FUNCTION OF POLITICAL DISCOURSE ANALYSIS APPROACH TO NEWS TRANSLATION (THE CASE OF OPEC NEWS TRANSLATIONS IN MEDIA BASED ON CDA MODEL[1])

Abstract: *From the perspective of critical discourse analysis (CDA), the dominant ideologies affect the metatext through the process of translation. Translational choices in ideological translation can also be explained within the strategic functions of political discourse analysis. The present study attempts to investigate possible manipulative shifts when rendering important economic and political news by news agencies in three levels of textual, paratextual and semiotic to reveal the ways of portraying news in translation. According to results of this study, headlines and illustrations, the elements beyond the borders of text, are taken into consideration as the most effective part of the news affecting the readers' perception called news-overview. Moreover, the result proves that three levels of CDA model introduced by Farahzad (2012) perform parallel functions in analysis of translations. Furthermore, according to cooperation between TS and PDA (Schäeffner 2004), this study suggests that the four strategic functions of PDA approach are applicable for analysis of political translation at paratextual and semiotic levels of CDA model by Farahzad (2012) beyond the text.*

Keywords: *critical discourse analysis, political discourse analysis, discourse, ideology, intertextuality.*

FONCTION DE L'ANALYSE POLITIQUE DU DISCOURS APPROCHE DE LA TRADUCTION DES ACTUALITÉS (LE CAS DE LA TRADUCTION DES ACTUALITÉSDE L'OPEP DANS LES MÉDIAS BASÉSUR LE MODÈLEDE L'ACD)

Résumé : *Du point de vue de l'analyse critique du discours (ACD), les idéologies dominantes affectent le métatexte par le processus de traduction. Les choix de traduction idéologique peuvent aussi être expliqués dans les fonctions stratégiques de l'analyse politique du discours. La présente étude s'efforce d'étudier les éventuels changements de manipulation dans la traduction d'informations économiques et politiques importantes par les agences de presse, à trois niveaux: textuel, paratexuel et sémiotique, afin de révéler les manières de représenter les actualités en traduction. Selon les résultats de cette étude, les titres et les illustrations, les éléments au-delà des frontières du texte, sont considérés comme la partie la plus efficace de l'actualité affectant la perception des lecteurs appelé aperçu des actualités. En outre, le résultat prouve que trois niveaux du modèle de l'ACD introduit par Farahzad (2012) remplissent des fonctions parallèles dans l'analyse des traductions. De plus, selon la coopération entre traduction et APD (Schäeffner, 2004), cette étude suggère que les quatre fonctions stratégiques de l'approche APD sont applicables à l'analyse de la traduction politique aux niveaux paratextuel et sémiotique du modèle ACD par Farahzad (2012) au-delà du texte.*

Mots-clés : *analyse critique du discours, analyse politique du discours, discours, idéologie, intertextualité.*

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1. Introduction

Translation Studies emphasizes the dynamic nature of political translation which has always been a challengeable area from the perspective of political turn. It is needless to express the impressive role of investigating news translation in media, exploring the ways in which the translational choices of mediahave the ability to reframe news stories in order to affect the reader's perceptions.Reframing can occur at textual, paratextual and semiotic levels through manipulating the prototext.

Schäeffner and Bassnettbelieve language and culture are involved in mass media to present the stories, but to do so, "they can privilege specific information at the of other information and they can also hinder and prohibit information from being circulated" (2010: 8).

Ideological translatingposes many challenges and problems for translators at every level causing mistranslation due to lack of knowledge or an inability to discern news agencies' intentional manipulation of information. Target text actually distorts the source text leading to different understandings and reactions. These inaccurate translations can incite major political struggles on both the national and international level. The impact of mistranslation of official declarations and key news eventshave always been an indispensable subject. According to Newmark (1991:44)"ideological implications most found in slogans, catchwords, phrases, titles, etc.; rather than in text and speeches. They are in fact value-laden or culture-bound terms which are assumed as extratextual elements."

