

Translation and Ideology: A Critical Discourse Analysis of Chomsky's "Media Control" and its Arabic Translation

Sami S. Alghamdi (Corresponding author)

PhD Candidate, School of Education

University of New England, NSW, Australia

E-mail: salghamd@une.edu.au

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Abstract

There are many factors that influence the translators while translating a text. Amongst these factors is the notion of ideology transmission through the translated texts. This paper is located within the framework of Descriptive Translation Studies (DTS) and Critical Discourse Analysis (CDA). It investigates the notion of ideology with particular use of critical discourse analysis. The purpose is to highlight the relationship between language and ideology in translated texts. It also aims at discovering whether the translator's socio-cultural and ideology constraints influence the production of his/her translations.

As a mixed research method study, the corpus consists of two different Arabic translated versions of the English book "*Media Control*" by Noam Chomsky. The micro-level contains the qualitative stage where detailed description and comparison -contrastive and comparative-analysis will be provided. The micro-level analysis should include the lexical items along with the grammatical items (passive verses. active, nominalisation vs. de-nominalisation, moralisation and omission vs. addition). In order to have more reliable and objective data, computed frequencies of the ideological significance occurrences along with percentage and Chi-square formula were conducted through out the data analysis stage which then form the quantitative part of the current study. The main objective of the mentioned data analysis methodologies is to find out the dissimilarity between the proportions of the information obtained from the target texts (TTs) and their equivalent at the source text (ST).

The findings indicts that there are significant differences amongst the two TTs in relation to

the word choices including the lexical items and the other syntactic structure compared by the ST. These significant differences indicate some ideological transmission through translation process of the two TTs. Therefore, and to some extent, it can be stated that the differences were also influenced by the translators' socio-cultural and ideological constraints.

Keywords: Critical Discourse Analysis, Corpus, Descriptive Translation Studies

1. Introduction

Translation studies emerged to transfer knowledge between different languages. Hatim and Mason (1997) defined translation as the act of communication between specifically dealing with two distinctive languages including a range of different components such as culture, politics, history and ideology. Munday (2013) suggested another definition in which translation is consider the process between two different written languages involves the changing of an original written text (the source text or ST) in the original verbal source language SL into a written text (the target text or TT) in a different verbal language (the target language or TL). Some early studies focused on the notion of being faithful to the source text as Munday (2013) argued while the idea of the equivalence is still exist up to date.

1.1 Descriptive Translation Studies (DTS)

The DTS was developed by Gideon Toury and has since become an empirical methodology used in translation studies in order to compare and contrast the translation product along with the source text (Munday, 2013). It also involves the analysis of differences between the source text and the target text. Munday (2013) mentioned that the DTS may examine the product, the function and the process. The product-oriented DTS examines the existing translation in which description and analysis of single or several ST to TT pair is conducted. This also would involve the comparative of several TTs of the same ST. The function-oriented DTS is related to the description of the translation in the recipients' sociocultural situation. It focuses more to the context rather than the text itself. The process-oriented DTS is concerned with the psychology of the translation. It also concerns with what happened in the mind of the translator from a cognitive perspective.

1.2 Critical Discourse Analysis (CDA)

The CDA is consider the main division of the Discourse Analysis (DA) which can used as a research method in social sciences and as a theory. One of the founders of CDA, Norman Fairclough has described it as aiming;

to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures relations and process to investigate how much practices, event and texts arise out of and are ideologically shaped by relation of power and struggles over power (Fairclough, 1995, p. 132).

In order to carry out a CDA in an appropriate way, a considerable account should be given to the social variable such as ideology, power and gender. This is to say that CDA focuses not only on the given text but also on the social structure, which made CDA as a context bound approach. Locke (2004, p. 1) summarized CDA in seven bullet points, CDA;

- Views a prevailing social order as historically situated and therefore relative, socially constructed and changeable.
- Views a prevailing social order and social process as constituted and situated less by the will of individuals than by the pervasiveness of particular constrictions or versions of

reality.

- Views discourse as colored by and productive of ideology.
- Views power in society not much as imposed on individual subject as an inevitable effect of way particular discursive configurations or arrangements privilege the status and position of some people over others.
- Views human subjectivity as at least in part constructed or inscribed by discourse.
- Views reality as textually and intertextually mediated via verbal and non-verbal language systems and texts as sites for both inculcation and contestation of discourse.
- Views the systematic analysis and interpretation of texts as potentially revelatory of ways in which discourse consolidate power and colonize human subjects through even covert position calls (Fairclough, 1995).

