such as social media, mobile apps, and streaming services, to engage with viewers and broaden its international reach. *Al Jazeera* is committed to advancing media freedom, openness, and accountability in the region.

Company's policy**1. Editorial independence**

Al Jazeera is dedicated to maintaining editorial independence, which means that news coverage is free of political, commercial, and other external pressures. Journalists are supposed to cover stories objectively, with an emphasis on accuracy and impartiality.

2. impartiality and balance

The network tries for balanced reporting, giving different sides on contentious matters to provide a thorough picture. Impartiality is essential for creating trust with the audience.

3. Accuracy and Fact-Checking

Al Jazeera prioritizes accurate reporting. Journalists must verify information from several sources before transmitting or publishing it. Fact-checking is an essential component of the editorial process.

4. Ethical Standards

Al Jazeera follows a strict code of ethics, which includes principles for avoiding conflicts of interest, safeguarding sources, and upholding persons' privacy. Ethical journalism is crucial to the network's operations.

5. Diversity & Inclusion

The network encourages diversity and inclusion in both its workforce and its content. Al Jazeera strives to reflect the variety of its audience and offer fair representation of many groups and opinions.

6. Compliance with the Laws and Regulations

Al Jazeera complies with the laws and regulations of the countries in which it works. This involves following broadcasting restrictions, copyright laws, and other applicable legal norms.

7. Transparency and accountability

Al Jazeera's policy emphasizes operational transparency and public accountability. The network frequently provides outlets for audience feedback and responds to concerns or complaints immediately.

8. Social Media and Online conduct

Employees are expected to use social media and online platforms in a professional manner. The network has guidelines in place to guarantee that online conduct is consistent with the company's reputation and journalistic standards.

1_3 Methodology and Analyses

The research adopted a chronological approach identifying the original headline distinctioned from the equivalent one.

1_Collection of DATA

The Data serves directly twelve 12 Headlines taken from *BBC* and *ALJAZEERA* News websites both versions Arabic and English ,such it was choosen because they are the most two broadcast companies reporting news bilingually which serve the purpose of the study .

2_ Methodology adopted

The research adopted Comparative analyses study ,collecting Data from different channels news websides with two versions Arabic and English. Titles and it's equivalence are analysed for evidence of Bias ,leading to potential ethical delemmas.

1_3 Sample Analysis

Sample 1

	ENGLISH VERSION	AREBIC VERSION
Headline	_Israel_Gaza War :Death and iseael's search for 'total victory' (S.T)	_حرب غزة الموت و بحث اسرائيل عن "النصر الكامل" (T.T)
Source	11 february 2024 by Jeremy Bow- en, BBC international edi- tor,Jerusalem	جيرمي بوين محرر الشؤون الدولية في بي بي سي_ القدس 11 فيفري 2024

_The above mentioned headline was reported in BBC News Arabic and English on the Eleventh February 2024 “_Israel_Gaza War :Death and isael’s search for ‘total victory’ (S.T) “, Then it was rendered in the BBC Arabic version of news website on february 2024 as” (TT) حرب غزة الموت و بحث إسرائيل عن "النصر الكامل" ""

“It’s noticed that the channel was somewhat neutral in reporting the news, this may be due to the censorship to which both channels are subject”

This sample clearly shows a foul bias to the Palestinian side in the (T.T) ,which may resulting from cultural and ideological factors, because it clearly mentioned that it’s Gaza war so it’s a war on Gaza so the writer use a specific strategies and methods to convey the news

_ Main Analyses

_The English Title employs the term "Israel _Gaza war" to denote the two opposing factions involved in the conflict, while in The Arabic Title "حرب غزة" implies that the event is primarily focused on Gaza as a specific geographical area.

Concentration , and this was to impose bias in the headline. There was a clear bias towards the palastinian side .

_Both Titles center around the theme of "death" as a consequence of the war, emphasizing the casualties suffered by human beings.

_The use of the phrase "Israel's search for total victory" in both titles suggests that the fight is depicted as an Israeli effort to attain a conclusive triumph.

_Possible prejudice:

_The inclusion of the term "search for total victory" indicates a clear bias towards depicting the fight as a one-sided endeavor wich is a political bias

_The addition of "Israel's search for" before "total victory" in the English title may create the perception that Israel is the dominant side in the conflict and actively pursuing victory.