It must be noted that the value ofinvestigating paratextual elements is based in the fact that the features draw the reader's attention to themselves in order to shape a judgment in reader's mind toward the news. In this respect, critical thinking ability takes upon itself the task of analyzing ideological translation. Critical thinking practice as suggested in the CDA model,is theoretical framework of this research. The model provides a means of analyzing linguistic modification which takes into account the personal interests of involved parties.

This study sheds light on translation of news texts in 'local media'. Local media is a powerful, popular and reliable source among audiences of all social classes, framing their attitudes towards various issues. All processes, starting from a decision to report on affairs and events (not only political affairs, but any topic) up to the production of a final text are determined by institutional policies and ideologies.

Exploring the effect of subtle persuasive strategies used in translations represents the other aspects of looking into translated news. This critical view persuades the readers to practice critical thinking with an overall insight which helps to better understanding of the relationship between translational behavior and linguistics feature of language as Hatim and Mason emphasize translating "as an activity which is not neutral" (2005: 120).

This study is an attempt to investigate the manipulations and reveal the ways of portraying the news translation to show how language can be used to maintain, reinforce or challenge the ideology in the light of PDA approach by Schäeffner (2004). As Schäeffner (2004), explains in her article, the mistakes of translators in translating process often misinform readers, influencinga society's understanding of news events.Additionally, the study aims to explore how the dominant political ideologies of media agencies exert influence at the micro and macro levels of lexis and grammar. It also seeks to identify any divergence from original text as well as discovering patterns inthe news translations conducted by different local news agencies. Furthermore, it aimsto conclude whether it is

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possible to use the strategic functions of PDA at paratextual and semiotic levels of CDA in order to analyze political translation.

2. Review of the Related Literature

2.1. Political Discourse

The recent developments inTranslation Studies reflects the significant changes in the academic discipline. Regarding ideological translation, critical discourse analysis has been essential to further illustrating the ideological implicationsof translation. Wodak and Meyer stated that, "in modern societies power and domination are embedded in and conveyed by discourses" (2016: 11).

Several scholars, such as Van Dijk, Fairclough, Farahzad's (2012) model of translation criticism, have presented theoretical frameworks based on CDA. Their model utilizes a three-dimensional model, which includescritical discourse analysis, translational choices and the concept of intertextuality, which are divided into three levels: Textual, paratextual and semiotic.

Shäeffner's PDA (2004) approach from the point of view of translation studies also looks into the political discourse, in specific within the four strategic functions of coercion, resistance, dissimulations and legitimization and deligitimization. These functions in her article calls for "cooperation between translation Studies" discipline and "Political Discourse Analysis" in the area of political translation".

> Discourse, cognition and society as effective factors, form the three dimensions of the triangle in languages studies and critical discourse analysis researches. "Language connects with the social, through being the primary domain of ideology, and through being a site of, and a stake in, struggles for power" (Fairclough, 2013: 12).

Van Dijk believes discourse is involved with various concepts or put it another way discourse and other factors participate in presenting the idea and describe discourse as follows (Van Dijk, 2014: 12-13):

> A form of social interaction in society and at the same time as the expression and reproduction of social cognition. Local and global social structures condition discourse but they do so through the cognitive mediation of the socially shared knowledge, ideologies and personal mental models of social members as they subjectively define communicative events as context models.

2.2. Reshaping Material in Translating to Mind Control

The reshaping of linguistic structures can occur intentionally or due to the translator's unconscious influence by external factors.

> The shaping of any news story is undertaken subject to a series of constraints which are both spatial and temporal. The newsworthiness of a story will be determined by its timing, by the circumstances within which the story has emerged. (Bielsa & Bassnett, 2009: p. 11).

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Concerning the aforementioned issues, the manipulation can be intentionally or not, but the point is that even unintentional changes in translation resulted in ideological changes should be under investigation.
In this sense, critical thinking plays an important role as the ability to look at something from different perspectives which is an essential aspect of the mental process. According to Halpern (2014) critical thinking is used to "describe thinking that is purposeful, reasoned and goal directed. It I the kind of thinking involved in solving problems, formulating inferences, calculating likelihoods, and making decisions" (p: 8).

