Original article

Manipulating Ideology in Translating Political Texts from Arabic into English
(A summary of an M.A. Thesis in Translation Studies, 2011)

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Abstract
The fact that ideology is an effective tool for achieving intended and purposeful aims has led many universal organizations to insert their ideologies and beliefs in translated texts, during the process of translation, especially if these texts will be intentionally transmitted among conflicting cultures. One of these great organizations which has recently attracted the attention of many readers, by its deliberate changes during the process of translation particularly from Arabic into English, is The Middle East Media Research Institute (MEMRI). And by undertaking an extensive investigation of its English translations, great differences between what this organization pretends and what it really presents, are observed. It manipulates ideology in translating Arabic political articles into English.

Key Words: Ideology in translation, MeMRI, Political discourse analysis, Ploitical
            texts.

1. Introduction
I.1. *Context of the study:*
      During the process of translation, the translators' role is to decode the meaning of the ST and to re-encode it to be suitable for TRs. Translators do not solely replace words with their equivalents among different languages of variant cultures which might have dissimilar ideologies and conflicting political agendas. Being human beings, they have their own ideologies which may be completely different from those of writers of STs and those of TRs.

I.2. *Objectives of the study:*
      The main purpose of this study is to draw attention to the concept of ideology and how it is purposely manipulated by translators, during the process of translation, to influence beliefs and ideas of TRs. It also aims at focusing on the extent of translators'

mediation in translated texts and how the level of this mediation is constrained by politics and culture.

I.3. *Significance of the Study:*

This study clarifies the relationship between ideology and translation as well as the extent to which translators intervene during the transfer process. Moreover, it obviously clarifies how politics and culture influence translated texts.

2. Review of literature
2.1. *Translation and ideology*

Translation being related to ideology may be considered as an intentional activity of transmitting a text, after being changed to suit TRs, from its original culture to the target culture. "Far from being an innocent activity aimed merely at rendering faithfully the source text into the target language, translation is constrained by ideology" (Garcia-Gonzalez, 2006, p.99). Furthermore, "it has become obvious that the relationship between ideology and translation is multifarious" (Schaffner, 2007, p.142). They are concepts which are interdependent. Beliefs of certain people can be applied not only to written texts or speeches but also to translated texts. Bassnett and Lefevere (1992) assert that "translation, of course, is a rewriting of an original text. All rewritings, whatever their intention, reflect a certain ideology" (p.xi). One of the purposes of the process of rewriting is the intended manipulation which may be carried out by the translator during the process of translation. Rewriting original texts may reflect certain ideologies which clarify the power relations between dominants and common people. According to Bassnett and Lefevere, "rewriting is manipulation, undertaken in the service of power". Regarding the process of rewriting, translators try to make texts suitable for TRs by, for example, inserting their own ideologies through the process of translation. Schaffner (2003) points out that all translations are ideological since "the choice of a source text and the use to which the subsequent target text is put are determined by the interests, aims, and objectives of social agents" (p.23). Indeed, these interests, aims and objectives govern the extent of translators' mediation during the process of translation. According to Hatim and Mason (1997), "the extent of the translator's mediation is itself an ideological issue, affecting both (1) [the ideology of translating and (2) [the translation of ideology]" (p.143).

2.2. *Translation and politics*

Political actions and decisions have an impact not only on original texts but also on their translations. Dash and Pattanaik (2007) view that "translations, more than the so-called 'original' creative works, are governed by social and political compulsions" (p.173). Furthermore, according to Dash and Pattanaik, they "give us a sense of our inescapable imbrications in the social and political forces of our times". Political events determine the kind of texts to be translated and the way they are relayed through translation not only locally but also internationally. Schaffner (2007) points out that "the translator's choices, from what to translate to how to translate, are determined by political agendas. Then, politics is closely related to ideology" which, at the end, paves the way for certain policies to prevail (p.135). Original texts of politicians are carefully touched by certain ideologies which suit the original culture, language, and readers. When these texts are transmitted through translation from its culture to a different culture of different political agendas, there must be a conflict. What is usually done is that the translator who often belongs to the new culture makes necessary modifications which support the political agenda of his/her culture.