Fairclough (1995) has done an excessive contribution to the formation of CDA in both directions as a theory and as a research method. He argued that the text does not convey meanings through linguistics features but it is generated and analyzed by its discursive formation reflecting certain ideologies or given ways of controlling and manipulating power relations. Similarly Dijk (1999), developed range of CDA stating that CDA is a type of discourse analytical research that primary studies the way social power abused, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context. His approach of analysis suggested two types; a) Micro-level which is the analysis of text in terms of syntax (grammar) and lexis (vocabulary), b) Macro-Level which is the analysis and description of rhetorical organization of various texts.

1.3 The influence of Target Culture on Translation

The translator's decisions are to some extent determined by the constraints of the target culture. Kang (2007, p. 240) indicated that any particular translation process is influenced by historically constituted discursive recourses in which the translator is willing to reformulate the text in accordance with norms and conventions of the target culture. Therefore, in order to have an acceptable translated text to the target readers, the translator should take into account the target culture context.

1.4 Ideology Transmission through Translation

In his definition Mooney (2011, pp. 17-18) stated that ideology is a way to view and describe the world which comes into existence with the use of any particular language. Precisely, Pagani (2007) indicated that ideology is a way of thinking and describing the world-order in a more natural way. Van Dijk (1999) identified the three most important concepts; discourse, social cognition and society. The emphasis here is where ideology constituted by critical discourse, which influences the social cognition and hence accepted by society. Therefore, a rigorous investigation of the discursive manifestation in a particular text should be conducted in order to find out the hidden ideological assumptions in that text.

The affect of ideology is mostly relevant to the production of a particular translated text.

This is to say that the ideology may influence the interpretation and production of the meaning in translation in comparing with the source text. Therefore, a translated text is influenced by the target language of the translator where the source text will be retextualised in accordance with the target text norms and conventions. In addition, Lefever (1992) has emphasized the three elements in terms of the relationship between translation and ideology; network of forms, conventions and beliefs are to determine the translator's decision when producing a text. Venuti (2008) identified two kinds of translation strategies; **domestication** and **foreignisation** meaning that whether to leave the writer in peace and drag the reader towards him or leave the reader alone as much as possible and push the author close to him. In other words, domestication deals with the reduction of the foreign text and minimization of foreignness of TT to receiving cultural values (Munday, 2013, p. 218). In the other hand, **foreignisation** strategy involves the translation methodology that is excluded by dominant cultural values in the target language. Venuti (2008) indicated that these two translation strategies are loaded with ideological stances since the translators has to adopt the TT's cultural norms and conventions in order to maintain a recognizable and readable text. Additionally, foreignisation strategy would maintain the pressure of the ST amongst the TT in which the translation product will appear ideologically loaded with the ST norms and conventions.

2. Objectives of the Current Study

The main aim of the current research study is to investigate the influence of the socio-cultural and ideological constraints on the translator's strategies when the production of the final TT. Consequently, the study aims to identify the ideological assumption hidden in both the ST and the two TTs. This is to say that analysis of the differences amongst the two TT in terms of the hidden ideological assumption will be conducted.

2.1 Research Questions

- To what extent does the Arabic Translation influenced by the translator's socio-cultural and ideological constraints?
- How hidden underlying ideological structure can be represented in English and Arabic discourse particularly in political text?
- What are the main strategies, procedures and approaches used in order to carry out the translation?

2.2 Research Material

The material used in conducting the current research is a corpus of two Arabic translated versions (Target Texts) of the English book "Media Control" by Noam Chomsky (Source Text). Therefore, the data collection will be based on the three books as the following:

1. The English book "*Media Control*" (Chomsky, 2002) as the ST.
2. The first Arabic translated version "*haymanat Al-I'lam*" by Tr. Ibrahim Al-Shihabi (Al-Shihabi, 2005) as TT1.