2.3. Triangulation of News Translation, Social Theories and Media studies
News translation cooperates with three disciplines of translation studies, media studies and social theory. The researcher should investigate the prototext and metatexts, making sure to analyze the critical discourse analysis, translational choices and intertextuality in order to form a thorough understanding. In this sense, the practicality of each discipline are mentioned in brief according to Bielsa (2016):

- Translation Studies
- Media Studies
- Social Theories

2.3.1. News Values or Newsworthiness
There are many theoretical approaches to news, such as news values, gate-keeping, agenda-setting and framing.
According to Fourie (2008) these approaches are:

- From a praxis point of view: News values
- From a functionalist point of view: Gate keeping and agenda-setting
- From a representational point of view: Framing (p: 223).

2.3. News Translation and Manipulation, Cognition and Society
Reshaping the linguistic structures of texts can manipulate their ideological implications. According to Bielsa and Bassnett"change of title and lead, elimination of unnecessary information, addition of important background information, change in the order of paragraphs, summarizing information, alteration/ recreation, equivalence" (2009: 64).

Whether the translator's manipulation of a news story is intentionally or not, the translation's ability to incite ideological changes should investigate. It could be argued that most modifications are intentional attempts to influence on readers' mind and in fact control the audiences' perception of news events. The monopoly of dominant discourse on both textual and extratextual level results in the indirect control of public opinion. According to Berman and Wood "a translation, then, might serve a nationalist agenda without the translator's conscious" (2005: 180).

One of the pivotal concepts in news investigation or policy is 'gatekeeping', which is the most effective means of mind control. According to DeFleur "the concept of gatekeeping is by no means to the practice of the gathering and disseminating a selection of news stories via a mass medium" (DeFleur, 2016: 148).

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3. Methodology

This research is carried out in an explanatory manner adopting a comparative research model. The corpus consists of English news textsabout the Organization of Petroleum Exporting Countries (OPEC)meeting conference declarations and the issue around it, which werecovered in global news agencies as well as in local Persian news agencies.Original English language news sources orprototextincludes Reuters, Bloomberg, and Financial Price. Persian translations or metatextsincludedtranslated texts in local news agencies such as Shana news, which mostly focuses on oil, Tasnim and Isna.It should be noted thattranslation classificationas metatext 1 and metatext 2made according to the criterion of ideologytaken bytwo different types of news agencies.Therationale behind the selection of OPEC news coverage,is related toits national and international political significance. Furthermore, the selection of the above mentioned news agencies is due to their reliability among the audience.

The news stories in this study are gathered according to the text selection criteria from websites or via search engines, like Google or Google news, and yahoo. It is worthy to mention the news texts only available with two translations are studied. The dominant unit of analysis as segment is sentence unless more than one sentence is required. Ideologically–motivated changes are paired with the corresponding translations and analyzed according to the procedures within the theoretical frameworks of Farahzad's CDA model and Schäeffner's PDA approach. Combined, they serve as frameworks for exploring the relationship between Translation Studies and Political Discourse Analysis.

The three dimensional model based on CDA proposed by Farahzad (2012) include critical discourse analysis, translational choices and the concept of intertextuality. This model is employed to provide analysis that could indicate whether the ideological load of the prototext is preserved in the metatext and investigate the differences are ideologically-motivated.

Intertextuality is the primary phenomena in this model that generally refers to the shaping of a text's meaning by another text. According to Farahzad (2009), "No text stands as an autonomous entity, but is rooted at least in part, in the texts which precede it. Any text is an heir to the past, while at the same time, a product of the present [and still an introduction into the future]". (p. 57)

Critical discourse analysis, translational choices and the conception of intertextuality. In this model translation or target text refer to prototext and source text to metatext. Farahzad introduces three levels in her model based on which a translation can be analyzed.

Shäeffner's PDA (2004) approach from the point of view of translation studies is employed to look into the political discourse in specific. Shäeffner proposed the following four functions: (i) coercion; (ii) resistance, opposition and protest; (iii) dissimulation; (iv) legitimization and delegitimization.

