Research Article

THE ROLE OF IDEOLOGY IN THE APPLICATION OF REFRAMING STRATEGIES IN THE TRANSLATION OF US NEWS FROM ENGLISH TO PERSIAN

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ABSTRACT

This study aims at finding the extent to which ideology would affect the application of reframing strategies including addition, omission, and labeling in translation of political news from English to Persian. This work is a combination of qualitative and quantitative analysis which has been designed in a corpus-based descriptive comparative form. To fulfill the aim of the study, some news was selected from Press TV Website as the corpus of the study. They were set against the Persian version of the same news on the website to provide the comparative purpose of the study. The results of the study proved that translators apply addition, omission, and labeling as strategies to manifest their favorite ideologies. The study also proved the applicability of narrative theory in the news translation.

Keywords: Narrative Theory, Reframing, Conflict, Ideology.

INTRODUCTION

Development of electricity technology, especially the World Wide Web, and consequently the world turning into a global village, in which the physical distance as the main hindrance for real time communication is removed, makes the information spread in a blink. As the information is passed on to the public in the form of news, this constantly changing nature of the world affects the news transmission. Either under the influence of the general trend dominating the world or the need in their lives, people follow the news and try to stay up to date. It is why news is worthy and couldn't be ignored in the current world.

Considering the importance of the news broadcasting that is not only limited to local news and has gone further to include the international ones, the significance of translation to bridge the gap, regarding the variety of languages, cannot be neglected.

Although generally defined as the attempt to create an equivalent for the source text in the target language (Newmark, 1988; Nida & Taber, 1969; Koller, 1995), it is unrealistic to consider the translation process without any manipulation of the form. Sometimes these manipulations are inevitable and unconscious due to the lack of equivalents, but there are cases in which the translators manipulate the original texts to achieve intentional purposes. In other words, they change the form to impose their own desired ideology. Ideology, as a "set of ideas which arise from a given set of material interests'' (William, 1976. P. 156), can have a really big influence on translation.

News, especially political one, is a controversial domain that is more prone to ideological changes. To say it differently, news are filled with the ideas based on various cultural, religious, and political backgrounds that feed the writers and reporters. Now transferring these ideas in two different languages with different backgrounds, might result in some form, if not content, deviations. In Lefevere (1992) words, "Translators function in a given culture at a given time. The way they understand themselves and their culture is one of the factors that may influencethe way in which they translate". (Lefevere 1992, P. 14)

To make the long story short, translation studies cannot pass by these significant issues. On the one hand, translators have to focus on this possible reframing, reconstruction of the already framed texts. On the other hand, they have to bring the whole process under control by finding possible applied strategies or techniques underlying this process.

Statement of the problem

Not enough works have been devoted to the narrative approach expressed by Baker (2006), so this study aims to investigate the issue of translation from this new perspective. The (re)framing concept and the relevant strategies discussed by Baker (2006) can open a new path in translation studies by letting the translators, interpreters and researchers have a broader look to include more dimensions of translation. News as a genre which has recently been given closer attention by the researchers in the field of translation studies cannot be easily explained by the previous approaches that just investigate the shifts or the concept of equivalence. The reason is that it goes beyond the textual and even para-textual translation to include the ideology. Although, the effect of background involving culture, religion, etc exists in the translation of other genres, it is more evident in the translation of news especially the political one owing to its critical nature representing the policies of the parties involved. Therefore, ideology needs to be investigated more closely in the translation of news to help the translators complete another missing piece of this broad puzzle. So, this study aims to investigate the effect of ideology on the translation of news regarding the changes in the target frame compared to the source text.

Purpose of the study

As Lefever (1992) confirmed, translation cannot be made in a vacuum. In his words, translators are affected by the way they understand themselves and their culture. In other words, it's hard, if not impossible, to separate translators' way of thinking or ideology from the translations. Lack of sufficient work to explore ideology as an inseparable part of translation gave rise to the current study. So, the main purpose of the current work is to clarify the effect of ideology on translation. As converting the original text to target language (reframing) involves application of some conscious or unconscious strategies, the other purpose of the study is to investigate ideology in relevance to applied reframing strategies to maintain the multidimensional purpose of the work.

Research questions

The following research questions are going to be answered in this study:
1. What are the frequency of occurrence for reframing strategies of the translation of US News from US to Persian?
2. What is the role of ideology in the application of (re)framing strategies?

Significance of the study

Investigation of (re)framing strategies as a broad translation concept, including different frame changes parallel with the dominant concepts of power and ideology will give a multi-dimensional look to this work that corresponds more and more to modern knowledge investigation. In addition to multidimensionality, this study steps in a sensitive domain that is not sufficiently explored. Choosing political news of the US can be the apex of a sensitive genre that can affect not only political but also economical, religious, and cultural currents. All over the world, observing these two important factors, i.e. multidimensionality and selection of a sensitive genre can be helpful in drawing new conclusions.

