



Contemporaneity of English Language and Literature in the Robotized Millennium

Vol: 2(3), September 2023

REST Publisher; ISSN: 2583 7370

Website: <https://restpublisher.com/journals/cellrm/>

DOI: <https://doi.org/10.46632/cellrm/2/3/4>



Translation Challenges in Media: A Content Analysis of Rudaw News as a Case Study

Ahmad Abdulkareem Shaban, KaiwanHaje Abdullah, Abdullah Farhan Sharafani,

Suhrab Muhammed Haji

Cihan University- Duhok, Kurdistan Region, Iraq

*Corresponding Author Email: ahmad.shaban@duhokcihan.edu.krd

Abstract. Translation encompasses not only languages but also diverse cultures that differ in various ways. As linguistic aspects vary among civilizations, language and culture are intertwined. Therefore, translation serves as an essential, fundamental, and successful method for spreading culture worldwide. The study utilized three main units to analyze ten news items from prominent Iraqi media outlets, specifically Shafaq News En. The frequencies and percentages of these categories were employed to determine the statistical differences between each unit. However, the findings revealed that both samples predominantly employed re-writing and re-editing techniques instead of translating the news content. This reliance on such methods makes it challenging to draw accurate comparisons. Nevertheless, the study addressed the research problem and questions through content analysis and Semi logical analysis. It successfully confirmed the hypotheses concerning the influence of cultural differences on the translation of news content. In conclusion, this study emphasizes the importance of translation in bridging cultural gaps. It recognizes the intertwined nature of language and culture, and how translation facilitates the global dissemination of cultural knowledge. While the study's findings highlight the prevalence of re-writing and re-editing in news translation, they also shed light on the significant role cultural differences play in this process.

Keywords: Translation, cultural differences, news content, codes, communication, content analysis, Semi logical analysis

1. INTRODUCTION

The rapid advancement of communication technology has transformed the world into a global village, where the translation of political terminology plays a pivotal role in international news stories. The intricate connection between culture and language gives rise to diverse forms of communication that vary across different contexts due to cultural differences. These disparities stem from the distinct structure of political terminology, which can be seen as an independent language characterized by limitations in vocabulary, the presence of neologisms, vagueness, and abbreviations. Political terms, typically consisting of concise abstract sentences comprising essential words, convey the subject matter and essence of a news story. They require separate and in-depth study as they significantly differ from the language employed in other news reporting contexts. Translators, in their efforts to engage readers, employ a range of rhetorical strategies and strive to create translations that are appealing in both English and Kurdish, Arabic, or any other target language. Culture, defined as the way of life encompassing the customs and beliefs of a particular group of people at a specific time, plays a crucial role in this discussion. Holliday (1989:4) adopts a semantic definition of culture, describing it as a set of semiotic systems and systems of meaning that interrelate with each other. Given that language is an integral part of culture, an important question arises: Can translation be achieved without considering cultural factors? Pym (2000:1) regards translators as intermediaries and intercultural agents, emphasizing the significance of closely examining their role and operations within intercultural contexts to understand how cultures interact. Translators must take into account the diversity of cultures, religions, traditions, and beliefs when translating political terms to foster effective cross-cultural communication. Communication manifests in various forms, such as apologizing, requesting, ordering, and expressing politeness, which can differ across contexts and pose challenges in cross-cultural communication. Moreover, many neologisms coined by politicians are linguistically and culturally unfamiliar to the target language. Niska (1998, p. 89) defines neologisms as the creative outcome of a novel relational process, arising from the individual's uniqueness and the materials, events, people, or

circumstances shaping their life. This research aims to shed light on the complexities of media translation by analysing the content of Rudaw News, providing insights into the challenges faced and the strategies employed to overcome them.