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4. Results and Discussion

4.1. Textual Level

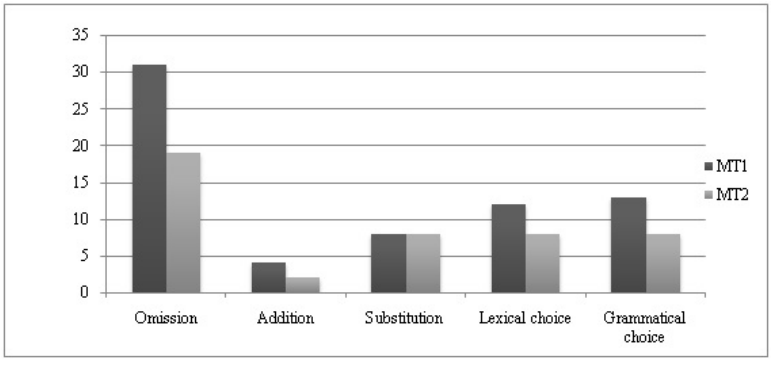
The data are tabulated and analyzed, according to the translation strategies or translational choices in bothmetatextsregardingthe CDA model proposed by Farahzad (2012).It should be noted that in the table PT stands for prototext and MT for metatexts:

Table 1. Frequency of translation strategies based on CDA model, applied in MT1 and MT2

Translation Strategy	MT1		MT2	
Omission	31		19	
Addition	4		2	
Substitution	8		8	
Lexical choice	12		8	
Grammatical choice	**Nominalization**	7	**Nominalization**	3
	Passivization	1	**Passivization**	-
	Temporal Shift	5	**Temporal Shift**	5
	Total	13	**Total**	8

To gain a comprehensive overview of this section, this table is provided to indicate the frequency of translation strategies employed in each metatext. Textual analysis in the study indicates that omission is the most frequently usedtranslation strategy being employed 31 times in MT1, approximately twice as many as MT2. The strategy of grammatical choiceswas used 13 times, which is8 more times than in MT2. Addition, substitution and lexical choices are the most used translation strategies after omission and grammatical choices.

Chart 1. Frequency of translation strategies based on CDA model, applied in MT1 and MT2



The translation strategies listed for MT2 indicates the strategy of omission is the most frequently used of all the strategies. Grammatical choices include nominalization and temporal shift, lexical choices and substitution employed in equal number and finally addition employed the least.

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As a comparison between two metatexts, the table indicates that omission and grammatical choices employed much more in MT1 than MT2. Lexical choice and addition are also beingemployed at a slightly larger rate in MT1 than MT2. This shows that omission strategy is used to discount controversial issues in both metatexts.

4.2. Thematic Analysis

According to translation analysis and translational choices, news topics relating to meetings of OPEC members, their investigation, and decision making are found to most often be subjected to manipulation. These topics include international sanctions and its influence on oil exporting countries, Iran's position in the region and the rivals, the sums related to contracts, dues, and interests, which will be explained.

- **Iran's Position in the Region among Oil Exporting Countries and its Rivals**

As one of the top oil exporting countries in the world, Iran is frequently accordingly discussed in English news. The recent agreement among oil exporting countries, whether OPEC and non-OPEC members, to freeze oil production and the subsequent conflicts on agreements among OPEC members has remained a contentious subject.

Table 2. Translation strategies applied in MT1 and MT2 regarding the theme of Iran's position in the region and its rivals

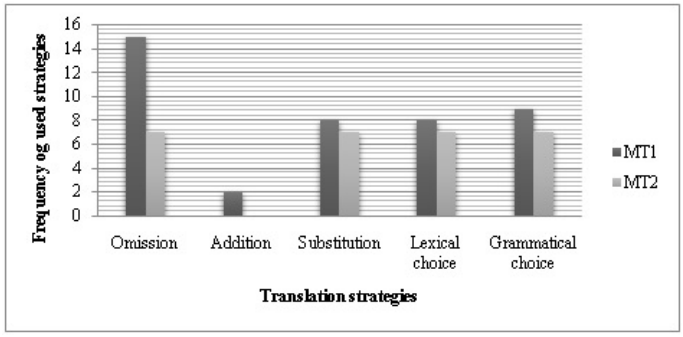
Translation Strategies	**MT1**		**MT2**	
Omission	15		7	
Addition	2		_	-
Substitution	8		7	
Lexical Choice	8		7	
Grammatical Choice	**Nominalization**	5	**Nominalization**	3
	Passivization	1	**Passivization**	_
	Temporal Shift	3	**Temporal Shift**	4
	Total	9	**Total**	7