The results of this study can be used in different aspects of translation studies by researchers, translators and interpreters in different ways:
1. The researchers can see the multidimensionality of modern translation and notice the inevitability of unfaithfulness.
2. The results can be used as a good multidimensional review by the researchers in performing further research.
3. The results can be used in training translators and interpreters for more familiarity with the translation of news.

Definition of key terms

Narrative Account: "A narrative account demonstrates that translation is part of the institution of war that translators and interpreters participate in circulating as well as resisting the narratives that create the intellectual and moral environment for violent conflict." (Baker 2005, p. 127)

Conflict: "A situation in which two or more parties seek to undermine each other because they have incompatible goals, competing interests, or fundamentally different values." (Baker ,2006, p 166)

Reframing: "A psychological construct that furnishes one with a prevailing point of view that manipulates prominence and relevance in order to influence thinking and, if needed, subsequent judgment as well. It is a cognitive schema involving a set of interrelated signs (in a semiotic sense) that guides a strategy of perception and interpretation which people rely on to understand and respond to the world around them." (Wendland, 2010, p. 28)

Ideology: "Ideologies are opinions, assumptions, attitudes, and values that indicate the unequal status of individuals and groups in society. They are not always conscious. Ideologies could be unconsciously internalized through one's social practices and historical experiences. Ideologies do not always have a preventive and misleading function. While ideologies cause inequalities seem natural and acceptable, they can also illuminate them to facilitate social change." (Ehteshami, 2015, p. 198)

News translation

Considering the definition of news introduced by Darwish (2006) "a timely account of a recent, intersecting and significant event" (p.61), news translation is an objective piece of information reporting on current events. In other words, it is a journalistic text that provides public with the daily facts. Journalistic translation as a general term is a diverse phenomenon in which the final product is affected by different factors like needs and tastes of the media. (Vybirialova, 2012). Translators of this genre have to apply proper information retrieval methods and strategies to solve the problems faced in translation. (Chesterman, 2000)

Journalistic translation as a specific genre can't be considered without its features which are as follows (Vybirialova, 2012, P. 17).
- Limitation of time and space:

Journalistic translation due to its nature should be done within a short time without being affected regarding its quality. It is also limited in terms of the space allocated to it in every type of media.
- Readability: immediate comprehension of the audience or readers is a necessary part of journalistic translation without letting them get distracted.
- Manipulation: whether deliberate or not, is part of the journalistic translation. It can include linguistic, textual, and extra- linguistic manipulation.
- Textual modification: or trans-editing which includes changing, adding, and removing information of the source text. Textual modification consists of 1. Change of title; 2. Elimination of unnecessary information; 3. Addition of important background information; 4. Change in the order of paragraphs; 5. Summarizing information.

The concept of ideology

Ideology is a "set of ideas which arise from a given set of material interests". (William, 1976, p. 156). According to him, people sharing the same interests, beliefs, and culture have certain viewpoints that establish their ideologies. He argued that proponents of one system of thinking have their ideology which is considered correct, even though it is not.

Irvin (1989) went further to present a more comprehensive definition of translation by linking culture and ideology together as vital components of any community. He defined ideology as "the cultural system of ideas about social and linguistic relationships, together with their loading of moral and political interests." (p. 255). The shadows of power and culture and their influence on people's standpoints are evident in his definition of ideology.

Simpson (1993) defined ideology as "assumptions, beliefs, value-systems which are shared collectively by social groups." (p, 5). His prolific definition presents ideology as a milestone in any community or society by considering it as the set beliefs shared by the members. Therefore, similarities among people in terms of their culture, religion, political viewpoints, etc. form the basis of ideologies shared by people.

Van Dijk (2006) argued that ideology as a controversial issue is not truly studied in its traditional approach and the most relevant approach to study and define it properly is a discourse analytical one. He linked ideology and discourse on the basis of three dimensions: 1. Ideology needs a cognitive component. 2. There is no personal ideology. 3. Ideologies are fundamental.

Beaton (2007) defined ideology as "a form of cognitive distortion, a false or illusionary representation of the real" (p. 271). He also argued that "the question of dominance and the notion of dominant ideology are of particular interest in institutional settings"

Ideology and translation

"Translation is the most obviously recognizable type of rewriting. It is potentially the most influential because it is able to project the image of an author and/or (a series of) work(s) in another culture, lifting that author and / or those works beyond the boundaries of their culture of origin" (Lefevere, 1992, P. 9). As it is obvious in the above quotation from Lefever (1992), this rewriting might bring the translator where their ideologies may contradict those of the target language.