Methodological Framework

Research Problem: This study aims to explore the challenges encountered in translating politically sensitive texts, such as political speeches, which are laden with rhetoric, ideology, and cultural nuances. The translation of this particular linguistic genre is complex due to the interplay of cultural, linguistic, and stylistic elements within political discourse. Politicians often employ rhetorical devices to enhance the impact and persuasiveness of their messages, further complicating the task of translation. Additionally, political language heavily relies on connotation, adding to the difficulty of maintaining the same pragmatic effect in translation. Given that Kurdish, Arabic, and English belong to different language families and possess distinct cultural characteristics, it is anticipated that translation students may encounter significant difficulties when translating political language from English into Kurdish or Arabic while ensuring coherence, cohesion, and the intended pragmatic impact.

Aim of the Study: To examine the significance of translation in facilitating cross-cultural communication in the context of translating political news. To enhance translators' skills and knowledge regarding the strategies and procedures employed in translating political content between English and Kurdish or Arabic.

Study Significance: Accurate translation is essential for effective communication in international politics, where different languages are spoken. A prime example is Vladimir Putin's statements about Donald Trump, where the Russian phrase "ochen' yarkiychelovek" was translated as "a very bright person" in English. However, the true meaning in Russian is closer to "a very colorful character." This discrepancy highlights the significant impact that translation problems can have on perception and understanding. The research on the significance of translation in politics aims to enhance translators' skills and knowledge, enabling them to navigate the complexities of politically sensitive texts and promote cross-cultural communication. By ensuring accurate translation, this study contributes to better political interactions and mutual understanding on a global scale.

Scope of Translation: In the earlier days, translation was considered a sub-branch of linguistics. Gradually, it developed into an interdisciplinary field of study. In the last three decades of the 20th century, Translation Studies began to function as an autonomous branch of study. Today, in the age of globalization, the scope of translation is vast. The significance and relevance of translation in our daily lives are multidimensional and extensive. Translation helps us to stay informed about developments in the fields of creative arts, education, literature, business, science, and politics. In the post-modern world, translation has become a crucial socio-cultural bridge between communities and countries. People now recognize the importance of interacting and staying connected with individuals from different socio-cultural backgrounds, both within their own countries and across the world. In this context, translation has gained increasing importance and fulfills individual, societal, and national needs.

Hypotheses of the Study: Translators must possess the necessary linguistic and cultural skills to effectively convey the meaning of political terms. Translators cannot directly address the challenges posed by new terms, vocabulary limitations, vagueness, and abbreviations that arise suddenly and require immediate attention.

Research Questions: RQ1. What are the appropriate strategies that can be employed for translating culture-specific content in political terms? RQ2. What are the challenges that can impact cross-cultural communication?

Hypotheses of the Study: The study hypothesizes that EFL students use conjunctive cohesive devices in their writing, but with limited variety. Additionally, it is hypothesized that fourth-year students are more familiar with using conjunctions compared to second-year students, owing to greater practice and exposure.

2. LITERATURE REVIEW

Media and Translation's Influence on Culture: The media's influence on culture and its impact on intercultural and international communication have been widely recognized in scholarly research. Media plays a crucial role in shaping public perceptions and familiarizing people with different cultures (Barker, 2016). However, it is important to acknowledge that the media has also perpetuated stereotypes, such as portraying Muslims as terrorists or depicting certain societies as primitive, thereby influencing cultural shifts (Hafez, 2000). This demonstrates the power of media networks in shaping cultural narratives and perceptions. In the context of translation, media plays a significant role in disseminating translated content and bridging the gap between cultures. The advancements in technology and the emergence of new media platforms have facilitated the exchange of cultural information and the spread of diverse cultural perspectives (Sela-Sheffy, 2017). Various forms of media, including television, the internet, newspapers, and radio, contribute to this cultural exchange, enabling individuals to gain insights into different cultural practices, arts, education, literature, business, science, and politics (Bassnett, 2002).

