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كلية التربية الأساسية

قسم اللغة الإنكليزية

The impact of media translation on the audience

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بسم الله الرحمن الرحيم

﴿قُلۡ ءَامِنُوا۟ بِهِۦۤ أَوۡ لَا تُؤۡمِنُوۤا۟ إِنَّ ٱلَّذِینَ أُوتُوا۟ ٱلۡعِلۡمَ مِن قَبۡلِهِۦۤ إِذَا یُتۡلَىٰ عَلَیۡهِمۡ یَخِرُّونَ لِلۡأَذۡقَانِ سُجَّدࣰا﴾ [الإسراء ١٠٧]

In the name of God, the Merciful, the Compassionate

((Say, "Believe in it or do not believe. Indeed, those who were given knowledge before it - when it is recited to them, they fall upon their faces in prostration)) Al-Isra 107

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Dedication

This study is wholeheartedly dedicated to:-

My beloveds parents

My dear brothers & sisters

My dear husband

My dear colleagues

Acknowledgments

I would like to extend great thanks and gratitude to God Almighty for the blessings, strength and patience he has given us Secondly, to my supervisor, Dr. Emad Jaseem, for his guidance and giving us golden notes. Without his help, this research would not have been completed Finally, many thanks to my parents, relatives And my classmates for their .

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Introduction

The linguistic difference between humans is a major issue in communication and understanding, and because man has realized since ancient times that there are those who speak a language other than his own, his need for translation has increased, which allowed him to exchange ideas, information, and cultures.

Media translation is defined as one of the important types of translation that is responsible for transferring events, news, data and statements from one language to another; with the purpose of conveying the image as one of the parties to the event wants it to the world, to broadcast their ideas, justify their position and seek to achieve their goals. Most institutions and organizations nowadays aim not only to direct statements and speeches to the people of the country in which they operate, but also to communicate their opinion to different countries of the world, especially if the event is important at the international level Media translation includes a large number of types, including:-

Translating radio and television programs.-

Translating press releases.-

Translating documentaries and documentaries.-

Translating press conferences and interviews.-

Translating news websites.-

Media translation has emerged as a type of translation and is the basis of media activity in our time, given the multiplicity of means and media and the huge flow of information that needs to be published in various languages, as it facilitates the work of the journalist in understanding the news, knowing its background and details, and republishing it in another language, which is the language that the receiving audience understands. Media translation is an important bridge between different cultures, as it contributes to the transfer of information and news from one language to another. It plays a vital role in shaping the public's opinions and understanding of world events. The research will address the following topics in chapter ONE

1-What is media translation

-What is the importance of media translation2

What are the rules of media translation-3

4- Fields , sources and techniques of media translation

5-What are the qualities of a good media translator and journalist

6-Problems of media translation.

And in chapter two Opinions of media translation specialists and the extent of their impact on the public

In chapter three Conclusions and Recommendations, In the fourth chapter, we will take a real-world topic about the effects of media translation

Chapter one

Linguistic and terminological meaning of translation

-Linguistic definition: Various dictionaries indicate that translation means transmission, interpretation, and clarification

, where the definition of translation and translation is mentioned in Lisan Al-Arab, may be translated

He translated from it and it is said: His words may be translated if he interprets them in another language (almandor1990)([[1]](#footnote-1))

The translator: the transmitter of speech To another and the interpreter of the tongue.(

([[2]](#footnote-2))(Jilali,2018)

And the Terminological definition its:- Expressing it in one language as it is intended in another language (source language) while maintaining semantic and stylistic equivalences.

([[3]](#footnote-3))(j.dubois1973)

That the term "Tradition

“Means the performance or interpretation of linguistic signs by means of other linguistic signs. It is also the translation of language signs natural language through another natural language

(Galisson R, 1976).([[4]](#footnote-4))

And It is a rewriting of a subject other than the language that was originally written, and most of the huge conventional definitions

However, the word translation means transferring words, meanings, and techniques from one language to another while maintaining equivalence

also Translation also depends only on conveying the content and meaning of the text, but the broadcast must be live That effect that the effect has on the reader and the effect on the reader of the translated text.