3. The second Arabic translated version “*Al-Saytrah Ala Al-I’lam*” by Tr. Amina Abdullatif as TT2 (Abdullatif, 2005).

2.3 Research Methodology

In order to address the above mentioned objectives and also to answer the research questions, the researcher adopted CDA theory and most precisely the framework indicated by Van Dijk (1999) as the basis for the data analysis. The content of the three mentioned texts will individually be examined at two levels; a) Macro-level analysis and b) Micro-level analysis. The macro-level analysis answers questions related to when, how, where, what the text is. In contrast, micro-level analysis is based in the process of segmentation in which notes should be taken to find out the translation problems existed in the text. This is also used in order to identify the gain and loss in the translation of the text. The micro-level analysis will split the text into the following:

- Lexical translation unit will be referred to as *lexicalization*, which focuses on the use of biased words and ideologically hidden terms.
- Dominant syntactic choices which addresses the divergence amongst verbs, adjectives, pronouns, proper nouns and adverb in both TTs. It also includes the significant difference in terms of passivisation, modalisation, nominalisation and addition verses omission in translation, and foreignisation verses domestication.

The above-mentioned analysis is done through careful sentence-by-sentence comparative and contrastive reading of both ST and TTs, which will then form the qualitative stage of the current study. It is important to mention that the ST analysis will draw on a similar analysis done by Khajeh and Khanmohammad (2009) for the current ST under study. Instances of ideological structures in the ST were noticed along with the translation procedure and strategies that were applied in the two TTs. For this reason and to make the data interpretation more reliable and as objective as possible, the researcher used computed frequencies and percentages of patterns of occurrences for the observed ideologically significant instances. Chi-square was used in order to find out the proportion of the ideological instances found in the two TTs compared with their equivalences in the ST.

3. Macro-Level Analysis

Media Control is a political textbook written by Noam Chomsky and has been translated more than once into Arabic. Two translated texts of this text, Al-Shihabi (2005) and Abdullatif (2005), were chosen for the purpose of the analysis in this paper. There are common features between both translators including the fact that they both are native Arabic speakers. The setting of the ST is outside the Arabic speaking world; therefore both mentioned translators have attempted to localize their translations as much as possible. Both translators used the same mentioned names in the ST in their translation as they appeared in the ST as transliteration strategy. However, Al-Shihabi (2005) used foreignised text strategy in writing the proper names by inserting the English alphabet in the ST. The preface that shows the translator’s statement of intention does not exist in any of the two mentioned transitions. Both translators used footnotes referring to many ambiguous ideas and places

with more Arabic explanations. These issues along with the culture-specific items existed in the ST were major challenges and this is reflected in the translations.

The translation TT1 of Abdullatif (2005) is considered the most commonly understood by the target language readers since it conveys not only the linguistic meaning but also the feelings. The reader of the TT1 can to some extent barely discern that this text is a translation as the translator has been more faithful to the ST.

In contrary, Al-Shihabi (2005) TT2 starts his translation with a comprehensive historical background of the ST author and the ST as well. The language of this TT is considered more complicated and likely more foreignised than that of Abdullatif (2005). Therefore. More effort is needed to read and comprehend the TT2

4. Micro-Level Analysis

The following comparison will discuss three main aspects within each of the TTs. These are: adapted translation strategies, the translation of culture-specific items and evaluation of the overall translation.

4.1 Translation Strategies

- TT1

Abdullatif (2005) has adapted a mix of free and literal translation that has been contributed to a strong fidelity to the TT. The idea of domestication can be clearly noticed, as the text uses purely classic Arabic terms. Nida (1964, p. 23) indicated that the message should come across the receptor's linguistics needs with complete naturalness of expression. With Nida's view in mind, TT1 is considered as the most comprehensible and readable text. It also conveys the same feelings nearly as existed in the ST. TT1 has succeeded in following the appropriate strategies including compensation, more or less expressive words, paraphrasing, omission, transliteration and also cultural substitution. Another issue that can be noticed in the TT1 is that some source language concepts are not lexicalized in the target language. Baker (1992, p. 21) mentioned that the source language word may express a concept which is not known in the target culture but simply not lexicalized in the target language. She suggested the strategy of paraphrasing or explanation in order to resolve this issue. In addition, Pym (2010, p. 28) indicated that equivalent might not exists in either the source language or the target language. He refereed to this case as directional equivalence. The following Table 1 shows the strategies used in the TT1 translation along some examples and their back translation (BT).

