

A Study of Additions and Omissions in English Translations of Persian-based Social, Cultural and Political News Headlines: A Case Study of ISNA News Agency in Arab Spring

Hajar Khanmohammad

Islamic Azad University,
Tehran Central Branch, Faculty of Foreign Languages

Ali Aminzad

Islamic Azad University,
Tehran-South Branch, Faculty of Persian Literature and Foreign Languages

Additions and omissions, the techniques fundamentally approved and widely applied in news translation, are abundantly exploited by some news agencies around the world. This study sought to explore the extent to which news was misrepresented when using additions/omissions in the translations of social, cultural and political news headlines. The research primarily compares and contrasts the collected news headlines from ISNA news agency with the corresponding headlines broadcast on Press TV and IRIB English Radio, printed in Iran News and Tehran Times newspapers or with the house style headlines circulated on the websites belonging to Washington post and Independent. Applying Baker's taxonomy of grammar and House's overt and covert translation models, the percentile tabulation in the results section revealed that political news headlines, in comparison with social and cultural news, tolerated a wider range of modifications when translated from and into Persian by ISNA.

Keywords: Addition, Omission, Overt translation, Covert translation, House Style.

1. Introduction

Additions and omissions in translation are common phenomena translators have recourse to in order to make a way out of the labyrinth of lexical equivalents and pragmatics. The structural and lexical complexities a translator encounters in rendering a text, the literary or culture-specific conveyances in particular, forces him/her to omit a culturally undesired part from the original text or to add another part to the text. Since no two languages are the same, either systematically or culturally, some alterations such as additions and omissions might be unavoidable (Baker, 1992; A. Bell, 1991; Bielsa & Bassnett, 2009; Fairclough, 1995; Fowler, 1991; Gutt, 2000; Hatim & Munday, 2004; Leuven-Zwart, 1989 as cited in Munday, 2008; Newmark, 1988b; Nida, 1969; Tymoczko, 1994; Venuti, 1998).

Following additions and omissions, other techniques like substitutions (Baker, 1992; A. Bell, 1991), expansions (Newmark, 1998a; Nida & Taber, 1982; Steiner, 1998), and reductions (Bassnett, 2002; Cixous, 1979 as cited in Bassnett & Trivedi, 1999; Newmark, 1998a; Nida & Taber, 1982; Venuti, 2000) in lexical, contextual or structural levels may also be inevitable. However, "the information that passes between cultures through news agencies is not only translated in the interlingual sense, it is reshaped, edited, synthesized and transformed for the consumption of a new set of readers" (Bielsa & Bassnett, 2009, p.2).

Any text can simply be subjected to distortion and thus misrepresented in translation when it is expanded (Newmark, 1998a; Nida & Taber, 1982; Steiner, 1998) to add important background information to the target reader's knowledge, or reduced (Bassnett, 2002; Cixous, 1979 as cited in Bassnett & Trivedi, 1999; Newmark, 1998a; Nida & Taber, 1982; Venuti, 2000) to eliminate unnecessary information from the text to avoid redundancy. Newmark (1988b) has relegated the strategy by claiming that "reduction and expansion are rather imprecise translation procedures, which you practice intuitively in some cases and ad hoc in others" (p.90).

Attempts to find a solution to the problem of manipulating additions and omissions have scarcely gone beyond the notion of inevitability. For example, Baker (1992) has affirmed that, "A certain amount of loss, addition, or skewing of meaning is often unavoidable in translation; language systems tend to be too different to produce exact replicas in most cases" (p.57). Nevertheless additions and omissions might inflict irreparable damages on the text if the loss-gain balance is overlooked. Yet, the issue becomes more complicated and disputable when it is done by a news agency on the translation of social, cultural and political

news. News agencies are, supposedly, the most trustable organizations to deliver the news unruffled. It might even be expected that the notion of fidelity to the source text requires that a news item should be translated as it was written in the original. Therefore, the study attempted to demonstrate the extent to which additions and omissions have been applied in the translations of social, cultural and political news headlines.