2.3. *Translation and culture*

Regarding the clear connection between translation and culture, Bassnett (2007) stresses that not only "translation is about language, but translation is also about culture, for the two are inseparable" (p.23). Therefore, language and culture are the most important elements which should be focused on, during the process of translation. Bassnett (1991) gives a very important example to show the relation between these elements. She argues that "language, then, is the heart within the body of culture, and it is the interaction between the two that results in the continuation of life-energy. In the same way that the surgeon, operating on the heart, cannot neglect the body that surrounds it, so the translator treats the text in isolation from the culture at his peril" (p.14). Therefore, it will be a dishonest act of a translator to translate the original text out of its original context or culture.

3. Theoretical framework

For the needs of the present study, the researcher draws on CDA as an approach to analyze the data at hand. According to Van Dijk (1998a) CDA "is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. Wodak (2001) states that "one of the aims of CDA is to demystify discourses by deciphering ideologies" (p.10). This mainly occurs through the accurate analysis of hidden ideologies inside discourses. Additionally, "CDA, then, is an analysis of not only what is said, but what is left out- not only what is present in the text, but what is absent" (Rogers, 2004, p.7). What the words of texts really indicate as well as what is behind the use of these words is the main work of CDA. Therefore, the work of CDA is not only analysis but also a critical analysis.

Conducting a critical analysis of texts is expected to uncover power, dominance, and inequality which are deliberately enacted inside texts. According to Van Dijk (2001b) , CDA is "a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context" (p.352). Therefore, CDA studies texts (including different discourses) in contexts. Meyer (2001) argues that "one important characteristic arises from the assumption of CDA that all discourses are historical and can therefore only be understood with reference to their context. In accordance with this, CDA refers to such extra-linguistic factors as culture, society, and ideology" (p.15). By the analysis of the linguistic aspects of a text in relation to the context which is mainly responsible for the production of such text, CDA then has the ability to understand, expose and resist social power abuse, dominance, and inequality. Moreover, Van Dijk (2001b) asserts that "most kinds of CDA will ask questions about the way specific discourse structures are deployed in the reproduction of social dominance, whether they are part of a conversation or a news report or other genres and contexts" (pp.353:354).

3.1. *Political discourse analysis (PDA)*

Political discourse analysis (PDA) is the analysis of a certain kind of discourse namely political discourse. According to Schaffner (2004), PDA "is concerned with the analysis of political discourse" (p.117). So, PDA is discussed here because the data which will be analyzed is regarded as political discourse. Moreover, the analysis will be for the translated political discourses and not the original political discourses and this asserts that there is a relation between political discourse and translation. To clarify such relation, Schaffner (2007) explains that "the universality of political discourse has consequences for intercultural communication, and thus for translation" (p.135).

Furthermore, Political discourse is one of the most types of discourse which leads to conflict either in the same culture in which it is produced or in the foreign culture for which it is translated to suit its TRs or this conflict may even cross borders to be between the two cultures concerned.

4. Methodology
4.1. *Data collection and procedures*
For the aims of the present study, data for this research, represented in some Arabic political examples as a sample, is collected. In addition, their English translations are collected from the website (1998-2010) of the Middle East Media Research Institute (MEMRI). Furthermore, the researcher suggests a backtranslation for each example to show clearly the differences between the Arabic example and their English translations conducted by MEMRI's translators. Then, a comparison is made between Arabic and English Examples to show the extent of translators' intervention, which is represented in their intended modifications in the linguistic aspects of the original examples during the process of translation. Moreover, the researcher adopts CDA to analyze the differences of the English translations in comparison to their original Arabic Examples, to uncover those linguistic aspects which lead to the great changes in information, ideas, and realities which are totally different from those expressed in the Arabic examples.

4.2. *Tools*
For the need of this study, the researcher draws on the set of tools which has been provided by Kuo and Nakamura (2005), and hence it is necessary to shed light on these tools as follows (pp.393:417).

4.2.1. Deletion:
Deletion is the omission of certain words, phrases, clauses or even sentences to hide certain ideas mentioned in the original text by the original writer. The existence of these words, phrases, clauses or even sentences in the translated text may lead to a lot of unnecessary conflicts, so they are deliberately deleted by translators during the process of translation. Van Dijk asserts that "deletion is an effective routine in the news production process" (as cited in Kuo & Nakamura, 2005, p.401).

4.2.2. Addition:
Addition is adding certain words, phrases, clauses or even sentences, during the process of translation, either to insert certain ideas in translated texts or distort original ideas of the original writer. This is intentionally carried out to make translated texts ideologically suitable for TRs. Van Dijk adopts the view that "addition is a type of local transformation. Often additions are used to provide further information about previous events, context[s], or historical background[s]" (as cited in Kuo & Nakamura, 2005, p.403).