Fawcett (1998) assumes that when translators encounter texts that do not match the target readers' culture, they may intervene applying their ideologies to produce a proper text matching that culture. He also claimed that individuals and translators have introduced their attitudes and beliefs in their translations throughout centuries.

Tymoczko (2003) asserted that ideology functions as an interactive aspect of translation. In her point of view, translation is a context where translators' ideologies are represented and if there exists any gap between their worldviews and that of target texts, they ought to apply some specific strategies like omission and addition to bridge it.

Gaber (2005) argued that it is the translators' job to communicate the ideas of the source text to the readers of the target language. So,

according to him, translation product is mainly affected by translators' culture, political viewpoints and religions.

Furthermore, Baker (2006) highlighted the concept of conflict in translation. She argued that "translation and interpreting are part of the institution of war and hence play a major role in the management of conflict, by all parties, from warmongers to peace activists." (Baker, 2006, p.2). In her view, any activity in the world functions in a climate of conflict so translation is essential for all the parties involved to legitimize their version especially in political contexts.

Ideology as one of the factors affecting translation has been attended to by researchers. "Throughout centuries, individuals and institutions have applied their particular beliefs to the production of certain effect in translation" (Fawcett, 1998, p. 107). The interest in the relationship among power, ideology and cultural factors has been shown since 1980s in the work of Western researchers (Clazada Perez, 2003, Schaffner, 2003) who even claim all language use and any translation as being ideological.

Based on Karoubi (2005), translation can be used as a tool of conveying similar or dissimilar ideas through a process that can be unconscious and unavoidable. Translators use their background or general knowledge, i.e their ideology as the basis of their interpretation of the text.

Translators have a responsibility regarding proper communication of text meaning. The dilemma occurs as the translator must consider both the message of the original text and the norms of the target language. In the presence of uncertainty, the translators might adopt translation strategies which often fail to produce optimal approximations to source language message and target language norms (Darwish, 2009).

Lander (2001) believes that translators should not allow their perspective to influence (color in his words) the translation. Nevertheless, Epstein (2008) has commented that carrying Lander's point of view is ideal.

To conclude, the lexis and structures that the translators choose might be ideologically motivated or not because there are many other factors such as language competency and knowledge of the topic, etc. that might affect their decisions. (Munday, 2007).

Narrative approach to translation

Baker (2006) applied the notion of narrative theory to translation as a result of previous theoretical insufficiency in explaining the behaviors of translators and interpreters. She stated that the theories like norm theory and Venuti's dichotomies are not able to consider the whole dimensions of translation regarding the texts, authors, societies, and ideologies, so a broader perspective is needed to include them all. She believed in conflict as "a natural part of the world rather than an exceptional circumstance" (p. 1). Due to her belief in the conflict nature of the world events, she provided a narrative account for the translation. Based on her narrative theory, translation and interpretation are "part of the institution of war that plays a major role in the management of conflict" (p.2). In other words, "translators and interpreters participate in circulating as well as resisting the narratives that create the intellectual and moral environment for violent conflict". (Baker, 2006, p.2)

Somers & Gibson (1994) considered narrative as the stories that guide people's behavior. In other words, they are the stories told by people not only to others but also to themselves. They distinguished between four types of narratives. The ontological type is the personal stories that we say about our history and place in the world and exists in the social and structural interactions over time. Public narratives, as the name suggests, go beyond the self and include larger groups like family, religious or educational institutions, etc. Conceptual narratives include concepts and explanations the social researchers construct. Meta or master narratives go beyond the geographical and national boundaries and impact everyone's live. In this type of narrative people are considered as contemporary actors in history.

Narratives have to own four characteristics of :
- Relationnality: It is the requirement for temporal and spatial relationship of the events with each other i.e. it is impossible and

senseless to interpret one isolated event without considering it in relation to other events.
- Temporality: This feature focuses on the order of events in a sequence to make them meaningful. It doesn't mean their chronological order, though.
- Causal emplotment: It refers to the plot of the narrative and why it is like that to make the receiver of the narrative comprehend it.
- Selective appropriation: It includes exclusion or inclusion of the important elements of experience in the narrative.

Reframing strategies

Translation can be considered as a basic ethical choice between reproducing existing ideologies in the original text and dissociating from them. Translators and interpreters might apply particular strategies to distance from the authors' ideologies or alternatively signal their empathy with them (Baker, 2006).