([[5]](#footnote-5))(Elfoul,2006)

Also Meaning that translation preserves the spirit of the transmitted text, so if the words are the basis that...

Make up the linguistic structure the linguistic rules

They are the templates in which ideas and sentences are formulated, and the spirit of the translator, his style of expression, his inherent talents, and his cultural background are what distinguish different translations.

For the same text.

(Ibrahim.2006) ([[6]](#footnote-6))

Media translation is considered a human activity, the purpose of which is to connect communication and facilitate access to what it produces the other and what is happening in other regions of the globe, with the help of various media

Media: The concept of media translation refers to the meaning of transferring a message, whether news or information, from one language to another

Through a media outlet. It represents all the news, reports transmitted, and broadcast by foreign news agencies or everything related to the various aspects of life, its arts, sciences, and fields

.In recent decades, media translation has witnessed great development, due to the rapid spread of media in various forms and images, especially satellite channels and electronic journalism, have changed many concepts and opened many challenges to translation, both editorial and oral. Where it performs at Press conferences and media seminars to prevent misunderstanding in the presence of different languages about various political topics and Diplomatic and scientific, as well as the meetings, meetings and interviews that are conducted

Through radio and television programs, films and videotapes...but more than that, channels have been created A 24-hour live news satellite channel that broadcasts news from all over the world with translation

Direct simultaneous translation or subtitled translation (Hawaria Sh.2017) ([[7]](#footnote-7))

The importance of translation:-

Translation is of great importance in human life, and this importance is evident in the following:

1-Translation is a means of exchanging cultures, knowledge and sciences and helps in cultural and civilizational communication Between peoples..

2-Translation is a cultural act that results in long-term acculturation at the level of individuals and groups, and it expresses Cultural dimensions that can be generalized and spread across the interaction of cultures within a framework of relationships built on exchange Freedom between different peoples and nationalities.

3- Translation represents a movement of give and take and exchange in all fields by allowing cross-cultural encounter and interaction Among them, translation has great importance in achieving civilizational, economic and social progress, and it has become an activity Institutionally, on a daily basis, in the lives of advanced nations and peoples, it affects all their actions and plans.

4- Translation also represents a crucial means of deepening and expanding communication relations with the developed world Circles of dialogue that lead to mastering the vocabulary and languages of the era and embodying the gap separating the advanced And the retarded one.

5- It is a cognitive, cultural and civilizational act whose goal is reconciliation with oneself, bringing people together and coexistence. Among them, it is a bridge of communication between peoples and civilizations throughout history, promoting convergence and cross-fertilization Civilizations, fosters cultural rapprochement between peoples, supports cultural dialogue and exchange between nations, and opens up Windows on other people's cultures.

(Bin Ammar,2015)([[8]](#footnote-8))

6- Translation contributes to maintaining world peace: There is a constant need for translation to enhance diplomacy International at the global level where translators are appointed to participate in helping to formulate the formulas Minutes to be used in peace treaties so that they are acceptable to both sides.

7- Translation is important in conveying news from all over World: To do this, it requires proper translation of news from local bodies and regional centers. Unless the correct translation is done, the news will be ambiguous, incomprehensible and unreliable.

8- Translation can contribute to job creation: in fact, there are more than(26,000) companies in all countries

Translation and interpretation services are sold around the world, including small businesses, which are effective contributors to any successful economy.

9- Translation helps in promoting global tourism: When we can provide suitable translation for tourists along with genuine guidance, we ensure the quality of our region as a tourist friendly destination and ensure success.

.([[9]](#footnote-9))(DTS, 2016)

Conditions for good translation:--

In order to obtain a good translation, scholars have developed general principles for translation

Where we find that “A.F. TYTLER in his book (A Study on the Principles of Translation) stated that translation is based on

Three foundations namely:-

First: The necessity of embodying the original ideas.