4.2.3. Lexical choice:
Lexical choice refers to the intended choice of alternative words and not the accurate equivalents, during the process of translation, for the sake of either revealing certain meaning or hiding a fact which may cause conflict among TRs. Schaffner (2004) defines lexical choice as "the strategic use of political concepts, or keywords, for achieving specific political aims" (p.121).

5.*Analysis and discussion*
As is presented on its website (http://www.memri.org/), the MEMRI organization bridges the language gap between the West and the Middle East. This happens by providing timely translations of Arabic media. What is unfairly done is that MEMRI attempts to manipulate the ideology of the West to accept the unjust portrayal of the

Arabs and Muslims, the idea that the Jews are not the perpetrators of the explosions of September 11th, and the Israeli oppression of the Palestinians. This is simply achieved by the deliberate changes made by MEMRI's translators trying to reshape the minds of TRs to support Israel and America as well. This will be clarified in the analysis of examples below.

5.1. *Example 1*

" منذ وقعت التفجيرات الأمريكية صبيحة الحادى عشر من سبتمبر الماضى ، وما تبعها من سيناريو أمريكى مكشوف تمثلت حلقاته فى توجيه اتهامات جاهزة لعناصر عربية واسلامية ...".

(As cited in MEMRI, 2002, pp.46:48)

5.1.1. Backtranslation

Since the American explosions took place on the morning of the past September 11th and the following exposed American scenario whose episodes directed ready-made accusations against Arab and Islamic elements… .

5.1.2. English translation

"Following the explosion in the U.S. on the morning of September 11, the American scenario, whose episodes included directing preformulated accusations against Arab and Islamic circles…".

(MEMRI, 2002, pp.22:26)

5.1.3. Analysis & discussion

In this example, the translator of MEMRI intentionally uses the deletion and lexical choice tools. Although the adjective مكشوف (exposed), which exposes the American scenario and shows that this scenario is ready-made, was mentioned in the Arabic text, the translator deletes it in the translated text in order to make TRs unaware of this idea. The MEMRI's translator manipulates the ideology of TRs and attempts to convince them that the American scenario is not an exposed scenario.

Furthermore, by employing the lexical choice tool, he/she translates تمثلت فى توجيه (directed) into included directing even though there is a clear difference between them. The meaning of include is " to contain something as a part of something else, or to make something part of something else " and the meaning of the word تمثلت can be implicitly understood from the English phrase whose episodes (Cambridge Advanced Learner's Dictionary (CALD), 2008). Therefore, in order to manipulate the ideology of TRs, the translator utilizes the word included to illustrate that the accusations are not directed only to the Arabs and Muslims. He wants to avoid the idea that TRs might simply understand the extent of deep-rooted prejudice which the Americans keep against Arabs and Muslims. On the other side, if the structure تمثلت فى توجيه (directed) was translated correctly, it would mean that all the episodes of the American scenario direct accusations only to Arabs and Muslims, which is not convincing. Above all, the English translation of this example refers to the fact that the act of translating involves manipulation (Faiq, 2004, p.2).

5.2. *Example 2*

" ثم بدأت الحرب ضد أفغانستان وإبادة ما يقرب من ألف مدنى حتى الآن من أبناء هذا الشعب الفقير المبتلى".

(As cited in MEMRI, 2002, pp.46:48)

5.2.1. Backtranslation

Then, the war against Afghanistan and the annihilation of nearly 1,000 civilians up till now of this poor and afflicted people have begun.

5.2.2. English translation

"and launching the war in Afghanistan and killing over 1,000 citizens of this impoverished and tormented people, has [begun to] come true".

(MEMRI, 2002, pp.22:26)