Through making a distinction between inevitable untranslatability (Baker, 1992) and preferred additions and omissions (Bielsa & Bassnett, 2009), the researcher wished to display the damages applying these techniques causes to the original news which are, then, normally justified under the pretext of domesticating or foreignizing.

Translations spread by different news agencies have failed, in many cases, to retain an identical meaning of the original. Thus, the findings of the present study will hopefully be applicable to those organizations and institutions, operating in world service news broadcasting or distribution areas, which irresponsibly authorize some components of the news to be vanished or altered within the process of translation.

The conclusion could optimistically have an alarming function to those non-specialist translators who venture to accomplish a translation task merely by trusting in their personal general English knowledge, and disregarding academic or theoretical basis in translation studies.

The questions the present study strived to find answers to were:

- Q1: What is the frequency of omission of linguistic, syntactic or semantic types in the translation of news?
- Q2: What is the frequency of addition of linguistic, syntactic or semantic type in the translation of news?
- Q3: What are the changes that occur in the meaning of the message when omissions are applied?
- Q4: What are the changes that occur in the meaning of the message when additions are applied?

2. Review of the Related Literature

2.1. Introduction

Translations, in fact, have always revealed shifts at different levels: from changes of punctuation, distribution of the text in paragraphs, omissions and extensions, to changes of meaning by covertly or overtly translating the original. However, the deformation of the original in translation is mainly attained by additions and omissions, whether allowing to appear intentionally for certain reasons, or rising inevitably from untranslatability and even sometimes resulting from the translator's understanding and interpretation of the text.

There has never been an end to the discrepancies among scholars who took a stance in advocating the values of the original to be preserved for cognitive reasons and those who benefited from manipulating the original in favor of the target. Berman (1985, as cited in Venuti, 2000), for example, averred that "addition adds nothing, but augments only the gross mass of the text, without augmenting its way of speaking or signifying; it is actually a nonsense designed to stifle the work's own voice" (p.290).

Moreover, in linguistically-oriented critiques of news reporting in the media, it has repeatedly been pointed out that different ways of saying the same thing "are not random, accidental alternatives, since differences of expression carry ideological distinctions" (Fowler, 1991, p.3-4).

According to Pym, Shlesinger, and Simeoni (2008), "When compared with non-translations, translations are simpler, flatter, less structured, less ambiguous, less specific to a given text, more habitual, and so on" (p.315) which is an instance of reduction at the cost of simplification and that "simplification can simply mean mystification" (p.273). On the other hand, Large-scale omissions often lead to replacements of segmentation, especially when the omitted parts are not integral sentences and as Fairclough (1995) has pointed out, "even low level choices involving single clauses and even single words within them can have significant ideological effects" (p.109). This is, basically, to imply that a change of location may often be accounted for as an omission in one place compensated by an addition elsewhere which will finally lead to misrepresentation of the original.

Lefevere (1992) promoted translation as being a rewriting of an original text and then argued that:

All rewritings, whatever their intention, reflect a certain ideology and a poetics and as such manipulate literature to function in a given society in a given way. Rewriting is manipulation, undertaken in the service of power; and in its positive aspect can help in the evolution of a literature and a society. Rewritings can introduce new concepts, new genres, new devices, and the history of translation is the history also of literary innovation, of the shaping power of one culture upon another. But rewriting can also repress innovation, distort and contain, and in an age of ever increasing manipulation of all kinds, the study of the manipulative processes of literature as exemplified by translation can help us towards a greater awareness of the world in which we live. (p.xi)

Hatim and Mason (2001) have also contended that rewriting is a "metalinguistic processes, including translation, which can be said to reinterpret, alter or generally manipulate text to serve a variety of ideological motives" (pp.347-348). Meanwhile, modulation has been described by Hatim and Munday (2004, p.344), as "a translation procedure, where target text presents the information from a different point of view (e.g. negation of opposites as in *it is difficult* instead of *it isn't easy*)"

2.2. News translation

Bielsa and Bassnett (2009) have divided the journalistic texts into "informative, interpretative and argumentative genres", where "Informative genres ... typically offer the maximum space for intervention and alteration ..." (p.68). The most frequent modifications are: "Change of title and lead, ... elimination of unnecessary information, ... addition of important background information, ... change in the order of paragraphs, ... and summarizing information ..." (p.64). In contrast, Fairclough (1991) believed that, "these procedures are clearly linked with production or editing techniques rather than with translational strategies" (p.61).