Media History in Iraq: The history of media in Iraq has a rich and diverse background. According to Kadhum and Haider (2012), the origins of media in Iraq can be traced back to the late 19th century with the publication of Al-Zaura, an official newspaper, in 1869. Subsequently, following the Ottoman Constitution ratification in

1908, numerous newspapers were published in Arabic, Turkish, and French, contributing to the dissemination of information and the promotion of different ideologies. The post-establishment of the Iraqi state in 1921 marked a significant period for media development in Iraq. Political parties started publishing their own newspapers, aiming to convey their political agendas and ideologies to the public. Examples include al-Hezeb al-Watani, led by Mr. Jaafar Abu Altman, and Hezeb al-Nahdha's newspaper, both influential in their respective time periods (Al-Azzawi, 2018). In recent times, the media landscape in Iraq has undergone substantial transformations. The year 2003 marked a rapid opening of the Iraqi media environment, with the emergence of over 200 news outlets such as al-Sabah al-Jadid, al-Mada, al-Zaman al-Manarah, al-Mashriq, al-Dustur, al-Sumaria, AK News, Kurdistan 24, INA, Rudaw, and Shafaq News (Al-Azzawi, 2018). This period witnessed the growth of online news sources, which have become increasingly important in Iraq due to the decline in printed newspapers. Popular online news sources such as Iraqi News Agency, Shafaq News, Rudaw, Kurdistan 24, AK News, and Iraq Hurr provide news coverage in Arabic, English, and Kurdish, serving as important platforms for socio-cultural information about Iraq (Al-Azzawi, 2018). By examining the literature on media and translation's influence on culture, this study aims to explore appropriate strategies for translating culture-specific content in political terms and identify the challenges that affect cross-cultural communication. The literature review also highlights the historical development of media in Iraq, underscoring its significance in shaping societal perspectives and disseminating information. Understanding the interplay between media, translation, and culture is essential for promoting effective communication and enhancing cross-cultural understanding [20].

Media Outlets:

Rudaw: Rudaw is a media group based in the Kurdistan Region of Iraq. The network was established on May 29, 2013, in Erbil, Iraq. Rudaw entered the media sector in April 2008, coinciding with the launch of its website. On May 14, 2013, the website was upgraded to become a large portal and social media platform. Since then, Rudaw has played a significant role in the Rudaw Media Network, publishing news in English, Arabic, Turkish, and Kurdish (Sorani & Kurmanji). As a result, Rudaw has gained a large audience not only within Kurdistan but also throughout Europe and North America.

Practical Framework: This study proposes to analyze the translation of a selection of 10 electronic journalism news articles from Rudaw. These news items were randomly chosen from the archives of the Rudaw website. The objective of this study is to investigate the alignment of newspaper policies and trends with cultural issues through qualitative and quantitative content analysis. The analysis aims to uncover the meaning related to the social world and processes, providing precise and relevant information on the translation procedures employed. The tabulated information is provided below:

TABLE 1

Language	Media Outlets Publishing
English	RudawEn: 10 news items

TABLE 2. Sample Collection: Sample study: The sample consists of ten news articles of each periodic: Rudaw:

1	One dead, tens injured in Iraq's New Year celebrations: health ministry	Link	6/1/2021	Rudaw (En)
2	Iraq's Blackwater victims plan to sue Trump	Link	6/1/2021	Rudaw (En)
3	More than half of American forces will have withdrawn from Iraq in 'coming days': PM Kadhimi	Link	6/1/2021	Rudaw (En)
4	Top Iraqi court issues arrest warrant for Trump over Soleimani assassination	Link	6/1/2021	Rudaw (En)
5	Pfizer COVID-19 vaccine to be available to Iraqis in February: health ministry spox	Link	6/1/2021	Rudaw (En)
6	PM Kadhimi apologizes for security force storming of Nasiriyah school	Link	6/1/2021	Rudaw (En)
7	Iraq bans travel to 20 countries as new coronavirus variant spreads	Link	6/1/2021	Rudaw (En)
8	Iraqi migration ministry closing Salamiya IDP camp: official	Link	6/2/2021	Rudaw (En)
9	US reduces troop numbers in Iraq to 2,500: Pentagon	Link	6/2/2021	Rudaw (En)
10	Iraq's Ramadi makes strides in post-ISIS reconstruction effort	Link	6/2/2021	Rudaw (En)

3. METHODOLOGY

The Research Design: This study utilized a mixed-method approach, incorporating both quantitative and qualitative methods of content analysis to examine the selected news articles from Rudaw.