Table1. Examples of Translation strategies used in TT1

Translation strategy	ST	TT1	BT
Compensation	Bewildered herd	القطيع الضال	Wayward herd
Expressive words	Sentiments	مشاعر	Empress their feelings
Cultural substitution	Movements	حركات احتجاجية	Protest movements
Transliteration	United fruit	يوناييتد فروت	United fruit
Paraphrase	Light-headed	السطحيون	Superficial

• TT2

Al-Shihabi (2005) has adapted mostly literal word for word translation style which has resulted in a noticeably foreignised text. However, he has adapted the free translation style in certain parts that appear to carry a repetition of ideas. He has used different synonyms in order to differentiate his translation from other translations. Similar strategies have been applied in TT2 regarding compensation, more or less expressive words, paraphrasing, omission, amplification and cultural substitution. The following Table 2 shows the strategies used in the TT2 translation along some examples and their back translation (BT).

Table 2. Examples of translation strategies used in TT2

Translation strategy	ST	TT2	BT
Compensation	Bewildered herd	الرعاع	Ragtag and bobtail
Expressive words	Sentiments	عواطف	Emotions
Cultural substitution	Movements	حركات احتجاجية	Protest movements
Transliteration	Barbarism	بربرية	Barbarism
Paraphrase	Well-functioned propaganda	ذوي الدعاية الجيدة	Of a good performance

The insertion of foreign elements in the TT2 written in English alphabets was not an appropriate decision as this resulted in failure of the process of translation. This also resulted in a foreignised text which negatively affected the reader's reception of the text as there still exists for the reader some vocabulary not translated. Al-Shihabi (2005) can be considered as a liberal to the target language since more added amplification terms into the TT2 are evident. However, these amplifications were appreciated as they compensate for the foreignised text. In terms of the form, the complexity of the ST writing style was in some extent a dilemma in which this was reflected on the translation and later negatively affected the reader's reception of the text. Baker (1992, p. 31) considered cultural substitution as an example of a translation strategy. This strategy involves the replacement of a particular cultural term with the TT term. In TT2, this strategy is successfully implemented as shown in table 2.

4.2 Results

4.2.1 Patterns of Occurrences of Ideological Discursive Structures in the ST

Statistical facts about patterns of occurrences of discursive structure in the ST will be mentioned in this section before commencing the interpretation of data found in the current study. This will include basic significant information about the frequencies and percentage of patterns of occurrences of discursive structure in the ST. In their analysis of ST, Khajeh and Khanmohammad (2009) have brought a meaningful foundation for the English copy of the material under study as per Table 3.

Table 3. Patterns of Occurrences of discursive structures in the ST (Khajeh & Khanmohammad, 2009)

NO	Discursive structure	Freq. in ST	Percentage in ST
1	Lexicalisation	800	19.25
2	Nominalisation	311	45.7
3	Modalisation	207	30.4
4	Passivisation	167	24.6

4.2.2 Patterns of Occurrences of Ideological Discursive Structures in the TT1 and TT2

Both translators have applied different strategies in translating any particular ideological term. This can be clearly seen with the random use of passive verses active tense, nominalization, addition, and deletion strategies throughout both TTs. Table 4 shows the frequencies and percentage of the translation strategies applied in TT1 and TT2.

Table 4. Comparative/ Contrastive in translation strategies in TT1 and TT2

NO	Translation strategies	TT1		TT2	
		Fr.	Per.	Fr.	Per.
1	Lexicalisation	1390	8.8	1552	13.36
2	Nominalisation	354	56.1	463	79.8
3	Modalisation	152	27.2	125	21.8
4	Passivisation	144	26.9	213	32.8
5	Addition	164	21.5	46	25
6	Deletion	28	26	13	4.04
7	Foreignisation	51	23.2	162	72.05
8	Domestication	264	75.5	186	32.5

Chi-square formula (χ^2) used in this stage to have the research data interpretation more objective. This is also done to find out what proportion of the information extracted from the TTs were noticeably foreignised or domesticized compared to the ST. The following Table 5 shows the statistical test of nominal data differences amongst the eighth variables.