Translation strategies:

1_Equivalence: The term "حرب غزة" has been rendered as "The Gaza Conflict" in order to emphasize the geographical context while using a neutral term for 'war'.

2_Amplification: The term "الموت" is rendered as "Mortality" rather than "Death" in order to convey a more scholarly and intellectual tone.

3_Modulation: The expression "بحث إسرائيل عن النصر الكامل" has been translated as "Israel's Pursuit of Total Triumph" to accurately convey the continuous nature of the quest and the heightened intensity signified by "كامل".

Language and lexical choice refer to the selection of words and phrases used in communication.

Results:

An analysis of the titles suggests a position that is mostly centered on the Israeli perspective, portraying it as the party seeking complete triumph.

The titles may also mirror the media's emphasis on human casualties and the adverse consequences of the war.

SAMPLE 02

	English version	Arabic version
Headline	_In Gaza, fleeing refugees face hunger and disease: 'we are in the dark Ages' (ST)	_النازحون في غزة يواجهون الجوع والمرض "نحن في (TT) العصور الوسطى"
Source	By Joel Gunter. Photographs by Yasser oudih 12 november 2023	جويل غونتر بي بي سي تشرين الثاني 14/ نوفمبر 2023

_ The above mentioned headline “_In Gaza, fleeing refugees face hunger and disease: ‘we are in the dark Ages’ “was reported by JOEL Gunter on BBC News The Twelveth Nouvember 2023 ,then it was redereed in BBC ARABIC version of news webside site on the Fourteenth Nouvember 2024 _ النازحون في غزة يواجهون الجوع ” “والمرض ” نحن في العصور الوسطى”

_It was touched a clear Bias in redering the two headlines by the creep in through the choice of words that carry different connotations in the target language, the omis-sion of certain details to fit cultural or political expectations “el nazihoun” to “fleeing refuges” which is a cultural bias ,or the addition of information to provide context that may not be present in the original. For example, the phrase “we are in the dark ages” could be translated to emphasize backwardness may be a bleak situation, in-voking historical connotation or to evoke sympathy, while the Arabic reader can’t take that period as dark one because it was the period of the strength in the Arabic world so it using the naming “العصور الوسطى” instead of the literature equivalence “العصور السوداء” and that is attributed to the fact the Arab were characterized by intel-lectual development and scientific renaissance. it is bias in the choosing of words (selection bias) between the two versions and that may be accoroding to the different situations between the two worlds in that period which is a clear cultural bias in the two headlines .

The main strategies of translation that used to express bias

_ **Literal Translation:** by Translating the words exactly as they are from one lan-guage to another without changing the structure or meaning example :”in Gaza “

”الجوع و المرض” “hanger and desease” _ ” في غزة”

_ **Adaptation:** Altering culturally- Example: “ dark dges” _ ”العصور الوسطى”

_ The reasons behind bias in translation can include the translator’s own perspec-tives, the media outlet’s editorial policy, or the sociopolitical context in which the translation is produced. Translators may also be influenced by the dominant narra-tives about a particular region or situation. To mitigate bias, translators can aim for faithfulness to the source material and transparency about their choices. They should also be aware of the

Sample 03

	English version	Arabic version
Headline	_Iraq criminalises same-sex relationships in New law (TT)	العراق يقر مشروع قانون يجرم العلاقات الجنسية المثلية وسط "انتقادات غربية" (ST)
Source	News middle east/ BBC News	28 ابريل نيسان 2024 بي بي سي

_The above mentioned headline"العراق يقر مشروع قانون يجرم العلاقات الجنسية المثلية وسط "انتقادات غربية" was reported in BBC News Arabic version on the 28 april 2024 then rendered in BBC News English version as _Iraq criminalises same-sex relationships in New law"

It was touched a clear bias in translating the word "الجنسية المثلية" to " same-sex" by euphemizing it by translate it letterly ,And there is a bias can be clearly seen in omitting and deleting the expression "amid western criticism" because the English audience is more interested in the incident it self which is the Iraq agreement criminalizes same-sex relationships ,the focus on this event is bias because in the Arabic version there is two main events first the criminalized of same-sex relationships" ,second" the western criticism" and that is a political bias