R.T. Bell (1991), on the other hand, divided media text transformations into three categories and termed them "information deletions ... lexical substitutions ... and syntactic editing rules ..." (pp.70-74).

Furthermore, Hatim and Munday (2004) contend that:

"If a text was written in the original SL communicative situation in order to transmit news, ..., then the translation should transmit the original information in full, ... without unnecessary redundancy [which] relates to the controversy about target text additions or omissions" (p.184).

Van Dijk (1990, as cited in Salama-Carr, 2007), offering a wider range of text processing in news production, has listed five central operations including “selection, reproduction, summarizing, local transformations and stylistic and rhetorical formulation”; transformation would be subdivided into other four types: “omissions, additions, permutations and substitutions” (p.101). Meanwhile, Reiss (2000) has assumed that the communicative purposes of news texts determine that a domesticating translation or the linguistic adaptation to the usage of the target language is the most appropriate translation strategy.

The procedures discussed were similar to “the recontextualisation strategies, addition, deletion, rearrangement and substitution”, (Schäffner & Bassnett, 2010, p.4), and they could equally be used for describing news production across linguistic boundaries.

Furthermore, it has also been declared that recontextualisation often involves the “filtering of some meaning potentials of a discourse” (Schäffner & Bassnett, 2010, p.5).

Bielsa and Bassnett (2009), also, advocated the notion that “translation ... involves negotiation, it involves conscious selection and re-creation in the target language” (p.8).

The quotation above was an apparent reinterpretation of Skopos theory, developed by Reiss and Vermeer in 1980s, “which postulated that the objective of the target text would determine how it was translated; this meant that a translation could deviate enormously from the source and yet fulfil the original purpose” (Bielsa & Bassnett, 2009, p.8).

Documenting a number of examples from newspapers, Baker (2006) devalued manipulation in translation and reported that “claims of narrative manipulation through omission and/or addition in translation are frequently made in the media in relation to statements by ‘rogue’ personalities such as ‘Saddam Hussein’ and ‘Osama Bin Laden’”, and then concluded that, “The tabloid press in most countries generally tends to exaggerate sensational aspects of public narratives in a bid to improve the newspaper’s circulation. It also tends to regurgitate official narratives ... to ingratiate itself to the regime” (p.118-119).

However, Tymoczko and Gentzler (2002, as cited in Bielsa & Bassnett, 2009) even proceeded further by extending the idea that “there are times when translation may also involve more sinister forms of textual manipulation that [is] falsification and refusal of information” (p.9). Bielsa and Bassnett (2009) also concurred on the idea that: “A translator can add to a text or ... leave out parts of it. Translators can ... expand a text with explicatory details, or delete those

parts which are deemed too unfamiliar and inaccessible to a target audience” (p.9).

On the other hand, it was argued that “Intentional and unintentional manipulation of opinions is related to the extensive concept of ideology reflected in language use, i.e. the various explicit and implicit ways in which attitudes, beliefs and values shared by a particular group or society are linguistically realized” (Gambier, Shlesinger, & Stolze, 2007, p.215).

Yet, Schäffner and Bassnett (2010) astounded by the ambiguous attitudes toward news translation manifested around the world that, “... interviews undertaken locally in one language may then be edited down, summarized, passed on via another language, edited down again, transferred into the news agency language, adapted to the house style of a particular publication, and shortened to conform to space limits ...” (p.9).

Finally, two main types of intercultural manipulation with regard to culture-specific items have been “Preservation—by repeated use, transliteration, linguistic (rather than cultural) translation, extratextual annotations (footnotes), and intertextual annotations (explications in the body of the text); [and] Conversion—by synonyms, universal terms, cultural equivalents in the target language, omission, and neologisms” (Pym, Shlesinger & Simeoni, 2008, p.43).

The importance of the present study, which brought to light the manipulative nature of addition and omission in journalistic translation, remained unblemished when no identical or even similar research was traced since the sparks of Arab Spring in December 2010.