Quantitative Content Analysis: Quantitative content analysis involved the systematic counting and measurement of elements within the news articles, such as words, phrases, or images. This method allowed for the analysis of various aspects of the media texts, such as frequency of specific terms, patterns of language use,

or the presence of particular visual elements. By employing quantitative measures, the study aimed to provide objective data on the content of the news articles.

Qualitative Content Analysis: In addition to quantitative analysis, qualitative methods were employed to gain a deeper understanding of the news articles. Qualitative content analysis focused on interpretation rather than numerical measurement. It involved analyzing the meaning, context, and underlying messages conveyed by the articles. Qualitative methods used in this study included discourse analysis, which examines the ways language constructs and shapes meaning, genre analysis, which investigates the specific characteristics and conventions of news genres, and narrative analysis, which explores the storytelling elements and narrative structures employed in the news articles.

Table 3. First unit: Source of News Information :

Newspaper Name	Sources Of Information Unit	Frequency	Percentag e
Rudaw (En)	News Agencies	22	59 %
	Correspondents	5	14 %
	Witnesses	3	8 %
	Others	7	19 %
	Total	37	100 %

4. RESULTS AND DISCUSSION

First unit: Source of News Information

Statistical: The percentage of news information sources reveals identification in statistics in Rudaw (En) in the following range, from highest to lowest: News agencies: 59 %. Others: 19 % Correspondents: 14 %, Witnesses: 8

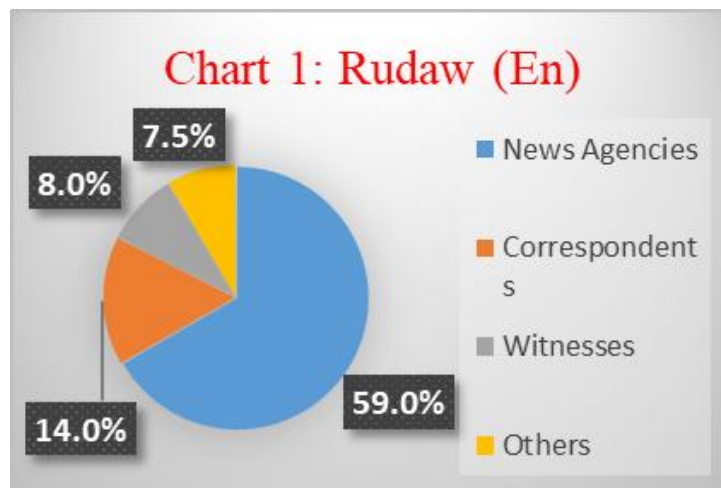


FIGURE1.Percentage of Source of News Information

Results of Qualitative Analysis and General Implications: Rudaw (En) primarily relied on news agencies as their main sources of information, accounting for an identical percentage of 59%. This is because news agencies are widely regarded as more transparent and neutral in reporting events and sharing information. Rudaw relied on correspondents as sources of information for only 19% of their news. Despite being an active outlet on the ground, Rudaw considers that all correspondents are employed to serve their employer's agenda, which may impact their credibility. Witnesses were used as information sources by Rudaw, but they only accounted for a small percentage of 14%. Other sources such as Twitter, Facebook, and statements from independent institutions represented 8% of Rudaw's sources. This inclusion of various sources helps Rudaw achieve a more balanced and credible public discourse, enhancing its perceived neutrality. The study included twenty-four participants from the English department at Cihan University, consisting of an equal number of male and female students from both the second and fourth years. The participants were selected based on the assumption that they possess fundamental writing skills and have previous experience with academic writing assignments. The participants were asked to write an essay on the topic of "the importance of learning English."