Baker (2006) defined framing as an active strategy that implies agency to encourage our active participation in constructing reality. She expanded it to the concept of translation and said that translation can be a frame in its literal or metaphorical meaning. She also argued that translators or interpreters may use different strategies to dissociate from narrative positions and express their own ideology regarding the issue. In her opinion, the (re)framing strategies can range from linguistic (shifts, code switching, euphemism, etc.) to non-linguistic (intonation, typography, and visual resources such as color, image, etc.).

Considering narrative theory in translation and framing, Baker (2006) introduced different types of framing strategies as follows:

➢ Temporal and spatial framing

Temporal and spatial framing refers to framing the text so that the resulting narrative is linked to the current narratives including current events, even though the original setting has a different temporal and spatial framework.

➢ Framing through selective appropriation

Selective appropriation includes addition and omission in order to suppress or highlight specific parts of a narrative.

➢ Framing by labeling

Labeling is the process of applying lexical items, terms or phrases in identifying a person, place, group, event or other elements in a narrative. Counter-naming (vs. euphemism) can be included within this category.

➢ Repositioning of participants

Repositioning of participants refers to change in the relation and interaction of the participants that result in the alteration of the dynamic of the narrative.

METHODOLOGY

1. Design

This study enjoys a corpus-based comparative descriptive nature. Its corpus-based design is due to applying Press TV website as the corpus of the study. The present work can be categorized as descriptive for its attempt in providing a description and explanation of the corpus or the political news on the aforementioned news website. The comparative nature of this study is due to its attempt to contrast the political News with its Persian equivalents provided on the same website. Although, this study provided the quantitative data regarding the frequencies and percentages, it is more of qualitative and descriptive nature.

2. Corpus

Press TV website as the corpus of the present study presents news in different domains like politics, economy, business, art, sport, etc. It is

not limited to Iran, but it goes further to cover the news from all over the world. Looking at the home page of the website, the news is presented in three languages including Persian, English, and French.

The data extracted from the aforementioned webpage consists of US's political news and its translation on the same website. 30 political news was chosen randomly among the US's political news existing in the English version of the website. The reason for the selection of political news was to provide the aim of the study in examining a sensitive domain. Accessibility of the webpage without any filtering and focus on the dominance of Iranian ideologies in translating and/or reporting English political news were the main reasons of choosing this Iranian webpage as the corpus of the study.

3. Data collection procedure

This study aimed to investigate the effect of ideology on the application of (re)framing strategies in the translation of political news. Therefore, to collect the proper data for this research, 30 political news about the U.S.A which was available in both Persian and English sections of the website were chosen. Then, the news was compared with its Persian equivalents to identify the (re)framing strategies applied in their narratives. The titles of the chosen news were analyzed, too. The focus of this study was to identify and analyze the application of addition, omission, and labeling as three possible (re)framing strategies.

Another factor which was supposed to be investigated in this study was the effect of ideology on the application of the (re)framing strategies. To go further than guesses and descriptive analysis of the ideology, two different raters were asked to code the extracted strategies as ideological or non-ideological. This procedure made it possible to investigate the effect of ideology in both quantitative and qualitative ways.

Data analysis

The present study provided both qualitative and quantitative analysis of the data. The qualitative part described the process of identifying reframing strategies and the possible effect of ideology on their application. The quantitative section was devoted to frequency and percentage of the reframing strategies. What seemed more problematic was quantitative analysis of ideology impact. To solve this problem, ideology was defined as a variable. The extracted reframing strategies were coded as ideological or non-ideological. To make sure of the reliability of coding process, Cohen Kappa's inter rater reliability test was carried out.

The framing strategies introduced by Baker (2006) include: temporal and spatial framing, selective appropriation including addition and omission, labeling or counter naming, and repositioning of participants. Although the present study aimed to apply narrative theory introduced by Baker (2006) in explaining the news translation, the main purpose was to examine the effect of ideology in relevance to the aforementioned theory. To avoid being too broad in nature to examine each variable (reframing strategies and ideology), the study was limited to just three reframing strategies including addition, omission, and labeling.

To make the process of data collection and qualitative descriptive analysis of the sample news clear, one example of news and their translation accompanying the (re)framing strategies extracted are provided in figures 1.

Fig. 1: Sample News about US and its Persian version (Extracted from presstv.ir)

Figure 3.1 provides an example of the US' news extracted from Press TV and its Persian translation on the same website. Looking at the English and Persian titles, one notices the application of labeling as a reframing strategy. In the English version, the expression "Iran nuclear deal" is used which means "توافق هستهای ایران", but it is expressed by using "برجام" in its Persian equivalent. Application of "برجام" as the abbreviation of "برنامه جامع مشترک" (or joint comprehensive plan of action) in calling the deal might be an ideological sign to reduce the load of "authority" felt in "Iran nuclear deal". Using the second term gives the impression of being less powerful. In other words, the expression "برنامه جامعه مشترک" makes the audience feel positive toward the whole story.