3. Methodology

3.1. Instrumentation

House’s model of translation quality assessment, “overt and covert translations” (House, 2009, pp.36-7) and Baker’s taxonomy of grammar, “tense, voice, nominalization, modal and article” (Baker, 1992, pp.87-110) were the two instruments employed to accomplish the analytical segments of the study on ISNA news agency’s political, social and cultural news headlines.

3.2. Corpus

The corpus for this study was carefully selected from eight different news agencies, five of which were national with the other three being foreign. The data were collected in a one-month period, May 1st 2012 to May 31st 2012, mainly from a website through which ISNA news agency offered both the original news headlines in Persian and its translated texts in English. The collected news items included merely the house style of political, social and cultural news headlines.

In order to examine the originality of the news within the same period, the comparable news items to those of ISNA, also, were collected from seven other news agencies. They were two national newspapers, Iran News and Tehran Times, two state-run broadcasting news agencies, Press TV and IRIB English Radio, retrievable from <http://www.presstv.ir>, and <http://www.irib.english.ir>, respectively, and three overseas newspaper websites, retrievable from <http://www.washingtonpost.com>, and <http://www.independent.co.uk>, and <http://www.nytimes.com>.

3.3. Procedure

The one-month data collection procedure for the study was accomplished in three stages:

First, the primary data were collected from ISNA news agency's website, which offered both Persian and English versions of the news in <http://www.isna.ir>, in a thirty-one day course during the month of May in the year 2012.

In the second stage, an identical data collection procedure was conducted within the same one-month period for Press TV, English Radio, Iran News and Tehran Times. Press TV and English Radio were retrievable from <http://www.presstv.ir>, and <http://www.irib.english.ir>, respectively. Iran News and Tehran Times newspapers were purchased for the whole month of May.

Data, in the third stage, were again collected from originally English news agencies, Washington Post, The New York Times and Independent, exactly within the same time length, repeating the same procedure. They were retrieved from <http://www.washingtonpost.com>, <http://www.independent.co.uk>, and <http://www.nytimes.com>. This was needed to draw comparisons when the source text had been English and not Persian. After reviewing about 6500 news headlines, 27 ISNA-based Persian news headlines were selected, for which

the researcher found 19 equivalent translated news headlines by ISNA, 24 corresponding translated news headlines by other national news agencies, and 19 corresponding originally-English news headlines by overseas news agencies. Then, the information was classified and placed in Tables.

4. Data analysis

Some examples of each news category are investigated at this point of the study for the process of the analysis to be clarified.

ا. اسماء: هینشکی ۱۱ شهید: ۱۳۳۱
 خبر: ...
 ...

(ISNA): Mon. 30, Apr. 2012,
 Iranian scientist creates gas-filled aspirin to fight cancer

Table 1. Analysis of news headline # 1

	News Categ.	Source News (Persian)	Translated News (English)	Addition	Omission	Overt TR	Covert TR
Word Class	Social	اسماء: هینشکی ۱۱ شهید: ۱۳۳۱	gas-filled aspirin to fight cancer	gas-filled	...		fight _____ creates
Taxonomy of	Tense	Past	Present				
	Voice	Active	Active				
	Nominalization	...	Creates				
	Modal		-----				
	Article	اسماء: هینشکی ۱۱ شهید: ۱۳۳۱	-----		...		

The headline No. 1, analysed in Table 1, demonstrates that its translation was distorted by 1 instance of addition and 6 omitted words including 1 article. It was also a case of covert translation. Voice remained unchanged but tense was changed from past to present. There was also 1 example of nominalization.