Second: It is necessary to preserve the style of the original and the way it is written

Third: It is necessary to have ease of expression in order to understand the original

As for “E.NIDA”, the foundations of translation are:

First: rendering the meaning.

Second: Conveying the spirit and style of the original.

Third: Simplicity of expression.

Fourth: Creating a response that is similar to the response of the reader of the original

([[10]](#footnote-10))(Nomani, 2004)

Some general conditions that must be met for successful media translation can be summarized:-

1-Accuracy and objectivity: The translation must accurately and objectively reflect the original meaning without adding or deleting any information

2-Understanding the context: It is important to understand the cultural, political and media context of the original text to avoid any misunderstandings

3-Proper language: The translation must be in proper language and grammatically and spelling correct.

4-Specialized terminology: The translator must be familiar with specialized terminology in the media field.

6-Speed: Sometimes, media translation requires speed in completion due to the nature of breaking news

7-Preserving style: The literary style of the writer or media organization must be preserved.

6-Adaptation to the audience: The translator must be able to modify the text to suit the culture of the target audience.

-Fields, sources and techniques of media translation:-

There are many fields of media translation and include the following points:-

TV and radio news bulletins-

- Various television news programs

- News radio programs.

- Newspapers, magazines and articles.

- Interviews and press conferences.

- TV news reports.

- News websites.

- Press releases and media interventions.

-Electronic commerce imposed by the Internet and globalization to facilitate the conclusion of deals and the exchange of goods.

([[11]](#footnote-11))(2002,Ashorth)

The most important sources for this type of translation are:

- Foreign TV and radio stations.

- Various news agencies.

- world wide web.

- Magazines and newspapers of all kinds.

- Reporters

([[12]](#footnote-12)) (Hawariya,2017)

Media translation techniques:

Studies that address translation strategies and methods in the field of media are very few

The Arab world, after an extensive study conducted by ((Ali Darwish ))to examine those standards used in translation performance Media in the Arab media. He came to reveal the existence of serious defects and shortcomings at this level

Techniques and strategies used in reporting news, or in making news. It was translation

Craftsmanship, which was embraced by many media outlets what a horror of bad translation, and bad

Transmission, at all levels, both editorial and oral, in all its forms, not to mention the difficulties and obstacles Linguistic and cultural issues were a stumbling block in achieving proper performance of media translation

([[13]](#footnote-13))(Darwish,2009)

Translation techniques are as follows:-

Borrowing:- It is a direct technique that basically provides for transferring terms from one language to another Such as from a foreign language to Arabic.

:- Literal translation technique

It is considered the most widely used technique in translation Media. It is based on linking each linguistic unit in the source language to its direct counterpart in the target language.

Substitution technique: - It is the replacement of one part of the speech with another without changing the meaning of the message. There is compulsory replacement and voluntary replacement

Adaptation technology: - We resort to this technique when we are unable to find a suitable synonym that we do not want translating it, we replace it with a phrase that explains, interprets, and is synonymous with meaning, but it differs in the dictionary article from the article Original. The result of adaptation is the diversification between the two languages ​​and their cultures.

Equalization technique:

A high technology requires deep and broad encyclopedic knowledge that helps

The translator has to find a situation that is equivalent in the second language to the situation in the original language, and this technique is used frequently in translating proverbs and famous speech.

Augmentation technique:

This technique indicates the reason why the translator moved from the hidden to the apparent without adding anything another piece of information that is, trying to show the hidden meaning by explaining when the interviews are not available in the target language.

Deletion technique:

It is the opposite of increase and means moving from the external to the internal without

Loss of any information as the translator goes beyond the surface level of the original text and deletes some words Don to change the meaning depending on the deep structure of the sentence.