Table4. Second unit: The Form of the Content

Newspaper Name	Content Form Unit	Frequency	Percentage
Rudaw (En)	Images	19	82 %
	Video	3	13 %
	Graphics	1	5 %
	Total	23	100%

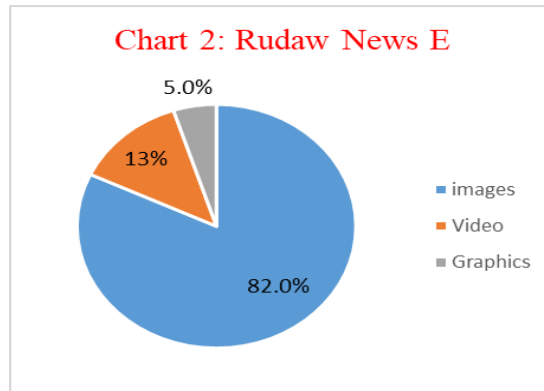


FIGURE2. Percentage of form of the content

Second unit: Form of the Content: Statistical comparisons: Rudaw (En):The percentage of Form of the Content demonstrates some differences in statistics in Rudaw (En) in the following range, from highest to lowest:

Rudaw (En): Images 82%, Video 13 %, Graphics 5 %

Results and general implications: The statistics demonstrate that 82 % of RudawEn relied on images, and it's a high percentage for compared to the other categories.RudawEn relied less on video (13 %) as a form of content. RudawEn relied on graphics with percentage 5 %. According to the statistics, a significant proportion of content from RudawEn, approximately 82%, was based on images. This percentage stands out as notably high compared to other categories. In contrast, video content constituted a smaller portion, amounting to only 13%. Furthermore, RudawEn relied on graphics to a lesser extent, accounting for 5% of their content. Overall, these figures indicate that images played a prominent role in RudawEn's content, with video and graphics playing relatively smaller roles in their content strategy.

Third unit: The Description of the Content

Newspaper Name	Content Form Unit	Frequency	Percentage
Rudaw (En)	Information	18	53 %
	Opinions	9	26 %
	Propaganda	7	21 %
	Total	34	100%

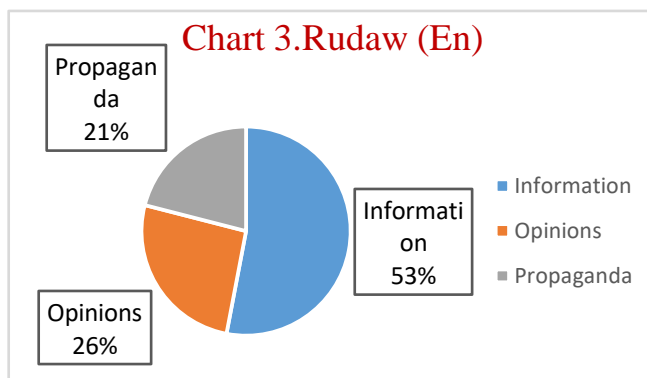


FIGURE3.Percentage of Description of the Content

Statistical comparisons: The percentage of the description of the content differs slightly in Rudaw (En), in the following range, from highest to lowest: Rudaw (En) ,Information: % 53, Opinions: 26 %, Propaganda:21%

Results and general implications: Statistics show that 53 % of Rudaw (En) respectively relied on information found in their media materials, which was a high percentage for each of them when compared to the other categories. RudawEn used opinions with 26 % to describe the content of the articles and the percentage of reliance on propaganda for Rudaw (En) was 21%. The results reveal significant findings regarding Rudaw (En)'s content. Firstly, the statistics indicate that a substantial proportion, approximately 53%, of Rudaw (En) relied on information obtained from their media materials. This percentage stands out as high in comparison to other categories. Additionally, RudawEn utilized opinions to describe the content of their articles, with a reliance rate of 26%. Furthermore, the reliance on propaganda for Rudaw (En) amounted to 21%. These findings have general implications for the nature of Rudaw (En)'s content, highlighting the importance of media materials as a source of information and the inclusion of opinions and propaganda in their articles.