2. اسپیکر: هینشود 11 شهید در 1331 -
 در این سال که گشت سحرآمیز است و هر کسی که بخواهد
 بر این راه قدم بگذارد باید بداند که هرگز به جایی نخواهد رسید

1. (ISNA): Tues. 01, May, 2012, Iran condemns Quran desecration in US
2. (TEHRAN TIMES): Tues. 01, May, 2012, US should apologize over provocative Quran burning incident
3. (English Radio): Sat. 05, May, 2012, US should apologize over provocative Quran burning incident

Table 2. Analysis of news headline # 2

	News Categ.	Source News (Persian)	Translated News (English)	Addition	Omission	Overt TR	Covert TR
Word Class	Political	اسپیکر: هینشود 11 شهید در 1331	Quran desecration condemns	Condemns	در این سال که گشت سحرآمیز است و هر کسی که بخواهد بر این راه قدم بگذارد باید بداند که هرگز به جایی نخواهد رسید		Condemns

Taxonomy of	Tense	Present	Present				
	Voice	Active	Active				
	Nominalization	هینشود	Condemns				
	Modal						
	Article	—	————		—		

The headline No. 2, analysed in Table 2, demonstrates that its translation was distorted by 1 instance of addition and 14 omitted words including 1 article. It was also a case of covert translation. Tense and voice remained unchanged. There was also 1 example of nominalization.

1. اسپیکر: هینشود 16 شهید در 1331 -
 در این سال که گشت سحرآمیز است و هر کسی که بخواهد بر این راه قدم بگذارد باید بداند که هرگز به جایی نخواهد رسید

1. (ISNA): Sun. 06, May, 2012, Ir an's "A Sepa ra ti on" award ed in Ital y Int'l fest
2. (Press TV): Sun. 06, May, 2012, "Sepa rati on" wins Italian festi val

Table 3. Analysis of news headline # 3

	News Categ.	Source News (Persian)	Translated News (English)	Addition	Omission	Overt TR	Covert TR
Word Class	Cultural	اسپیکر: هینشود 16 شهید در 1331	Ir an's "A S eparati on" awarded in Ital y Int'l fest	Ir an's Int'l fest	در این سال که گشت سحرآمیز است و هر کسی که بخواهد بر این راه قدم بگذارد باید بداند که هرگز به جایی نخواهد رسید		A Separatio n awarded

Taxonomy of	Tense	Past	Past				
	Voice	Active	Passive				
	Nominalization						
	Modal						
	Article						

The headline No. 3, analysed in Table 3, demonstrates that its translation was distorted by 3 instances of addition and 6 omitted words. It was, also, a case of covert translation. Tense remained unchanged but voice changed from active to passive. There was no example of nominalization in this headline.

4. Hollande هيلاري 17 تهديد: 1331
...
...

1. (Press TV): Mon. 07, May, 2012, Hollande beats Sarkozy in run-off
2. (English Radio): Mon. 07, May, 2012, Hollande beats Sarkozy in run-off

3. (INDEPENDENT): Mon. 07, May, 2012, Hollande ousts Sarkozy to become president

4. (IRAN NEWS DAILY): Tues. 08, May, 2012, Hollande Defeats Sarkozy 51.62% to 48.38%

The headline No. 4, which was compared with the headline in the box and was analysed in Table 4, demonstrates that its translation was distorted by 8 instances of addition and 2 omitted words. It was, also, a case of covert translation. Both tense and voice were changed, from present to past and from active to passive, respectively. There existed 1 example of nominalization.

Table 4. Analysis of news headline # 4

	News Categ.	Source News (Persian)	Translated News (English)	Addition	Omission	Overt TR	Covert TR
Word Class	Political	... oust s ... to become president	...	...	become president		Ousts become president
	Tense	Present	Past				
	Voice	Active	Passive				
	Nominalization	ousts	...				
	Modal						
Taxonomy of	Article						

5. Hollande هيلاري 15 دادرخ 1331
...
...

1. (WASHINGTON POST): Fri. 25, May, 2012, Islamist candidate likely to face runoff in Egyptian presidential vote
2. (Press TV): Fri. 25, May, 2012, Morsi to face Shafiq in run-off
3. (IRAN NEWS DAILY): Sat. 26, May, 2012, Egypt to Pick Islamist or Military Man as President

4. (INDEPENDENT): Sat. 26, May, 2012, Election pushes Muslim Brotherhood closer to political power in Egypt

The headline No. 5, analysed in Table 5 and compared with headline No. 4, demonstrates that its translation was distorted by 8 instances of addition and 3 omitted words. It was, also, a case of covert translation. Tense and voice remained unchanged. There was no example of nominalization in this headline.