5.2.3. Analysis & discussion

To mitigate the negative effect of some Arabic words in this example, the MEMRI's translator utilizes the tool of lexical choice three times. Instead of using the word against, he/she deploys the preposition in to refer to the Arabic word ضد (against). The preposition in confirms the idea that the American army has fought certain circles such as terrorists inside Afghanistan, as the Americans have alleged, and has not fought Afghanistan itself. The word ضد (against) may make TRs ask: Why have we fought this poor and afflicted people? Moreover, the meaning of the Arabic word إبادة (annihilation) is different from that of the English word killing. To annihilate is "to destroy completely so that nothing is left, whereas to kill is" to cause someone or something to die "(CALD, 2008). Therefore, the translator avoids the brusqueness of the word إبادة (annihilation) and uses the word killing to transmit the meaning in a less harmful way. Furthermore, the MEMRI's translator utilizes the tool of lexical choice when he/she deploys the word citizens (مواطنين) and avoids using the word civilians. The word civilian refers to "a person who is not a member of the police or the armed forces ", whereas the word citizen refers to " a person who is a member of a particular country and who has rights because of being born there or because of being given rights, or a person who lives in a particular town or city" (CALD, 2008). So, the translator uses the word citizens which is neutral rather than the word civilians which shows innocence. The use of the lexical choice tool shows how both the translator and the MEMRI organization attempt to manipulate the ideology of TRs and convince them that America is not doing harm. In addition, the deliberate changes in translating the example at hand support the view of Alvarez and Vidal (1996) that translation has become a process in which intervention has become remarkable and the translator's role has become visible in the transfer process (p.7).

5.3. Example 3

"بدا لى وللمتابع الجيد للأحداث والمعالجة الأمريكية للأزمة أن القضية لدى السلطات الأمريكية ليست فى معرفة الفاعل الحقيقى ، بقدر ما هى فى تحقيق رغبة الإدارة الأمريكية لإستثمار الحادث فى تصفية ملفات قديمة عالقة وتطبيق خطط معدة سلفا للتدخل فى مناطق جديدة كانت خالية من التواجد العسكرى الأمريكى المباشر".

(As cited in MEMRI, 2002, pp.46:48)

5.3.1. Backtranslation

It seemed to me and to those who have witnessed the events and the American handling of the crisis that the American authorities' affair is not knowing the real perpetrator, but fulfilling the American administration's desire of exploiting the event in investigating old and postponed files and carrying out pre-prepared plans for interfering in new areas which had not had a direct American military presence.

5.3.2. English translation

"Since then, it has been revealed to me and to anyone following events and the way in which America is handling the crisis that the American authorities' problem is not knowing who the real perpetrator is, but the American administration's desire to develop the event so that … preprepared plans to move into new areas now without a direct American military presence can be implemented."

(MEMRI, 2002, pp.22:26)

5.3.3. Analysis & discussion

In this example, the translator omits the word تحقيق (fulfilling) from the Arabic text because its use would add assurance to the word desire (رغبة). A desire may and may not be fulfilled, whereas adding the word تحقيق (fulfilling) confirms that the desire will be intentionally fulfilled. So, the translator deletes this word, in the process of

translation, to ideologically convince TRs that it is only a desire and not an intended desire.

In addition, the MEMRI's translator translates استثمار (exploiting) into develop (يطور) which has a totally different denotation. The word exploit means "to use someone or something unfairly for your own advantage ", whereas develop means " to (cause something to) grow or change into a more advanced, larger or stronger form "(CALD, 2008). In other words, the word exploit has negative connotations; it reflects the negative intentions of the American administration for its own benefits, but the word develop has less negative connotations. So, the translator employs the tool of lexical choice in order to mitigate the effect of the word استثمار (exploiting). In sum, for changing the ideology of TRs, regarding the American administration's bad situation, the MEMRI's translator deploys the word develop instead of exploit. He might even avoid TRs' question: Why is the American administration trying to exploit the event for fulfilling certain desires?

In the same example, to avoid exposing the American administration's intentions expressed in the Arabic text, the translator deliberately deletes the phrase فى تصفية ملفات قديمة عالقة وتطبيق (in investigating old and postponed files and carrying out). He escapes from being accused of dishonesty by using ellipsis […] instead of utilizing the omitted phrase. The word ellipsis refers to the "three dots in a printed text, [...], which show where one or more words have been intentionally left out" (CALD, 2008).

Furthermore, the tool of lexical choice is utilized again: The word للتدخل (interfering) is translated into move into (يتحرك إلى), yet this is not its English equivalent. The verb move means "to go to a different place to live or work ", whereas the verb interfere means "to involve yourself in a situation when your involvement is not wanted or is not helpful "(CALD, 2008). If the translator uses the phrase to interfere in the English text, this would show the bad intentions of the American administration which are mainly concerned with its unwanted involvement in other peoples' lives. The phrasal verb move into may refer to any new areas to be explored or even places in space, deserts or even Antarctica. In conclusion, the MEMRI's translator manipulates the ideology of TRs when he/she convinces them through his/her English translation that the American administration is not interested in interfering in other peoples' lives. This gives support to Anderman's opinion that translation is an action to which an aim must always be ascribed (2007, p.55).