To answer the two questions raised in the present study, first, the descriptive statistics including the frequency and percentage of each strategy were calculated. Then, a Chi-Square test was carried out to analyze the effect of ideology on the application of reframing strategies. All the statistics were performed applying SPSS software.

Qualitative analysis

The qualitative section includes samples of the English news and their translations with their relevant explanations in terms of reframing strategies applied and the possible effect of ideology. The data of the present study consisted of 30 news samples and their Persian versions on Press TV, but some of them are provided here for the sake of space.

Sample news1:

US military warships, stationed in the eastern Mediterranean, fired dozens of Tomahawk cruise missiles at Shayrat air base near the Syrian city of Homs on Friday, following allegations that the government of Syrian President Bashar al-Assad had used chemical weapons on a town in the Idlib province earlier.

فرودگاه نظامی الشعیرات واقع در جنوب شرقی استان حمص بامداد جمعه هدف 59 موشک تاماهاک ناوهای امریکایی مستقر در دریای مدیترانه قرار گرفت. این حمله با دستور دونالد ترامپ، رئیس‌جمهور امریکا، و در واکنش به حادثۀ شیمیایی اخیر در شهر خان‌شیخون در استان ادلب انجام شد

Looking at the first sample news and its Persian equivalent, there are some differences in the two versions which might be ideological in

their source and target forms. In the source English version, the word ***dozens*** is used probably to avoid stating the exact number of the missiles. It is reported in the Persian version by stating 59, which seems somehow ideological. Additionally, the fact that the missile attack has been launched by Donald Trump is not expressed in this part of the English version, but it is clarified in Persian version. It might be a strategy to highlight some ideological views about an event or person in the audiences' mind. War is considered an extreme topic, no matter what the reason is, associating it to a specific person or something produces a bad impression.

Omission of ***Bashar al.Assad*** from the Persian coverage of the same news and not stating his name as the person in charge of the chemical event could be the reverse strategy in reducing the negative impression.

Considering the whole extract, the Persian coverage is imposed by Iranian ideological perspectives toward the US, especially its new president, Trump's policies.

Sample news 2:
However, on Friday, Trump illegally ordered US warships in nearby Mediterranean waters to launch a missile strike against al-Shayrat airbase in Syria's Homs province, which Washington alleged was the base from where a chemical attack in Idlib was launched on Tuesday.

با این حال، ارتش امریکا صبح جمعه (18 فروردین) به دستور ترامپ حدود 60 موشک توماهوک از ناوهایش در دریای مدیترانه به پایگاه الشعیرات متعلق به ارتش سوریه در استان حمص شلیک کرد و 9 غیرنظامی را کشت ارتش سوریه این پایگاه استراتژیک را علیه تروریست‌های داعش مورداستفاده قرار می‌داد. نیروهای داعش در پی این حملهٔ امریکا، جان تازه‌ای گرفتند و به شهر پالمیرا حمله کردند

In the second sample, the same ideological perspective is maintained in stating the number of missiles. What is surprising is that there is a difference between the numbers declared in the first (59) and second sample (60) which might be sign of Iranian ideological views. The fact that the Persian coverage persists on stating the number, despite its doubt regarding the exact statistic might be sign of imposing ideology. One might ask how the number is relevant to ideology. One possibility is the terror felt in the audience by the statistics. This terror could work in creating the intended ideological frame.

Another evidence of making the news audience feel terrified and disgusted about Trump's policies is giving statistics of the number of people who were killed. The focus on the fact that they were ordinary people intensifies the feeling.

The clause "which Washington alleged was the base from where a chemical attack in Idlib was launched on Tuesday" is background information about the location of the missile attack which implies that US missile attack was a reaction to the chemical attack happened there. Omission of this part from the Persian coverage and inclusion of subjective views as

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implies US support of ISIS forces. The added sentences in Persian coverage mean that the Syrian airbase which was attacked by US missiles was strategic base to defend ISIS attacks.

Sample news 3:
According to a Downing Street spokeswoman, the agreement was made following a phone conversation between May and Trump in relation to a chemical attack in Syria.

به گفتهٔ سخنگوی دفتر نخست‌وزیری بریتانیا، این توافق در پی مکالمه تلفنی می و ترامپ دربارهٔ حمله‌ای شیمیایی در سوریه انجام شد

In the above sample "Downing Street spokeswoman" is translated as: "سخنگوی دفتر نخست وزیری بریتانیا"

which is an example of ***labeling***. Although, it is less of ideological purpose, it is reframed through renaming. It seems that this choice is to

make clarification for the Persian audience who might not be familiar to Downing Street.