Conversion technique:

It is a method in which the translator uses his own style to achieve Equivalence in the text. The translator works at the grammatical level and works to replace one word category with another word category without changing the meaning. The translator resorts to it in the event that the cultural aspect of the source text conflicts with Target text culture (Elzaar,2017) ([[14]](#footnote-14))

-Qualities of a good media translator and journalist:-

The translator is the cornerstone of the success of the translation process, and therefore he must possess the characteristics of a successful translator so that he can carry out the translation work optimally. Many may think that translation is an easy job, and that anyone who masters a foreign language can work as a professional translator from and to this language, and is able to provide his services to clients. This is definitely not true, because translation requires skill and experience in addition to science and knowledge, and each type of translation has its own techniques and tools, which the translator is supposed to possess.

This person is also supposed to have many of the qualities of a successful translator, which are essential for his successful career. In this field, we point out that our distinguished academic scientific website provides, among many high-quality services, a high-quality scientific, literary, and religious translation service, which is carried out by specialized individuals who possess high academic degrees and experience in the language targeted for translation, and in the subject to be translated([[15]](#footnote-15))

The most important characteristics of a successful media translator are:

Mastery of the language from which he is translating:

The translator must have complete mastery of the language from which he is translating, as his mastery of this language must be similar to his mastery of his original language, as he must be fully familiar with its linguistic rules, methods and structures, and he must also be able to understand The meaning intended by the writer of the original text from his writing.

2- Knowledge of the culture of the people: He must be fully informed of the culture of the country from which he is translating, as he must delve deeply into the culture of the country and become familiar with it, as there are many phrases that the translator will not be able to translate correctly unless he has sufficient culture.

3- Specialization in a type of translation: There are several types of translation, including medical, legal, political, economic, religious, technical, and others. Therefore, the translator must limit himself to one of these types, and become familiar with the terminology present in it, in order to avoid distraction and be able to provide a translation. Successful, distinctive, and quickly.

4- Self-development: A successful translator is a translator who does not stop at a certain limit, but rather constantly develops himself, by learning the latest technologies in the field of translation, and practicing translation continuously, even if he does not have a job, as translation is one of the professions that needs practice. Constantly, and if the translator does not do this, he may lose his skills day after day.

5- Acquaintance with new terms: The translator must remain informed of all developments taking place in the language from which he is translating, as this language may generate new terms, constructions, and words, so the translator must be acquainted with them and record them continuously.

6- Commitment to honesty: The text in the hands of the translator is a trust in his neck, so the translator must translate it correctly. The successful translator is the translator who adheres to neutrality and objectivity in the translation process, as the translator must convey the information as it is, away from his whims and personal opinions.

7- Manual translation: Many translators now fall into the trap of machine translation, in order to save time and effort, which causes them to make a large number of errors, especially in wording. In order for the translator to remain successful, he must translate texts manually, even if this requires him to do more. Of effort.

8- Love of translation: A person’s love for the work he does is one of the most important reasons for his success, as well as translation. A person’s love for translation and his intercession for it makes him a translator. Love drives him to do this work to satisfy his passion and not out of greed for the financial return, that translation will bring in the first place.

9- Love of knowledge and reading: One of the characteristics of a successful translator is that he loves reading and learning continuously, as the translator’s broad culture helps him provide a wonderful and ideal translation.

10- Self-confidence: Self-confidence is one of the most important qualities that a successful translator must have, as he must be confident in himself and in his ability to provide a correct and ideal translation.

11- Commitment to deadlines: This characteristic is one of the most important characteristics of a successful translator, as the translator must adhere to the deadlines for delivering the translation, and in order to do this he must organize his time well.

-Problems of media translation:-

The problems facing the process of media translation are related to the difficulties of translation in general and can To mention them 1-The problem of translating a single term into multiple words due to the differences in knowledge backgrounds of the translators and the absence of Coordination between them and lack of precision in definition, especially with regard to language Arabic, and differences in translations This is because there is more than one translation of one text They differ among themselves in the ways they are translated literally

Or morally, the difference is not in grammatical errors, but rather in methods of expression and methods of correction, which include correction

Grammar and translating word for word, phrase for phrase, or paragraph for paragraph.