SAMPLE 04

	ENGLISH VERSION	ARABIC VERSION
HEADLINE	_Israel military intelligence chief quits over 7 October	استقالة رئيس شعبة الاستخبارات العسكرية الإسرائيلية بسبب إخفاقات هجوم السابع من أكتوبر
SOURCE	BBC NEWS/ MIDDLE EAST APRIL 28,2024	بي بي سي الإخبارية الشرق الأوسط 23 افريل 2024

_The above mentioned headlines was reported in BBC News Arabic version then it was rendered to BBC English version

Arabic equivalent Headline:

"The resignation of the head of the Israeli military intelligence division due to failures in the October 7th attack."

the English Headline "Israel's Military Intelligence Chief Resigns Due to 7 October Incident"

Categories of Bias:

1_Cultural bias is evident in the translation, as it mirrors the cultural environment and takes into account political sensitivities. For example, the name "Israel" is rendered as "إسرائيلية" (Israeli), which implies associations with the Israeli nation.

2_Political Bias: The selection of vocabulary can gently shape the reader's perception. For instance, the English term "quits" conveys a sense of a voluntary choice, whereas the Arabic word "استقالة" (resignation) implies a more formal and structured procedure.

3_Political bias: The addition of the word "إخفاقات" in the Arabic version is bias it self because they want to give attention to the failer of Israel.

Strategies for translating and their effects:

_Lexical selection: The translator's lexical selection has a substantial impact on bias. For example: The word "Chief" in English is equivalent to "رئيس" which means "head/leader" in Arabic.

"Quits" in English refers to the act of voluntarily leaving a job or position. In Arabic, the same term is "استقالة," which specifically means "resignation."

Enhanced Contextual Understanding: The Arabic headline offers further clarity by referencing the precise occasion as "هجوم السابع من أكتوبر" which translates to "attack on the seventh of October." This supplementary material has the potential to impact the reader's understanding and analysis.

Minimizing Ambiguity: The English headline is succinct but lacks specific information. The Arabic rendition offers a more lucid depiction of the circumstances.

Sample 05

	English version	Arabic version
Headline	"Israeli forces kill three children of hamas leader Ismail Haniyeh in..."(ST)	"_استشهاد 3 من ابناء هنية وعدد من احفاده بقصف اسرائيلي في غزة.." (TT)
Source	Aljazira.com 04apr2024	الجزيرة العربية 2024_04_10

_The above mentioned headline "Israeli forces kill three children of hamas leader Ismail Haniyeh in..." was reported in Aljazira news on the Fourth April 2024 ,then rendred in the Aljazira Arabic version of the news webside site on the Tenth April 2024 as "_استشهاد 3 من ابناء هنية وعدد من احفاده بقصف اسرائيلي في غزة.."

1_the english version headline shows a clear bias towards the Israeli side, highlighting the killing of three children belonging to Hamas leader Ismail Haniyeh by Israeli forces.

The headline seems to come in the context of the ongoing conflict between Israel and Hamas, which includes military operations and attacks targeting leaders and individuals on both sides.

Translation methods

The translation is clear and direct, maintaining the original meaning and accuracy.

2_then the Arabic version "استشهاد ثلاثة من أولاد هنية و بعض أحفاده بقصف إسرائيلي بغزة"

appears to be more biased towards the Palestinian side, using the term "martyrdom" استشهاد to describe the death of the children, reinforcing the Palestinian idea of the victim in the conflict.

_Reasons: The headline reflects the Israeli bombing and the tragedy that civilians in the Gaza Strip are subjected to as a result of the ongoing violence between the two sides.

Translation methods

The translation is accurate, but the detailed use of terms and expressions may vary between languages based on culture and linguistic context.

The analysis of the headlines shows that bias affect the way events and information are presented, and that translation methods differ depending on the languages and cultures involved.

3_ In the first headline, “Israeli forces kill three children of Hamas leader Ismail Haniyeh”, the focus is on the military aspect of the conflict through the use of “Israeli forces” and “kill”, which highlights the military operation and the associated violence, and may shed light on a military strategy targeting the leadership and members of armed groups.