Sample news 4:
On Friday, US President Donald Trump ordered the military to carry out a barrage of missile strikes against a Syrian airfield. He claimed that operation was in response to a suspected chemical attack, which Washington insists was carried out by Syrian fighter jets operating from the base.

ارتش امریکا بامداد جمعه (18 فروردین 96) در پی فرمان دونالد ترامپ، رئیس‌جمهور امریکا، 59 موشک کروز توماهوک، به چندین هدف در پایگاه الشعیرات در استان حمص در غرب سوریه شلیک کرد

این حمله پس‌ازآن انجام شد که امریکا و متحدان غربی‌اش دولت بشار اسد، رئیس‌جمهور سوریه را مسئول حملات شیمیایی به استان ادلب قلمداد کردند

Statistics regarding the number of missile attacks and the exact name of the attacked location are added in the Persian version.

The part about the reason of this attack looks more ideological in the Persian version. In spite of the fact that the English version is putting the blame on Syria, stating "متحدان غربی" (Western alliance) and the assertive tone of speech applied in Persian coverage leads to making one feel it is US's fault.

Sample news 5:
Assange and "his ilk make common cause with dictators today," Pompeo said. "Yes, they try unsuccessfully to cloak themselves and their actions in the language of liberty and privacy; in reality, however, they champion nothing but their own celebrity. Their currency is clickbait; their moral compass, nonexistent."

"I am quite confident that had Assange been around in the 1930s and '40s and '50s, he would have found himself on the wrong side of history," he said.

Pompeo said WikiLeaks is overwhelmingly focused on the US and encourages its followers to join the CIA with the sole purpose of obtaining intelligence.

رئیس سیا، جولیان آسانژ بنیان‌گذار وبگاه افشاگر ویکی لیکس، را به همسویی یا «دیکتاتورها» متهم کرد

پمپئو همچنین ویکی‌لیکس را به تمرکز بر امریکا و ترغیب هوادارانش برای پیوستن به سیا با هدف دستیابی به اطلاعات متهم کرد

سایت افشاگر ویکی‌لیکس اسفند 1395، «جامع‌ترین» اسناد سیا را درباره «هک مخفیانهٔ اطلاعات در سراسر جهان» و سوءاستفاده از محصولات شرکت‌هایی چون اپل، گوگل، مایکروسافت و حتی تلویزیون‌های سامسونگ و تبدیل آن‌ها به میکروفون‌های مخفی فاش کرد

Quoting Pomeo's remark about Assange, as the two opposing persons in this news, the Persian version chose "رئیس سیا" (SIA director) and "بنیان‌گذار وبگاه افشاگر ویکی لکس" (Initiator of whistleblowing service WikiLeaks) in descrbing Pomeo and Assange respectively. Although, it might be considered an attempt to make the participants known and make the news clear, it seems ideological considering the impression made applying the verb "متهم کردن" (accuse). The whole Persian sentence makes the audience feel in a position between two forces of "good" and "evil".

The global whistleblowing service WikiLeaks is translated as "سایت افشاگر ویتی لیکس" in Persian version which seems a true choice considering the sense of the word "whistleblowing". Looking at the whole English news, it is stated just in the first paragraph which is immediately neutralized by calling it "non state hostile intelligence service".

The head of the Central Intelligence Agency (CIA) has called global whistleblowing service WikiLeaks a "non-state hostile intelligence service," accusing its chief of helping the enemies of the United States.

Examining the Persian version revealed that the word "افشاگر" was used several times which is ideological.

The ideological perspective imposed on the Persian coverage reaches its summit in adding extra background information " سایت افشاگر ویکی‌لیکس اسفند 1395، «جامع‌ترین» اسناد سیا را دربارهٔ «هک مخفیانهٔ اطلاعات در سراسر جهان» و سوءاستفاده از محصولات شرکت‌هایی چون اپل، گوگل، مایکروسافت و حتی تلویزیون‌های سامسونگ و تبدیل آن‌ها به "میکروفن‌های مخفی فاش کرد to make the audience believe the true nature of Wikieleaks.

Sample of titles
This part analyzes the application of the aforementioned reframing strategies in the titles of the selected news.

1. CIA chief calls WikiLeaks a 'hostile intelligence service'
سازمان جاسوسی امریکا: ویکی‌لیکس سرویس اطلاعاتی متخاصم است.
Every country has its own intelligence service working parallel to its policies. CIA or Central Intelligence Agency is a civilian foreign intelligence service of the United States federal government. Calling CIA as "سازمان جاسوسی آمریکا" is a **labeling** strategy which is serving well in presenting Iranian anti-American policies and ideologies.