(Ammar, 2015)([[16]](#footnote-16)).

The translator's inability to convey the meaning and convey it in the correct and accurate manner.

The translator's inability to distinguish between synonyms that exist in one language, and thus makes an error During translation.

4-The rules differ between international languages, which puts the translator in danger if he is unable to convey Compositions in a proper manner

5- Cultural differences between countries lead to great problems in translation, because the translator translates a word One, and he cannot translate the culture of an entire country

6- The translator does not have sufficient culture that qualifies him to be a successful translator.

7- These aforementioned difficulties are in addition to others to which the circumstances and nature of media work contribute, such as:

1- The rapid pace at which foreign languages ​​develop and new terms emerge that are difficult to translate easily

2- Transmitting foreign cultures may not be compatible with the culture to which it is being translated, which makes it difficult to transmit the image as such

Without hurting the feelings of his readers because, the media deals with almost everything (from the atom to the galaxy and from politics to science) that the translator will encounter in the field. The media has a huge variety of terms that it must convey accurately

3 - Confusing gender terms such as the New English pronoun they, which refers to a singular person but

Not among the usual genders (male or female)

4-Tight deadlines without regard to the nature of media work and the tasks it entails.

([[17]](#footnote-17))(amaraa,2021).

5- The great cultural distance between languages ​​(language is a mirror of the culture of any nation) and thus the difficulty of translation leads to its impossibility

Sometimes, if the translator is not familiar with the aspects of the culture and philosophy of that country

6- Literal translation: The difficulty of conveying the news in its correct meaning, especially with regard to the appropriate linguistic form and the style (the difficulty of the language being translated into and from and the lack of translators specialized in translation). In many cases, media translation is carried out by media figures and journalists who have not received academic training

In the field of translation, they are empowered to perform the task efficiently and with the least damage

7- Following the translation method Professionalism in transmitting foreign news, considering this as a tool for renewal and modernization of the Arabic language, and even creativity new methods of writing and media discourse, producing imitative and inaccurate language.

([[18]](#footnote-18))(2009,darwish)

For these reasons, there are several challenges facing journalists and translators alike, which require more participation in discussing the role of translation in journalism, publishing, and other media, and raising the level of translation through This process accelerates the development of the media ([[19]](#footnote-19))(Boulqadam,2021

Chapter two

Opinions of media translation specialists and the extent of their impact on the public:-

Media translation plays a crucial role in shaping public opinion and framing their understanding of global events. Many scholars and specialists have discussed its impacts from various perspectives. Here are some key opinions and ideas on this topic:

1. The Impact of Translation on Shaping Perceptions:

* Researchers argue that media translation is not merely the transfer of text from one language to another but a process of rephrasing that takes into account cultural and political contexts. This means that translation can influence how the audience perceives foreign events or figures.
* For example, the translation of news or political speeches may reveal unintended or deliberate bias, affecting public opinion.

2. The Role of Translation in Disseminating Information:

* Specialists point out that media translation helps broaden access to information, especially in the Arab world, where many rely on foreign media sources.
* However, inaccuracies in translation or deliberate distortions can lead to the spread of misinformation, negatively impacting public understanding.

3. Cultural and Political Challenges:

* Scholars emphasize that media translation faces significant challenges due to cultural and political differences between countries. For instance, some information may be omitted or modified to align with the values or expectations of the target audience.
* This can result in the distortion of facts or the presentation of a one-sided narrative of events.

4. The Impact of Translation on Public Opinion:

* Some experts believe that media translation can be a powerful tool for shaping public opinion, particularly on sensitive issues such as international conflicts or humanitarian crises.
* For example, translating media reports on conflicts in the Middle East may influence public sympathy toward one side over another.