4_ As for the second headline, “استشهاد ثلاثة من أولاد هنية و بعض أحفاده بقصف إسرائيلي ” , the focus is on the human elements of the conflict, with the use of the term “martyrdom” which gives religious and national dimensions to death, and highlights the children as innocent victims of the Israeli attacks. And all that reflects the impact of bias and cultural differences in presenting and understanding the news.

SAMPLE 6

	English version	Arabic version
Headline	"The US Doctor who cannot forget what he saw in Gaza"	"طبيب امريكي يصف معاناة الاسر في شمال غزة"
Source	BY FARGAL KEANE BBC NEWS	فرغال كين_ بي بي سي نيوز

The above mentioned headline "The US Doctor who cannot forget what he saw in Gaza" was reported by Fargal Keane, special correspondent with BBC News website on 24 April 2024, then rendered in BBC Arabic version of the news website site after a few hours.

1. English Headline: "The US doctor who cannot forget what he saw in Gaza"

Bias Analysis

Framing bias (cognitive): The headline highlights the perspective of a US doctor, framing the narrative around an individual's experience.

- The use of "cannot forget" emphasizes the emotional impact and suggests a lasting trauma or profound impression.

Political bias: "What he saw in Gaza" focuses on the events witnessed by the doctor, implying a sense of witnessing suffering or trauma.

Translation Strategies:

- The translation maintains the focus on the US doctor and their experience, staying true to the original narrative.

- There's a direct translation of "cannot forget" (لا يستطيع نسيان) to convey the enduring

nature of the memories.

- "What he saw in Gaza" is translated to "ما رآه في غزة," preserving the emphasis on witnessing specific events in Gaza.

Bias Reflection

- The English headline foregrounds the perspective of the US doctor, potentially centering Western viewpoints and experiences over those of the people directly affected in Gaza.
- The framing of the narrative around the individual doctor's experience might overshadow the broader context of the situation in Gaza and the experiences of its residents.

2. Arabic Headline: "طبيب أمريكي يصف معاناة الأسر في شمال غزة" (An American doctor describes the suffering of families in North Gaza)

Bias Analysis:

- The Arabic headline shifts the focus from the individual doctor to the collective experience of families in North Gaza.
- "An American doctor" is a straightforward identification of the individual, but it doesn't emphasize the doctor's personal struggle or emotional response as much as the English version does.
- "Describes the suffering of families" broadens the scope to include the experiences of multiple families, highlighting a collective narrative rather than an individual's perspective.

Translation Strategies:

- The translation opts for a more collective perspective by focusing on the suffering of families rather than the personal experience of the doctor.
- The Arabic headline uses the verb "يصف" (describes) instead of "cannot forget," indicating a more detached or objective portrayal of the events.
- "In North Gaza" is specified to provide geographical context and highlight a particular area affected by the described suffering.

Bias Reflection:

- The Arabic headline presents a broader perspective by centering on the suffering of families in North Gaza, potentially giving more voice to the local community's experiences.

- By focusing on the collective suffering rather than an individual's emotional response, it may provide a more balanced portrayal of the situation but might also dilute the personal impact of the story.

to conclude, the bias in translating the headlines reflects different cultural and editorial priorities, with the English version emphasizing the personal experience of a US doctor and the Arabic version focusing on the collective suffering of families in Gaza. These biases shape the narrative and highlight different aspects of the story, potentially influencing readers' perceptions and emotional responses.

SAMPLE 7

	English version	Arabic version
Headline	“Mass arrests made as campus protest over Gaza spread”	حرب غزة ماذا نعرف عن مصطلح "الانتفاضة" الذي يرفعه المحتجون في العالم العربي
Source	James ftizgerald nd bernd debusmann Jr BBC News	غادة ناصف بي بي سي نيوز 26 ابريل 2024

_The above mentioned headline “حرب غزة ماذا نعرف عن مصطلح” “الانتفاضة” الذي يرفعه المحتجون “” was reported by James ftizgerald & Bernd debusmann Jr BBC News Arabic version then it was rendered in BBC English version of news webside site on 26 April 2024 as “Mass arrests made as campus protest over Gaza spread”

The English version "mass arrests made as US campus protests over Gaza spread" accurately reports the occurrence of a large number of arrests and the expansion of protests related to Gaza across many US universities. This headline emphasizes the

measures implemented by authorities, including the arrests made, and the extent of the protests.