As the table shows, MT1 used the translation strategy of omission 15 times which is about twice as many as its usage in MT2. Addition strategy used two times, while it was not used in MT1. Other strategies of substitution, lexical choice and grammatical choice were used at similar rates in both MT1 and MT2.

MT1 tried to avoid translating the sentences about western countries, especially the U.S. more than MT2. Moreover, it eliminated the sentences about the current government and added a piece of information to neutralize the conflict between Iran and Saudi. In fact, MT1 selected specific information from source text by means ofcoercionwhich presented the desired information.

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Chart 2. Frequency of translation strategies applied in MT1 and MT2 regarding the theme of Iran's position in the region and its rivals



- **International Sanctions and the Issues around it**

International economic sanctions against Iran caused several issues for the country. These sanctions which specifically targeted trades in oil exporting have been levied on Iran due to its refusal to suspend the nuclear program. It caused difficulties in exporting, receiving oil revenues and oil price fluctuation. In spite of this, the country could overcome the challenging situation by efforts to maintain its stance in oil market. Lastly, by the removal of sanctions against export of Iranian oil, the country could reach maximum production.

Table 3. Translation strategies applied in MT1 and MT2 regarding international sanctions

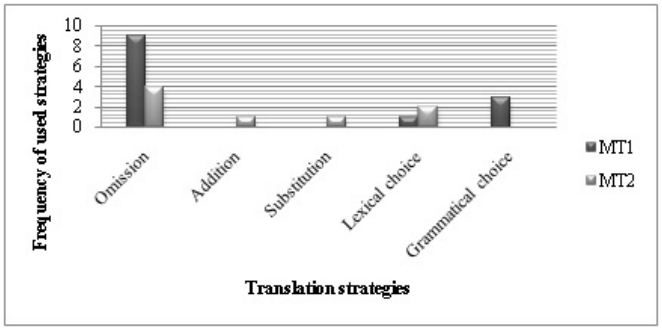
Translation Strategies	**MT1**		**MT2**	
Omission	9		4	
Addition	_-		1	
Substitution	_-		1	
Lexical Choice	1		2	
Grammatical Choice	**Nominalization**	3	**Nominalization**	-_
	Passivization	-_	**Passivization**	-_
	Temporal Shift	-_	**Temporal Shift**	-_
	Total	3	**Total**	_-

As the table shows, MT1 used the translation strategy of omission nine times, which is about twice as many times as in MT2. The strategy of nominalization occurred three times in MT1, butnot used in MT2. The strategy of addition, substitution and lexical choice were only used one or two times.

MT1 avoided talking about international sanctions in an attempt to minimizeits negative consequences, such as Iran's crippled economic situation and political isolation of the country. MT1instead attempted to foreground the potential achievements of Iran if sanctions were lifted. MT2 avoided talking about international sanctions in just a few sections. Moreover, in some sections the sentences aboutcurbing nuclear program were added or replaced with a piece of information about the implementation of JCPOA in order to present the more positive side of the issue.

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Chart 3. Translation strategies applied in MT1 and MT2 regarding international sanctions



- **The Amounts Related to Contracts and Payments**

As contracts are often confidential, news agencies normally present general information about OPEC contracts, but when publicly available, news agencies present the detail. According to the analyzed news stories, English news presented the amounts or the prices mentioned about contracts, deals, dues and payments, while metatexts omitted the mentioned informationthatis considered as economic censorship.