The Final Results: The sample outlets can be categorized as "Neutral media outlets of the Government of Iraq and the Kurdistan Regional Government" based on statistical comparison and percentages of the categories and units of analysis. Although the intentionality of the content for the samples towards the Government of Iraq and the Kurdistan Regional Government was neutral, the percentages were not absolute. The percentage of unfavorable content was more frequent compared to the favorable percentage. Rudaw relied on re-writing and re-editing news instead of simply translating the news content to English. This makes it difficult to make appropriate comparisons for the translation process. Regarding Rudaw, rhetorical expressions gave more attention to the social and cultural implications in English, and translation effectively reflected the intercultural aspects in its themes. Two common procedures were observed in most of the texts: cultural borrowing in general and the second highest number of repetitions in the form of explication. The most prevalent feature of Rudaw News' contents was repetition in general, emphasizing the balance between media freedom and national security requirements. "Direct spoken speech" dominated the media content produced by Rudaw News, with few absent signifiers or implicit meanings in their contents. Rudaw News focused more on reflecting local issues than global ones. Rudaw News highlighted the government's security and military efforts in fighting terrorism. Rudaw News highlighted international events in their news content, indicating the considerable international impact on Iraq. The dominant semiotic elements for Rudaw included "ISIS terrorism," while the Coronavirus pandemic was occasionally highlighted in their news content. The main present signifiers for the sample outlets included supporting stability in Iraq, effective coordination between the Government of Iraq and the Kurdistan Regional Government, and addressing the issues of coronavirus and ISIS terrorism. News agencies served as the dominant source of information for Rudaw, resulting in a more neutral and transparent approach.

5. CONCLUSION

This study aimed to investigate the influence of cultural differences on translation processes. It utilized quantitative content analysis and Semiological approaches to examine the translation practices employed by Shafaq News, an Iraqi media outlet, and the challenges posed by cross-cultural difficulties. The findings indicate that the sampled outlet more frequently employed rewriting and re-editing of news content rather than faithful translation into English, making it challenging to establish accurate comparisons. Through analysis of the selected corpus, it was observed that the outlet predominantly utilized two main translation techniques: cultural borrowing and interpretation, with a greater emphasis on addressing social and cultural implications in English. As a result, the translation effectively reflected the intercultural aspects within the thematic content. The study highlights that the translator's cultural knowledge directly impacts the accuracy of the target text during the translation process.

Recommendations and Scope for the further research: Based on the findings and conclusions of this study, there are several potential areas for further research and exploration. These include: Comparative analysis of translation practices: Conduct a comparative study by analyzing the translation practices of multiple media outlets operating in different cultural and linguistic contexts. This would provide a broader perspective on the influence of cultural differences on translation processes and help identify common patterns or divergent approaches. Impact of translation on audience reception: Investigate the impact of translated news content on audience reception and understanding. This could involve conducting audience surveys, interviews, or experiments to assess how accurately translated content is interpreted by different target audiences, considering their cultural backgrounds and linguistic competencies. Role of translation technologies: Explore the role of translation technologies, such as machine translation and computer-assisted translation tools, in addressing cross-cultural difficulties and enhancing the quality and efficiency of translation in the media industry. Assess their effectiveness, limitations, and potential implications for the work of translators and the quality of translated content. Translator training and cultural competence: Investigate the role of cultural competence and translator training programs in addressing cross-cultural difficulties in translation. Analyze the impact of specific training interventions or educational approaches on enhancing translators' cultural knowledge and their ability to accurately convey intercultural nuances in translated texts. Ethical considerations in translation: Examine the

ethical dimensions of translation in the media industry, particularly concerning the representation of different cultures and the potential for bias or manipulation. Investigate the ethical frameworks, guidelines, and practices that can ensure responsible and culturally sensitive translation.