5. The Importance of Professionalism in Media Translation:

* Experts stress the need for media translators to have a deep understanding of the cultural and political contexts of both the source and target languages.
* They also recommend thorough review processes to avoid errors or biases that could undermine the credibility of the media outlet.

6. The Impact on Cultural Identity:

* Some researchers argue that media translation can either strengthen or threaten the cultural identity of the audience. When translation is neutral and accurate, it can foster cross-cultural understanding. However, when it is biased, it may reinforce stereotypes or deepen cultural divides.

In Conclusion:

Media translation is a powerful tool that significantly influences how the public understands global events. Therefore, it must be handled with care and responsibility to ensure the accurate and objective transmission of information.

Regarding the names and opinions of the most prominent researchers in this field:-

1. Edward Said:

* A renowned literary scholar and critic, he addressed in his works, such as *Orientalism*, how stereotypes about the East are shaped through translation and Western media. He pointed out that media translation often reflects political and cultural biases.( Said, E. (1978). *Orientalism*. New York: Pantheon Books)

2. Lawrence Venuti:

* A translation studies scholar, famous for his book *The Translator's Invisibility*. He discussed how translation can be a tool for shaping cultural identity and how terminology and linguistic choices reflect power and politics. (Venuti, L. (1995). The Translator's Invisibility: A History of Translation. London: Routledge)

3. Susan Bassnett:

* A professor of translation studies, she addressed in her works, such as *Translation Studies*, the role of translation in transferring cultures and its impact on shaping public opinion, especially in media (Bassnett, S. (1980). *Translation Studies*. London: Routledge.)

4. Jeremy Munday:

* A translation researcher, he wrote about how terminology in media translation can be used to steer public opinion, particularly in the context of political conflicts. (Munday, J. (2001). *Introducing Translation Studies: Theories and Applications*. London: Routledge.)

5. Noam Chomsky:

* A linguist and philosopher, he addressed in his works, such as *Manufacturing Consent*, how the media (including translation) is used as a tool to shape public opinion and promote specific political agendas. (Chomsky, N., & Herman, E. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.)

6. Mona Baker:

* A professor of translation studies, she focused in her research on the role of translation in shaping media narratives, especially in the context of conflicts. She addressed how terminology can influence audience perceptions. ( Baker, M. (2006). *Translation and Conflict: A Narrative Account*. London: Routledge.)

7. André Lefevere:

* A translation researcher, he discussed in his works, such as *Translation, Rewriting, and the Manipulation of Literary Fame*, how translation can be used as a tool to reframe media messages to fit cultural and political contexts. (Lefevere, A. (1992). *Translation, Rewriting, and the Manipulation of Literary Fame*. London: Routledge.)

8. Terry Eagleton:

* A literary critic, he addressed in his works the role of language and translation in shaping ideologies and how terminology in media can be used to steer public opinion. (Eagleton, T. (1991). *Ideology: An Introduction*. London: Verso.)

9. Alfred Hermida:

* A digital media researcher, he addressed the impact of translation in the era of new media and how terminology can influence the spread and speed of information. ( Hermida, A. (2014). *Tell Everyone: Why We Share and Why It Matters*. Toronto: Doubleday Canada.)

10. Mohamed Enani:

* An Egyptian translator and researcher, he wrote about the challenges of media translation in the Arab world and how terminology can affect the audience's understanding of global events.( ( عناني، محمد. (1994). *فن الترجمة*. القاهرة: دار النشر للجامعات المصرية.)