Table 5. Statistical nominal data differences between variables in both TT1 and TT2

	Translation strategies	TT1 Fr.	TT2 Fr.	$\chi^2 = (TT1-TT2)^2 / TT2$
1	Lexicalisation	1390	1552	16.90
2	Nominalisation	354	463	25.66
3	Modalisation	152	125	5.83
4	Passivisation	144	213	22.35
5	Addition	164	46	302.69
6	Deletion	28	13	17.30
7	Foreignisation	51	162	76.05
8	Domestication	264	186	32.70
				$\chi^2 = 499.48$

In order to interpret the Chi-square data shown on Table 5, the degree of freedom (d.f) should be determined. The degree of freedom can be calculated as the number of categories in Table 5 minus 1. Therefore, in this case the d.f is 7. According to the table of the Chi-square, the critical value of χ^2 with 7 d.f was 14.07 at the level of 0.05 and 18.48 at the level of 0.01. Additionally, in accordance with the probability value and the above-calculated χ^2 of 499.48, the rejection of any chosen null hypothesis can be fairly indicated. Therefore, it can be clearly stated that there is a connection between the socio-cultural and the ideological constraints of the translator and the adopted strategies for translation.

In more details the micro-level analysis of the current study will be followed in order to shed light on the most important occurrences of both ST and TTs. This is also would give a clear evidence of the mentioned relationship between the translator's socio-cultural and ideological constraints along with the adopted translated strategies.

4.3 Lexicalisation

Two main categories were classified in terms of the lexical choices made by both translators in the two TTs;

4.3.1 Lexical Differences

As mentioned early that the ideologically valued terms such as (propaganda, war, democracy, totalitarian and power) were repeated 800 times through the ST as per table 3. In contrast, the frequencies of pattern of occurrences for the same mentioned terms in the TT1 indicate a number of 1390 times in TT1 and 1552 times in TT2. Noticeably, TT2 reveals a large degree of ideological lexical items, which indicate the more powerful and reinforced political discourse compared to the ST. However, TT1 reveals a degree of ideological lexical items less than that of the TT2. This degree of ideological lexical items in the TT1 indicates the use of more complex, negative and even ideologically meaningful. The translator of the TT1 has made too much effort in order to create a persuasive ideological and political influence on the TT readers. The following Table 6 shows examples of some of these mentioned ideological

valued items in both TT1 and TT2 with their back translations.

Table 6. Examples of ideological valued items in both TT1 and TT2

ST	TT1	BT	TT2	BT
Propaganda	بروباقاندا	Propaganda	دعاية	Advertisement
War	حرب	War	حرب	War
Democracy	ديموقراطية	Democracy	ديموقراطية	Democracy
Totalitarian	ديكتاتوري	Dictator	استبدادي	Totalitarian
Power	جبروت	Power	قوة	Power

4.3.2 The Lexical Equivalent Inconsistency

In this section there are a number of words that have not been translated consistently while the ST words remain the same throughout the text. In TT1 the concept of “bewildered herd” has been translated inconsistently throughout the TT1. As mentioned earlier that the TT1 has the largest degree of ideological valued items, this can be clearly noticed through the inconsistent use of equivalents in translation. This inconsistency of using different equivalent throughout the text might be as a result of the free translation style adopted by the translator. In contrast, TT2 has fairly used the word-for-word translation style, which has resulted in a clear foreignised text with less amplification in the translation process. While this equivalent inconsistency was heavily occurred in the TT1, more readable and appropriate text was successfully produced. The following Table 7 shows some examples of these mentioned equivalent inconsistencies.

Table 7. Lexical equivalent inconsistencies

ST	TT1			TT2	
	Equivalent inconsistency			Equivalent inconsistency	
Propaganda	بروباقاندا	دعاية	إعلانية	دعاية	إعلام
Control	تحكم	سيطرة	إدارة	هيمنة	تحكم
Bewildered herd	القطيع الضال	القطيع الحائر	القطيع الضائع	الرعاة	جماهير دهماء
Totalitarian	ديكتاتوري	استبدادي	-	ديكتاتوري	-
Power	قوة	تمكن	جبروت	قوة	نفوذ

4.4 Dominant Syntactic Choices

4.4.1 Nominalisation

Nominalisation is a phrase generated from word class generally verbs. It turns verbs (actions or events) into nouns (concepts, people or things). Table 4 presents a comparison amongst both TTs in terms of nominalisation. TT1 utilizes nominalisation instances of 354 whereas in TT2 463 instances. This process is commonly applied at both TTs while extensively nominalized text is seen in TT2.