REFERENCES

- [1]. Abdallah, S. (2011:225-226). Press environment for journalism in Iraq after 2003 study on a sample of Iraqi journalists in Salahuddin province in 2011, 19/08/2011, Baghdad, Media and National Identity Book, University of Baghdad, College of Media, 19/08/2011.
- [2]. Abdulmajeed, S., and ALDebaisi, A. (2016). Elite's evaluation of the role of the Iraqi media in confronting sectarianism. *The Journal of Middle East Media (JMEM)*, Jordan: Volume 12, May 2016, ISSN 2152-629X.
- [3]. Al- Hamadani, F. (2020). Translation of News, Headlines. Research Gate.
- [4]. Halliday, M., & Hassan, R. (1989). *Language, context, and text: Aspects of language in a social semiotic perspective*. London: Edward Arnold.
- [5]. Hansen, A., and Machin, D. (2013). *Media and communication research methods*. New York: Palgrave Macmillan.
- [6]. Hatim, B., & Mason, I. (1997). *The Translator as a Communicator*. London: Routledge.
- [7]. Kadhum, S. H. (2012). *The Media in Transition: The rise of an 'independent' press in post-invasion Iraq and the American role in shaping the Iraqi press 2003 – 2005*, City University of London, October 2012.
- [8]. Mina Rastegar, Samira Sadat MirzadiGohari, *Communication Strategies, Attitude, and Oral Output of EFL Learners: A Study of Relations*, *Open Journal of Modern Linguistics*, Vol.6 No.5, October 25, 2016.
- [9]. Mustafa, I., and Hammadi, M. (2021). Vagueness in news headlines and its effect on translation. *Journal of Media Studies and Research (M.S.A.R) | Vol (the first) | Issue (2)*. 181-206.
- [10]. Noor Al-Deen, H. (2005). *Changes and challenges of the Iraqi media*. University of North Carolina at Wilmington on 2005.
- [11]. Purvis, T. (2006). *Get set for media and cultural studies*. New York: Edinburgh University Press.
- [12]. Pym, A. (2000). *Negotiating the frontier*. Manchester: St Jerome Publishing.
- [13]. Rasul, S. (2018). Translation of news headlines: A case of English headlines rendered into Arabic, Kurdish and Persian" *International Journal of Humanities and Cultural Studies* ISSN 2356-5926.
- [14]. Van Dijk, T. A. (1988a). *News Analysis: Case Studies of International and National News in the Press*. Hillsdale, New Jersey: Lawrence Erlbaum Associates.
- [15]. Wall, P., & Rayner, P. (2008). *Media Studies: The Essential Introduction for AQA*. London: Routledge. 11 May 2008.
- [16]. Web links:
- [17]. Al Janabi, O. (2019). *Iraq's media shops*"[Aljazeera.net/blogs](https://www.aljazeera.net/blogs). Retrieved from Link. (Accessed September 22, 2022).
- [18]. Data Portal. (2021). *Digital 2021: Iraq*. Retrieved from <https://datareportal.com/reports/digital-2021-iraq>. (Accessed August 10, 2022).
- [19]. Wahab, B. (2020). *Strengthening the Kadhimi Government (Part 2): Countering Militia Media*. The Washington Institute for near East policy. Retrieved from <https://www.washingtoninstitute.org/policy-analysis/strengthening-kadhimi-government-part-2-countering-militia-media>. (Accessed September 24, 2022)
- [20]. Vadivel, B., & Beena, P. V. (2019). The impact of multimedia in English language classroom of undergraduate students in engineering colleges. *International Journal of Advanced Science and Technology*, 28(2), 194-197.