The Arabic version " حرب غزة : ماذا نعرف عن مصطلح 'الانتفاضة' الذي يرفعه المحتجون خارج " العالم العربي؟ " translates to "Gaza War: What do we know about the term 'intifada' raised by protesters outside the Arab world?" This headline introduces the term "intifada," which carries profound historical and cultural implications associated with Palestinian resistance. The text implies a prioritization of comprehending the meaning of the phrase as employed by demonstrators worldwide, rather than the particular incidents occurring on American university campuses.

The potential bias in the translation between the two languages may arise from the following factors:

- **Selective Information:** The English headline prioritizes the law enforcement response and the proliferation of protests, whereas the Arabic headline centers around the cultural interpretation of a term linked to the protests.
- The term "Intifada" holds significant cultural significance(bias) in the Arab world, but its influence may not be as strong in English-speaking contexts.

The Arabic headline may seek to establish a connection between readers and the cultural importance of the term.

- The Arabic headline use of "intifada" and this clearly shows a clear bias to the palastinian side elicit heightened emotional responses and foster feelings of unity or defiance, in contrast to the more impartial depiction of "mass arrests" in the English headline.

strategies of translation

- **Domestication:** Modifying the content to enhance its familiarity for the intended audience. The English headline use clear and concise language to present the events in a manner that is easily comprehensible for a global readership.
- **Foreignization:** Preserving the cultural aspects of the original language in the translation. The Arabic headline maintains the term "intifada," which might not be as familiar or comprehensible to a non-Arab audience.

These tactics demonstrate the translator's decisions in achieving a balance between clarity and the preservation of certain cultural subtleties.

Sample 8

	English version	Arabic version
Headline	"Colombia university students take over faculty building in Gaza protest"	"اشتعال الحراك بجامعة كولومبيا و طلاب يسيطرون على اثنين من مبانيها"
Source	Aljazira .net 30 Apr 2024	الجزيرة نت 04_30 2024

The above mentioned headline "Colombia university students take over faculty building in Gaza protest" was reported on Aljazira .net on 30 April 2024, then it was rendered in Aljazira.net the Arabic version of news website site on the same date as "اشتعال الحراك بجامعة كولومبيا و طلاب يسيطرون على اثنين من مبانيها"

this sample clearly shows different types of Bias

1- Selection bias: Some words, like "take over" in English, it's more aggressive action than "يسيطرون," which can mean "control" or "dominate" in Arabic and might make you think of a less aggressive action.

2_ Ideological Bias (political): The Arabic headline has "اشتعال الحراك," which means "the movement is ignited." This makes the situation seem more active and possibly chaotic than it is in the English form.

and that may result from cultural and ideological factors.

The Arabic headline "اشتعال الحراك بجامعة كولومبيا و طلاب يسيطرون على اثنين من مبانيها" suggests a more intensified scenario with the use of the word "اشتعال" which means "ignition" or "inflaming," indicating a significant escalation in the student movement at Columbia University. Additionally, the document highlights the students' notable influence by stating that they have seized control of "two of its buildings."

Conversely, the English headline "Columbia University students storm faculty building in Gaza protest" is more general in nature, emphasizing only the geographical site of "Gaza" and the action of storming a "faculty building," thus lacking the specificity found in the Arabic version. The potential association of the term "Gaza" with the ongoing conflicts in the region may give rise to a geopolitical bias, potentially eliciting an alternative range of emotions and contextual interpretations.

Sample 9

	English version	Arabic version
Headline	Qasam soleimani : US Kills top strike Iranian general in Baghdad air	مقتل قاسم سليماني ايراني تعتبر الضربة الامريكية "أكبر خطأ استراتيجي لا مفر من عواقبه"
Source	BBC NEWS . 3 january 2020	بي بي سي نيوز 3 يناير 2020

_THE above mentioned headlines was reported in BBC News website both versions the Arabic and English on the third of January 2020

It's noticed that there is a clear bias in both titles

1__ Framing Bias(cognitive bias): The Arabic title presents the incident as a major strategic blunder by the US with inevitable repercussions, which may give rise to feelings of unfairness or approaching hostilities. The strike may be given legitimacy because the English headline presents it as a definitive move by the US.