Table 4. Translation strategies applied in MT1 and MT2 regarding prices in contracts and payments

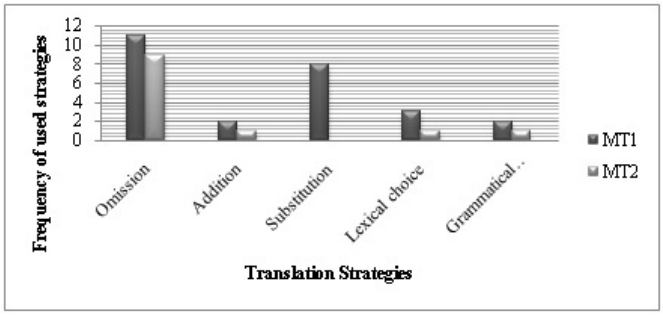
Translation Strategies	**MT1**		**MT2**	
Omission	11		9	
Addition	2		1	
Substitution	_-		_-	
Lexical Choice	3		1	
Grammatical Choice	**Nominalization**	1	**Nominalization**	_-
	Passivization	_-	**Passivization**	_-
	Temporal Shift	1	**Temporal Shift**	1
	Total	2	**Total**	1

As the table shows, focusing on prices in contracts and payments the strategy of omission is the most frequent translation strategy in both metatexts of translation.MT1 and MT2 employed an approximately similar translation policy towards pricing in contracts and payment.

Both metatexts tried to eliminate the price of contracts, in particular the amount of dues and interest to be paid to Iran, in order to keep them unknown. Both avoided talking about the crippled economic situation in Iran and its receipt of payment via European banks during sanctions. Information regarding Iran receiving oil payments in Euros in the period of the previous presidency were not mentioned.

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Chart 4. Translation strategies applied in MT1 and MT2 regarding prices on contracts and payments



4.2.3. Political Discourse Analysis (PDA)

Translations of news stories analyzed within the CDA model, showshow translation presents the news text to its audience. Concerning the genre of study, news stories on oil and economic issues depends on political realities. The political discourse analysis approach proposed by Schaeffner (2004) refersspecifically to the intersection of political genre and translation studies.

There were almost no English news stories that were translated in their entirety, but all the translated paragraphs were selected methodically. It was observed that some news stories were even reduced to just short paragraphs, ignoring the other parts and details. Coercion as a function of censorship was observed in three major themes of the news.

The news stories which described protest of a country or government, generally were translated in a more neutral way by means of translation strategies. Using lexical choices involved a more critical translation style which provided a negative portrayal of those who have person grievancesspecificgovernment.

Dissimulation relates to the quantitative or qualitative control of information. The study found thatreports relating to international sanctions and more specifically the nuclear program, were ignored as well as salient prices.

Translations attempted to illustrate a positive self-presentation, especially when talking about the OPEC agreement on freezing the production, which has been presented a positive portrayal of Iran and negative portrayal of Iran's rival members. In fact, the texts were abused for the purpose of validating national ideologies. As it mightexpected, MT1 and MT2 tried to present a desirable image to the readers.

4.2.4. Paratextual Level

News agencies websites generally present news stories by the means of a balanced source of information and data. Statistical data offers value to the content on theparatextual levelthat are illustrated in tables, charts or graphspresenting numerical data in an easily digestible form. This data effectively generates the opportunity for the readers to acquire valuable numerical information in the corresponding text.

The samples analyzed in this study indicates that most of the numerical data related to Iranian oil prices and oil production, presented in tables, charts and graphs were omitted in translations. For instance, the following graph describing the recovery of Iranian oil output was omitted in both MT1 and MT2:

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Figure 1. Iranian oil output start to recover

Functionally, eliminating statistical information in tables and graphs can be placed in categorization of coercion. Tables and graphs were not selected from source text but replaced with irrelevant ones in translated versionsin order to conceal the numerical data.

4.2.5. Semiotic Level

Semiotic level in translation concerns the elements in translation beyond the text and paratext. News agencies websites possess their own effective and consequential design to present its level of formality, policy and style. These designs also seek to capture the audience's attention. Design depends on multiple elements, such as color, font and graphics. Moreover, the images deployed in news stories can have a considerable impact on the understandings of the news.