Chapter three

Conclusions and Recommendations

Media translation, in all its forms, is a specialty born out of the approaching communications revolution Distances facilitated the transmission of news and flowing information, a torrent flowing due to the acceleration of events and the many changes that occurred Characteristic of today's society. It is also considered a type of work surrounded by some obstacles and dangers because it is linked to media outlets subject to a regime The state or the policy of the party responsible for the medium or news agency providing the news, because it is linked to the fourth authority that It is supposed to exercise the role of a watchdog who is keen on protecting the interests of the nation and conveying the facts to it without falsification, forgery or distortion. or hypocrisy. The translator finds himself between inevitable pressures and controls, which make this type of translation difficult and dependent with huge repercussions. Translation falls victim to modification and change in light of the absence of moral values. That is why we tried through these The research paper sheds light on media translation to identify it in detail, in terms of its nature and forms Its fields and practice strategy, highlighting its effective role in linking communication, communication, and transfer of information. Media translation is of great importance, as its importance can be represented in the fact that it leads to increased competition between different media platforms in different countries of the world, as the more media platforms work to provide exclusive news to their followers, the more popular these platforms become. This prompts news platforms to work to increase their audience base; This is done by providing exclusive news to the public. It also works to publish news of countries all over the world. Without journalistic translation, how would we have known that there is a virus called (monkey pox) spreading in some countries of the world. Or there are some events and conflicts that you are experiencing Some countries are separated from us by distances estimated at thousands of miles. There are inventions and innovations in science, art, sports, and other fields. Had it not been for media translation, the world would have been in great isolation and without any means of communication, understanding, and exchange of experiences and expertise.

At the conclusion of the research, we can provide some recommendations through which the capabilities and skills of the media translator can be enhanced and his chances of success in this field can be increased. It can be summarized as follows:-

1- The media translator must understand the cultural context by learning about different cultures. The translator must also understand the culture from which he is translating and the target culture, because this affects how messages are conveyed.

2- The media translator must be accurate and objective, ensuring that the information is conveyed accurately, which requires verifying facts and sources. He must also avoid any bias or distortion of the information.

3- Developing linguistic abilities, which requires improving writing and reading skills in both the source and target languages.

4- The media translator must undergo continuous training by participating in workshops and courses to improve skills and exchange experiences.

5- The media translator must make the most of the use of available technology and must learn to use translation programs and auxiliary tools such as electronic dictionaries and CAT programs.

6- It is necessary to take into account the target audience, as he must determine the audience and the translator must think about who will read the text and adapt its style and content accordingly.

7- The necessity of searching for information, as the translator must be able to conduct comprehensive research to better understand the topics so that he can convey them to the audience accurately and objectively.

8- The necessity of communicating with colleagues and exchanging experiences, as communicating with other translators can help improve skills and exchange advice.

9- The necessity of good time management: The translator must learn how to manage his time to ensure that the projects prepared by him are delivered on time.

10- The necessity of self-evaluation for the translator through performance analysis: After completing each project, the process of evaluating his performance and thinking about how to improve next time takes place.

Chapter four

Media Translation and Its Impact on Covering International Crises

Amid ongoing international crises, such as the Russian-Ukrainian conflict and events in the Middle East, the issue of media translation has emerged as a key tool in shaping global public opinion. Recently, human rights organizations and media watchdogs have observed that inaccurate or biased translation in the coverage of these events has led to public misinformation and distortion of facts.

Details of the News:

* Example from the Russian-Ukrainian Conflict:  
  During the coverage of the war between Russia and Ukraine, Western and Arab media outlets differed in their translation of terms used. For instance, some Western media outlets described Russian forces as "occupiers," while others used the neutral term "Russian forces." This difference in translation resulted in divergent public perspectives.
* The Impact of Translation on Public Opinion:  
  According to a report by the Reuters Institute for the Study of Journalism, media translation plays a significant role in shaping public opinion, especially on sensitive issues. Biased or inaccurate translation can reinforce stereotypes or even fuel conflicts.
* The Role of Technology:  
  With technological advancements, machine translation (such as Google Translate) has been widely used in news dissemination. However, a study conducted by Harvard University indicated that machine translation often fails to capture cultural and political nuances, leading to errors in information transmission.
* Reactions:  
  Media experts have called for improving the quality of media translation, emphasizing the importance of training translators to understand cultural and political contexts. They have also advocated for the establishment of international standards for translating media terminology to avoid distortion or misinformation.