2_Word Choice Bias (Selection bias): The Arabic headline "أكبر خطأ استراتيجي" implies a critical assessment of the US action, whereas the English headline "US Kills Top Iranian General" employs neutral wording to avoid making any clear judgments.

3_Cultural Bias: The English headline might represent a viewpoint that is more accepting of such acts as a normal part of international politics, whereas the Arabic headline might reflect a cultural perspective that is more critical of foreign interference.

Sample 10

	English version	Arabic version
Headline	Hamas and Fatah Unveil Palastinian reconciliation deal	مبادرة جديدة لتفعيل اتفاق المصالحة بين حماس وفتح
Source	BBC News.com 23 april 2014	بي بي سي نيوز 18 ديسمبر 2014

Types of Bias:

1_Linguistic bias occurs when some words or phrases have a positive or negative connotation for the subjects concerned. For example, the word "unveil" may imply a positive activity, disclosing something significant or good.

2_Selection Bias: This type of bias is evident in what the headline chooses to include or exclude. The presence of both "Hamas" and "Fatah" indicates a desire to show a united front, which might be interpreted as a positive step toward reconciliation.

In the headlines mentioned, , the use of the term “reconciliation deal” and “مبادرة جديدة لتفعيل اتفاق المصالحة” suggests a focus on the process of coming together and resolving differences, which could be seen as a positive development in the context of Palestinian unity. However, the reasons behind the choice of words and the factors influencing them would require a deeper analysis of the media outlets’ history, audience, and editorial policies.

sample 11

	English version	Arabic version
Headline	Israel-Gaza war:the Red cross's delicate role in hostage crises	ماهو دور منظمة الصليب الاحمر الحساس في ازمات الرهائن
Source	By Imogen foulkes BBC NEWS,Geneva On 27 Nouvember 2023	ايموغن فلوكيس بي بي سي نيوز-جنيف 28 نوفمبر 2023

_The above mentioned headline “Israel-Gaza war: the Red cross’s delicate role in hostage crises “ was mentioned in BBC news webside on the twenty seventh November 2023,then it was redred in BBC Arabic version of the news webside site on the twenty eighth of november as”ماهو دور منظمة الصليب الاحمر الحساس في ازمات الرهائن”

The English version: “Israel-Gaza war: The Red Cross’s delicate role in hostage crises” shows a clear bias in this translation appears to be neutral. It highlights the Red Cross’s involvement in handling hostage situations during the Israel-Gaza conflict.

Types of Bias

Omission: The headline omits specific details about the hostages, focusing solely on the Red Cross’s role.

Positive Bias: The use of “delicate” suggests a positive view of the Red Cross’s efforts.

Humanitarian Bias: The headline emphasizes the humanitarian aspect of the Red Cross’s involvement.

Arabic Headline: “ماهو دور منظمة الصليب الأحمر الحساس في أزمات الرهائن”

The bias in this translation is neutral as well. It highlights the Red Cross’s sensitive role in hostage crises.

Types of Bias:

_Selection Bias: The choosing of words used to imply a positive meaning the word “sensitive” implies a positive view of the Red Cross’s role.

_Humanitarian Bias: The focus on the Red Cross’s involvement underscores its humanitarian mission.

Political bias: the using of the word “الرهائن” instead of “الاسرى” shows a clear bias toward Israeli side.

Both headlines emphasize the Red Cross’s crucial role in hostage situations, but the Arabic version specifically highlights its sensitivity.

Sample 12

	English version	Arabic version
Headline	“Keith siegel and omri miran:Video shows US and Israeli hostages alive in Gaza”	حماس تنشر مقطع فيديو يظهر رهينتين على قيد الحياة .و العائلات تطالب ننتياهو بالتوصل الى صفقة تبادل
Source	By Anna Foster , BBC News ,Jerusalem	بي بي سي نيوز 26 ابريل 2024

_The above mentioned headline “Keith siegel and omri miran:Video shows US and Israeli hostages alive in Gaza “ was mentioned in BBC news webside on the twenty sixth Nouvember 2024,then it was redred in BBC Arabic version of the news webside site on the twenty eighth of novvember as " حماس تنشر مقطع فيديو يظهر رهينتين على قيد الحياة .و العائلات تطالب ننتياهو بالتوصل الى صفقة تبادل"

_The English version: “Keith Siegel and Omri Miran: Video shows US and Israeli hostages alive in Gaza”

Shows a clear bias in this translation more neutral. It highlights the proof of life of two hostages during the conflict.