2. Trump's strikes in Syria message to N Korea, other adversary nations: Tillerson
حملهٔ ترامپ به سوریه پیامی برای کرهٔ شمالی و دیگر کشورهای متخاصم.
In the second title, omission of the speaker who is an American political character can be another ideological strategy in removing it from the center of attention. The inclusion of Tillerson's name in the English title is a journalistic technique in bolding the character and consequently making the audience notice it. This exclusion of the name in Persian version can be an ideological strategy in making it seem less important.

3. Trump said attacking Syria was bad idea 45 times on Twitter
رفتار متناقض ترامپ؛ صدور دستور حمله به سوریه- مخالفت با آن در توییتر.
The title in Persian looks more like an interpretation of the news. Addition of "رفتار متناقض ترامپ" (Trump's inconsistent actions) and "صدور حمله به سوریه" (Issue attack to Syria) are not part of the English topic. Although, one might argue that this inconsistency is implied in English title, it is not expressed as directly as it is in the Persian Title.

4. Trump's nepotism is 'extremely scary' but not new
تحلیلگر: فامیل‌بازی ترامپ بسیار هولناک است
This title includes omission of "but not new" from the Persian title. This omission accompanying a picture of Trump and his family makes the audience feel it is specific to US's new president and something new. This doubt is cleared in the English title but not the Persian one which proves the ideological purpose of the translator.

Quantitative Analysis
This study was to examine the effect of ideology on the application of three reframing strategies of addition, omission, and labeling in the translation of news. The news about US, as one of the countries with opposing policies and ideologies from that of Iran, was chosen to make the ideological contrast bold and easier to find out. This study aimed to find the answer to the following research questions:
1. What are the frequency of occurrence for reframing strategies in the translation of English news about US to Persian?
2. What is the role of ideology in the application of the aforementioned (re)framing strategies?

To make a conclusion regarding the application of these three reframing strategies in the news translation from English to Persian and the effect of ideology, in addition to qualitative and descriptive analysis, a quantitative analysis was carried out too.

The first question, inquiring the number of times each of three reframing strategies of addition, omission, and labeling were applied, was analyzed through calculating frequency and percentage of each type.

Table 1: Descriptive Statistics for Type of Reframing Strategy

		Frequency	Percentage
Valid	Addition	67	35.8
	Omission	86	46.0
	Labeling	34	18.2
	Total	187	100

Table 1 presents descriptive statistics including frequency and percentage of reframing strategies. Out of the whole 30 news samples examined, 187 cases of the aforementioned reframing strategies were extracted. The data revealed that omission exceeded two other types with 86 cases (46%). It is followed by addition and labeling with percentages of 35.8% and 18.2% respectively. Therefore, omission was the most frequently applied reframing strategy in the news translation from English to Persian.

The second question raised in this study was to evaluate the effect of ideology on the application of these three reframing strategies. This study tried to go further than qualitative analysis of this factor through defining ideology as a variable. To make the effect of this factor quantitatively calculable, the extracted cases of the reframing strategies under the study were evaluated to see if they were ideological. In other words, the cases of addition, omission, and labeling were coded as ideological (value: 1) or non-ideological (value: 0).

To make sure of the reliability of coding procedure, two raters were asked to codify 20% of the cases. The correlation between the average of their coding and that of the researcher through Cohen's Kappa was found to be 93.2% that was indicative of high inter-coder reliability.

To answer the second research question about the effect of ideology on the application of reframing strategies, a non-parametric test of Chi-Square was carried out. The results of the Chi Square test are provided in tables 2 and 3.

Table 2: Observed and expected number of ideological and non-ideological cases

	Observed N	Expected N	Residual
Not Ideological	34	93.5	-59.5
Ideological	153	93.5	59.5
Total	187		

Table 3 Chi Square test for ideological vs. non-ideological

	Ideology
Chi-Square(a)	75.727
Df	1
Asymp. Sig.	.000

The standardized residual values in table 2 showed that the observed frequency for non-ideological cases was lower than its expected frequency. The observed frequency for the ideological cases was higher than expected frequency.

The results of the Chi-square test provided in table 3 revealed a significant difference between ideological and non-ideological cases in the corpus under investigation.