5.4. Example 4

"فعقب وقوع الحادث مباشرة بدأت السلطات الأمريكية فى توجيه اتهامات جاهزة و مفصلة مسبقا لجهات معينة و أشخاص محددين وكرّست أجهزة التحقيق الأمريكية جهودها لتأكيد هذه الإتهامات".

(As cited in MEMRI, 2002, pp.46:48)

5.4.1. Backtranslation

"Immediately after the incident, the American authorities began to direct ready-made and pre-tailored accusations towards certain people and elements and the American investigative apparatuses devoted efforts to verify these charges".

5.4.2. English translation

"Immediately after the [September] incidents, the American authorities began to direct ready-made accusations towards certain people and elements [i.e. Arabs and Muslims]. The American investigative apparatuses devoted efforts to verifying these charges".

(MEMRI, 2002, pp.22:26)

5.4.3. Analysis & discussion

In the English version of this Arabic example, the translator intentionally utilizes both deletion and addition tools. He/she deletes the phrase مفصلة مسبقا (pre-tailored) and adds the phrase i.e. Arabs and Muslims for a certain purpose. The phrase مفصلة مسبقا

(pre-tailored) is deleted in order to hide the idea that the unjust accusations are pre-prepared, even before the September incidents, to be directed towards Arabs and Muslims. Directing accusations towards Arabs and Muslims becomes very clear when the translator adds the phrase i.e. Arabs and Muslims which was not used in the original Arabic text. The Arabic text confirms that these accusations are directed to certain elements (لجهات معينة) and not only to the Arabs and Muslims as the English text alleges. Indeed, this added phrase reflects the negative attitude of the MEMRI organization and its translators towards the Arabs and Muslims. So, for manipulating the ideology of TRs, The MEMRI's translator deploys both the deletion and addition tools. He/she tries to change negatively their ideologies towards the Arabs and Muslims and avoids the verification of the idea that the charges are intentionally pre-tailored by the American authorities. This is easily achieved because the translator has the ability to distort and manipulate reality, because he may be under the pressure of a series of constraints imposed upon him/her by the culture to which he belongs (Alvarez & Vidal, 1996, p.5).

5.5. *Example 5*

"والسؤال المطروح الآن : من له المصلحة فى إخفاء هذا الفاعل الحقيقى ، وتوجيه الرأى العام الأمريكى وسلطات التحقيق إلى أسامة بن لادن وإلى العرب والمسلمين مع وجود إحتمال قوى بإنهم ليسوا الفاعلين لهذه التفجيرات الكبيرة".

(As cited in MEMRI, 2002, pp.46:48)

5.5.1. Backtranslation

The question that is posed now: Who has the interest to conceal this real perpetrator and direct the American public opinion and the investigative authorities towards Osama Bin Laden, Arabs, and Muslims although there is a strong possibility that they are not the perpetrators of these huge explosions?

5.5.2. English translation

"The question that now arises is, what is the interest in concealing the [identity of] the real perpetrator while directing American public opinion and the investigative authorities towards Osama bin laden and the Arabs, although there is a strong possibility that they did not carry out the huge attacks…".

(MEMRI, 2002, pp.22:26)

5.5.3. Analysis & discussion

In order to convince TRs of certain ideas, the lexical choice tool is perfectly deployed by the MEMRI's translator. The translator inserts certain vocabulary items to change the meaning of the Arabic text. The sentence ليسوا الفاعلين (are not the perpetrators) is rendered into the phrase did not carry out although there is a great difference regarding the meaning. The meaning of the word perpetrator refers to" someone who has committed a crime, or a violent or harmful act" while the word carry out means" to do or complete something, especially that you have said you would do or that you have been told to do" (CALD, 2008).The sentence ليسوا الفاعلين (are not the perpetrators) confirms that Osama Bin Laden and the Arabs are not involved, whereas the phrase did not carry out means that Osama Bin Laden and the Arabs had perhaps prepared for these attacks, yet for a certain reason they could not carry out them. For manipulating the ideology of TRs and convincing them that Osama Bin Laden and the Arabs are involved, the translator has made these deliberate changes in the process of transfer. Above all, whatever the decision the translator reaches, regarding the intentional modifications which he/she makes, is based on his beliefs about what is relevant to his audience (Gutt, 1991, p.386).

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