_Types of Bias:

_ the Omission :so The headline omits specific details about the captivity duration and the families' plea for a hostage exchange.

_Humanitarian Bias: The focus is on the hostages' well-being and their families' appeal for a deal.

_The Arabic version “ حماس تنشر فيديو يظهر رهينتين على قيد الحياة و العائلات تطالب ننتياهر ”
”بالتوصل إلى صفقة تبادل

The bias in this translation is neutral as well. It emphasizes the hostages' survival and the families' call for a deal.

Types of Bias:

Humanitarian Bias: The focus remains on the hostages' well-being and the families' plea for their release.

_ the Omission of the names in the arabic version may back because the arabic audiense intrested by the incidense more then other .

Both headlines highlight the hostages' situation and the families' urgent appeals, but the Arabic version specifically emphasizes the families role in seeking a resolution .

conclusion

Both *BBC* and *AL JAZEERA NEWS* the two versions generally focus on similar themes related to Gaza strip such as the ongoing conflict with Israel, humanitarian issues, and social and cultural topics.

Most headlines are translated accurately, maintaining their meaning and context However, some discrepancies can be observed in the choice of words and emphasis.

In certain cases, Arabic headlines seem to be more emotionally charged or focused on the Palestinian perspective, possibly reflecting the audience's sensitivities.

There are instances where the Arabic headlines provide additional context or information not present in the English version, likely to accommodate the target audience's knowledge and interests.

Some English headlines mention "Gaza" explicitly, while their Arabic translations might refer to it as "the sector" (القطاع) or "the Strip" (الضفة), or may use the expression "kills" instead of "victims" "ضحايا" in the Arabic version which implies a certain level of familiarity with the context

To conclude ,The analysis shows that while *BBC News* and *ALJAZEERA* strives to maintain consistency between its English and Arabic versions, some discrepancies and patterns emerge in the translation process. These variations could be attributed to factors such as the target audience's cultural background, political sensitivities, and expectations.

Conclusion

In examining the practical implications of translation in media and political discourse, this study has highlighted several critical insights that can guide both practitioners and policymakers in enhancing communication effectiveness and integrity.

Key Findings Recap

Throughout this research, we have observed how translation acts as a powerful mediator of ideas, ideologies, and cultural values across linguistic boundaries. It became evident that translations are not neutral processes; they often reflect and perpetuate the biases and agendas of their producers. The manipulation of translations for political purposes underscores the need for vigilance in preserving the integrity of information in media and political discourse.

Recommendations for Practice

Based on these findings, several practical recommendations emerge:

- **Enhanced Translator Training:** Practitioners in translation should undergo continuous training that emphasizes critical thinking and awareness of ideological implications. This would equip them with the tools to navigate complex linguistic and cultural landscapes responsibly.
- **Transparency and Accountability:** There is a pressing need for transparency in the translation process, particularly in media contexts. Policies and guidelines should be established to ensure that translations uphold ethical standards and are not used to manipulate public opinion.
- **Investment in Cultural Competence:** Institutions involved in media and political communication should invest in building cultural competence among translators and communication professionals. This includes fostering understanding and respect for diverse cultural perspectives, thereby promoting more accurate and sensitive translations.

Implications for Policy

From a policy perspective, this study underscores the importance of integrating translation strategies into broader communication policies. Policies should encourage the use of certified translators who adhere to ethical guidelines and promote diversity in media representation. Furthermore, policymakers should support initiatives that facilitate cross-cultural dialogue and understanding through translation, thereby fostering global cooperation and mutual respect.

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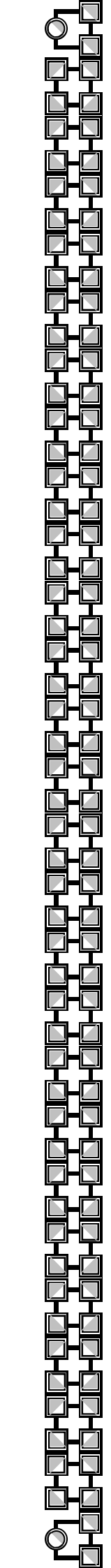
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Appendices