The pie graph 4.1 illustrates the difference between the ideological and non-ideological cases among the reframing strategies extracted (addition, omission, and labeling).
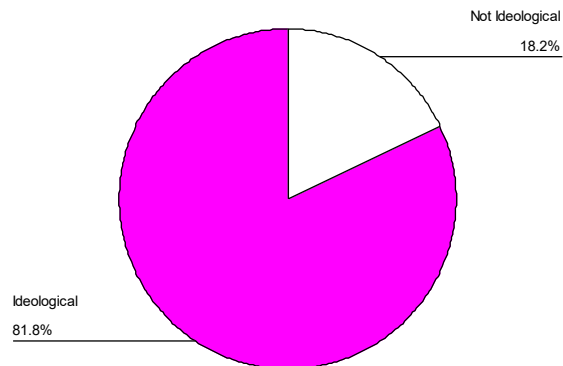
Fig. 2: Ideological vs. non-ideological cases

DISCUSSION

Considering news reporting and the application of journalistic strategies in reporting news, especially in terms of more sensitive ones like the political news which is more influential in the viewpoint of the people, it is common and expected by every news agency to translate or interpret the news in parallel with their own policies and ideologies. On the international scale, it is common to face the conflict between cultural, religious and political views. Each news in Baker's words is a narrative or story which is circulated depending on the ideologies of the target society. Dynamic nature of the narratives which is due to the change in the people who experience them, results in the creation of different narratives or in news domain, various versions. If the intellectual and moral environment created by these narratives corresponds with that of target community, they are circulated. Otherwise, they are resisted through creation of the new narratives through perusing the desired ideologies and policies. Reframing, or changing the frame of the narratives, is an attempt to create the narratives or stories which mach the news agencies ideologies.

The present study considered each news as a narrative or story and its translation as another narrative. The aim of the research was to compare two versions or narratives to see if they were presenting the same or different views or experiences. The qualitative analysis of the English political news and their Persian translation on Press TV News site proved the applicability of Baker's narrative theory in the news domain because it seems difficult, if not possible, to explain the translation process in news domain just through going to words, phrases, clauses or sentences. Investigation of news by examining the whole narrative all together provides a better picture of the translation process which might not be understandable in smaller clusters of words.

Investigation of news by Baker's narrative theory and the results obtained revealed that the existence of conflict between the issues raised in the news led to the imposition of ideology in its target version. In other words, when there were signs of opposition in the source news with regards to the Iranian ideology, the translators imposed their own desired ideology. The act of highlighting the desired ideologies was performed through application of reframing strategies like addition, omission, and labeling, etc. The aim was to direct the public view toward what is desired and acceptable in terms of Iran's policies.

The quantitative analysis of the results proved omission as the most frequent reframing strategy in the translation of the US political news from English to Persian. It was followed by addition (35.8%) and labeling (18.2%) respectively. The results of the study also showed ideology as a statistically significant factor in the application of the

reframing strategies. Considering both qualitative and quantitative analysis of the US political news translation on Press TV site, one can see the effect of ideology on the application of addition, omission, and labeling. In other words, translators rely on these reframing strategies in order to solve the conflict felt in the issues. Whenever the conflict was bigger, they applied reframing strategies more ideologically to create their desired effect on the audience.

Among the studies with the same approach to translation, none has gone into both reframing strategies and the effect of ideology on their application. The results obtained here regarding the influence of ideology on translation conformed to that of Keshavarz and alimadani Zonoozi,2011, Taki and Amid, 2012, and Ehteshami, 2015.

Keshavarz and Alimadani Zonoozi (2011) probed the manipulation of ideology in the translation of political texts. It enjoyed the same nature as the present study due to analyzing translation in political texts and application of grammatical and lexical strategies for the sake of ideological ploy. Present study stepped further due to quantitative analysis of ideology on the application of various strategies. The results obtained in qualitative aspect for both studies were the same with respect to the effect of ideology on applying different strategies.

Although, reframing strategies were not discussed in her study, Ehteshami (2015) analyzed the translation products of the translators with different ideologies to see the effect of ideology on their work. She concluded that "translation is an independent profession, but indeed, it is profession that strongly depends on ideology" (p.202). In this regard, this study proved the same result as hers.

CONCLUSION

Investigation of the news in the present work proved the applicability of narrative framework in translation of political news. Lack of word by word, phrase by phrase and even sentence by sentence correspondences between two Persian and English versions of the news led the preset work to this conclusion.

The results of the study also proved that the translators make use of different strategies like addition, omission, and labeling to change the narrative frames of the source text. In the context under study, i.e. translation of political news from Persian into English, translators applied more omissions than two other strategies. Both qualitative and quantitative analysis of ideology as a variable in this study revealed that the translators add, omit, or label to create their own favorite narratives in accordance to their ideologies. In sum, no other technical reason can justify the change in the narratives of the news from source to target version except the translators' attempt to form the appropriate narrative frame for the presence of their ideologies.

The investigation of the news in the present study also revealed the importance of conflict. Examining and comparing different news versions on Press TV site showed that the application of reframing strategies were led by how big the conflict was. In other words, if the conflict between two views in source and target languages were bigger, the translators applied more of the reframing strategies to create their own desired narrative and subsequently their own ideologies.

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