Conclusion:

Media translation is not merely about transferring words; it is a powerful tool for shaping public opinion. In the context of international crises, translation must be accurate and objective to ensure that information reaches the public correctly.

الترجمة الإعلامية وتأثيرها على تغطية الأزمات الدولية

في ظل الأزمات الدولية المتلاحقة، مثل الصراع الروسي الأوكراني والأحداث في الشرق الأوسط، برزت قضية الترجمة الإعلامية كأداة رئيسية في تشكيل الرأي العام العالمي. مؤخرًا، لاحظت منظمات حقوقية ومراقبون إعلاميون أن الترجمة غير الدقيقة أو المنحازة في تغطية هذه الأحداث أدت إلى تضليل الجمهور وتشويه الحقائق

تفاصيل الخبر

* مثال من الصراع الروسي الأوكراني   
  خلال تغطية الحرب بين روسيا وأوكرانيا، اختلفت وسائل الإعلام الغربية والعربية في ترجمة المصطلحات المستخدمة. على سبيل المثال، وصف بعض الوسائل الإعلامية الغربية القوات الروسية بـ"المحتلين"، بينما استخدمت وسائل إعلام أخرى مصطلح "القوات الروسية" بشكل محايد. هذا الاختلاف في الترجمة أدى إلى تشكيل وجهات نظر متباينة بين الجمهور.

تأثير الترجمة على الرأي العام:-:  
وفقًا لتقرير صادر عن "معهد رويترز لدراسة الصحافة"، فإن الترجمة الإعلامية تلعب دورًا كبيرًا في تشكيل الرأي العام، خاصة في القضايا الحساسة. الترجمة المنحازة أو غير الدقيقة يمكن أن تؤدي إلى تعزيز الصور النمطية أو حتى تأجيج الصراعات.

* دور التكنولوجيا:-  
  مع تطور التكنولوجيا، أصبحت الترجمة الآلية (مثل ترجمة جوجل) تُستخدم بشكل واسع في نقل الأخبار. ومع ذلك، أشارت دراسة أجرتها جامعة هارفارد إلى أن الترجمة الآلية غالبًا ما تفشل في التقاط الفروق الدقيقة الثقافية والسياسية، مما يؤدي إلى أخطاء في نقل المعلومات.
* ردود الفعل:-  
  دعا خبراء إعلاميون إلى ضرورة تحسين جودة الترجمة الإعلامية، مع التأكيد على أهمية تدريب المترجمين على فهم السياقات الثقافية والسياسية. كما طالبوا بإنشاء معايير دولية لترجمة المصطلحات الإعلامية لتجنب التحريف أو التضليل.

الخلاصة:-

الترجمة الإعلامية ليست مجرد نقل كلمات، بل هي أداة قوية لتشكيل الرأي العام. في ظل الأزمات الدولية، يجب أن تكون الترجمة دقيقة وموضوعية لضمان وصول المعلومات بشكل صحيح إلى الجمهور

Abstract

Translation is of great importance in light of the development of the activity of the media of all kinds, and the fact that these media cover events on a continuous basis based on multilingual sources, which makes this job need translation to facilitate the journalist's task in writing the news, understanding it and knowing its background and details, and media translation has a great role to play, as it is one of the most important types of written and audio translation, as is the case for Iraqi media organizations that broadcast in different languages and with many linguistic variants, and radio and satellite stations that broadcast in Arabic, Kurdish, Turkmen, Akkadian and languages in addition to English, which makes those This study seeks to shed light on the impact of this media translation in different languages on the recipients of listeners, viewers and readers by transferring the analysis of translated works, represented by audio and video clips of news bulletins, programs and dramas. The study shows the difficulties faced by journalists in the translation process and the role they play in light of the challenges they face in order to maintain honesty, accuracy and objectivity in news translation. The results of the study showed that the majority of translating journalists use the literal translation technique, as well as the presence of several factors that affect the process.

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