It is worthwhile to mention that English news stories in this study included recent images in news stories, while MT1 and MT2 recycled images, if they included any.This study did not observe any considerable ideological censorship of images, merely some substitution.

On one occasion, an English news websites used a photo of dead sunflowers near the bankrupt oil company to depict a standstill state of bankruptcy that shows a sense of sympathizing,



Illustration 1. Dead sunflowers stand in a field near dormant oil drilling rigs which have been stacked in Dickinson, North Dakota

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The photo in the translated article contradicts the original image's message by means of focusing on refraction.



Illustration 2. Picture presented in Asrenaft news

Functionally, substitution of images in both metatexts can be placed in categorization of delegitimization. The substituted images illustrate a negative portray of America at the level of semiotic.

4.3. Argument

According to table 4.3, omission seems to be the most frequent strategy of translation for ideological intervention among the translation strategies, especially in MT1. Approximately twice as many as in MT2 avoided discussing issues such as Iran's rival in the oil exporting industry, international sanctions against Iran, and the prices of contracts and payments.

As a comparison between two metatexts, the table indicates that omission and grammatical choices were employed much more in MT1 than MT2. Lexical choice and addition were employed more in MT1 than MT2. This trend indicates the inclination of translators touse omission as a strategy to ignore controversial issues in both metatexts.

The Investigated data in paratextual level illustrates that most of the numerical data in tables, charts and graphs that were a complementary source of information in English news stories, were omitted in translations. Most of this data related to Iranian oil pricesas well as the process of Iran oil production were omitted.

In reference to the design of websites, English websites possessed a formal design concentrating on main news story with the headline and sub-headline of other news following. Persian websites utilized a less formal design and presented a summary of news and complimented with different advertisements.

News translations in which the table or graph were omitted also omitted some terms due to ideological choice in textual level. It means omissions in textual level and paratextual level were parallel to avoid talking about the same issues.

Regarding the semiotic analysis,it was not observed many specific ideological censorship, but replacing the images in a few cases. Concerning the aesthetic aspect, Persian websites in comparison with English ones didn't employed the original images of meeting or at least up-to-date ones. Since, readers usually pay attention of the headlines and photos related to a news story, these components have the most influential impact on readers' perception.

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5. Conclusion

The results of the present study confirm the idea that no translation is neutral and unbiased and there is an ideological attitude behind every translational choice.Different translational choices made by different news agencies reproduced diversemetatexts in terms and political positioning. Translation strategies of omission, addition, substitution, lexical choice and grammatical choices were used to present a desired image by each of news agencies websites according to their policy and ideology. Furthermore, the results indicate that news agencies are significantly interested in using omissionthan other ones as a way to avoid provoking pivotal issues

It is noteworthy to state that both MT1 and MT2, mostly portrayed the biased attitude towards the news stories. These transformations cannot be taken into consideration as unintentional ones, but it is the ideology that determines translational choices. Promoting critical thinking would allow us toestablish whether ideology is indeed dominant to translation.

Moreover, headlines and images play a key part in the reader's perception of news. They play a critical role as the ″overview″ of the news and can be manipulated to draw the reader's attention to specific details, causing them to develop subconscious biases.

In conclusion, the strategies employed in textual, paratextual and semiotic level are parallel to each other and when combined present a news story as a whole collection. This means that different levels of analysis provide equally helpful investigative value. The news stories convey whole story with the series of different types of information, such as text, graphs and images at three levels of textual, paratextual and semiotic performing parallel functions.

This study affirms the need forcombining TS and PDA as Shaeffner (2004) has suggested. It also clarifies the necessity of analyzing the political translation as a reproduced text. Furthermore, according to this paper PDA is capable of analyzing political translationsbeyond the borders of mere text.In other words, this study suggests that the four strategic functions of (i) coercion; (ii) resistance, opposition and protest; (iii) dissimulation; (iv) legitimization and delegitimizationintroduced by Schaeffner (2004) is applicable for analysis of political translation at paratextual and semiotic levels of CDAmodel by Farahzad (2012) as well as textual level to identify the ideological modifications.

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