4.4.2 Passivisation

For the TT1, the reoccurrences instances of passivisation noticed were 144 while 213 found in TT2 as per Table 4. This reveals that TT2 has the same tendency of the ST author to explicitly translate word-for-word. While the TT1 whose efforts were noticeably clear in providing amplification and expansion to the text in terms of shifting from passive in the ST voice to an active voice in the TT and vice versa. The amplification process has resulted in expansion of the TT1 in which large proportion linguistics structure has been produced. From ideological point of view, these mentioned instances did not provide significant results. The following Table 8 presents an example extracted from the TT1 that shows the amplification strategy.

Table 8. Passive verses active in TT1

ST	TT1
“This tells you something the way a well-functioning system of consent manufacturing works...”	وهذا يدل على كيفية عمل الأنظمة ذات الأداء الجيد....

4.4.3 Modalisation

The ST comprises a number of 207 items in relation to the modalisation while less frequently items of 152 used in the TT1 and 125 used in the TT2. Although the amount of instances of modalisation was less than that of the ST, but this might pose a different effects on the target readers. It also might different effects in terms of ideology and culture. The following Table 9 is a clear example for the use of modalisation in both TTs compared with the ST.

Table 9. Modalisation in ST and TT1

ST	TT
Let's begin with the...	لنبدأ أولاً بطرح ...

4.4.4 Addition Verses Deletion

A comparison between both TTs and the ST shows that there is a huge difference. The amount of amplification and addition made by the translator of TT1 was 146 more in comparison to TT1 with only 46. It was found that the translator of TT1 not only expanded the text by addition and amplification but also a deletion has been notices amounting to 28. Similarly, TT2 translator has deleted a number of 13 items with fewer amounts of amplification expansions to the text compared to TT1. In TT1, the translator added a footnote illustration to express her opinions towards some content of the text for the target reader. It is also noticed that TT1 is trying explicitly adding some persuasive and inspiring conceptions when describing the Unites States. The following table 10 is an example extracted from TT1 compared with the ST instance.

Table10. Addition verses deletion in ST and TT1

ST	TT1
Let's get back to the Martian...	لنعد مرةً أخرى للكائن المريخي ...

4.4.5 Foreignisation Verse Domestication

The data analysis showed that the first translator of the TT1 has adopted the free translation strategy. This has resulted in more classical Arabic form of language in which an appropriate and readable text has been successfully produced accordingly. This noticeably was amounting to 51 instances of foreign added words. The foreignisation process in this text can be justified as per the use of transliteration and the same proper name written in Arabic alphabets. Therefore domestication process has been clearly noticed throughout this text, which was amounting to 264 items.

In contrast, the translator of the TT2 has adopted the word-for-word translation strategy. This has resulted in more foreignised text in which every single sentence can stand alone at some point in this text. The foreignisation process in this text can be justified not only per the use of transliteration but also the same proper names were written in both English and Arabic alphabets. Therefore, the reader could still face some terms through the text, which have not yet been translated. The amount of foreignised items noticed in this text were 162 compared to 186 items were noticed at the domestication strategy.

5. Discussion

Political discourses are considered with specific genres, which reveals different challenges for translators. It can be noticed that translators, to some extent, can have the tool to influence the production of any particle text. In this case, the reader's mind can be influenced whether to form, accept, reject or confirm certain ideology. For the current analysis, the researcher found that some of the translation strategies were preferably chosen while other strategies were explicate and prominent throughout both texts. In the TT1 for instance, the translator explicitly used the free translation style and solicited the text with more amplifications in order to produce a readable text. In contrast, the use of word-for-word style in the TT2 was dominant throughout the text, which as discussed earlier resulted in a foreignised text. Transliteration strategy was also dominant in TT2, which signify that on many efforts were paid to translation process. It has been noticed that TT2 has a tendency to reflect the same exited ideology in the ST into the production of target text. The most predominate translation strategy was applied by both translators was the nominalization. The extensive use of nominalization amongst both TT1 and TT2 can be justified as per the linguistics structure of the Arabic language.

6. Conclusion

The critical discourse analysis of this political text provided useful details in relation to the socio-culture constrains and ideology through translated texts. The ST along with its parallel Arabic translations has been analysed under two main level; macro and micro analysis. The

paper attempted to shed light on the translators' socio-cultural constraints and ideological instances existed at both target texts. It also investigated the reoccurrences of ideological instances and compared with each other.

In view of this, the finding presented in this paper intended to a better understanding in terms of choosing the translation strategy. It was hoped that this paper would give a greater insight concerning indirect persuasive translation approaches that could place the reader in specific ideological position.

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