Table 5. Analysis of news headline # 5

	News Categ.	Source News (English)	Translated News (English)	Addition	Omission	Overt TR	Covert TR
Word Class	Political	Election pushes Muslim Brother-hood closer to political power in Egypt	62	62	Election political power		pushes closer
Taxonomy of	Tense	Present	Present				
	Voice	Active	Active				
	Nominalization						
	Modal						
	Article						

5. Results and discussion

Table 6. Percentages of variables in Persian-into-English TR.

News Category	Percentage of variables in each news category translated from Persian into English						
	Total Head-Lines	Total Persian Words	Total English Words	Freq. of Addition	Freq. of Omission	Freq. of Overt TR	Freq. of Covert TR
Political	5	67	38	24%	76%	0%	100%
Social	9	99	69	19%	55%	67%	33%
Cultural	3	28	23	17%	35%	100%	0

Table 6. plainly demonstrates that when news headlines were translated from Persian into English, political news has admitted the greatest adjustments by allowing around 75% omissions and roughly over 20% additions. Moreover, it has always been translated covertly. Cultural news, in contrast, accepted the least degree of modifications and has usually been translated overtly. However, a 30% omission in the translation of cultural news could not be considered negligible. Omission scale in the translation of social news has also been noticeable, standing well over 50%.

For a rapid comparison, Figure 1 has been employed to demonstrate the percentages calculated in Table 6.

Figure 1. Percentages of variables in all news categories translated from Persian into English.

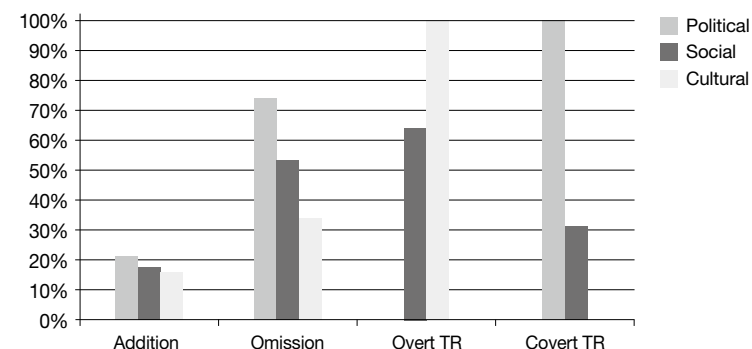


Table 7 plainly demonstrates that except cultural news, tense has almost always been changed in the translation of political news and more than half of the times it has been changed in the translation of social news. Excluding political news for which voice has always remained unchanged, social news and cultural news have allowed a 50% and 30% voice change, respectively. Nominalization has also been practiced in social news more than the other two news categories. Articles have always been omitted in all three groups of news headlines.

Table 7. Percentages of grammar in Persian-into-English TR.

Percentage of grammatical segments in each news category translated from Persian into English				
Grammar		Political	Social	Cultural
Tense	Changed	40%	89%	0
	Unchanged	60%	11%	100%
Voice	Changed	0	56%	30%
	Unchanged	100%	44%	70%
Nominalization		40%	55%	0
Modal		0	0	0
Article		100% omitted	100% omitted	0

Table 8. Percentages of variables in English-into-Persian TR.

News Category Grammar		Total Head -Lines	Total Persian Words	Total English Words	Freq. of Addition	Freq. of Omission	Freq. of Overt TR	Freq. of Covert TR
Political news		9	85	73	52%	30%	22%	78%
Tense	Changed	78%						
	Unchanged	22%						
Voice	Changed	67%						
	Unchanged	33%						
Nominalization		33%						
Modal		0%						
Article		0%						

Table 8. clearly shows that political English news headlines admitted an outstanding percentage of addition when they were translated into Persian. The percentage of omission displays one-third omitted words of the total. These headlines have almost always been translated covertly. Tense and voice were also changed in most of the cases, except for 22% and 33%, respectively, which have been remained unchanged.

Figure 2. Percentages of variables in political news translated from English into Persian.

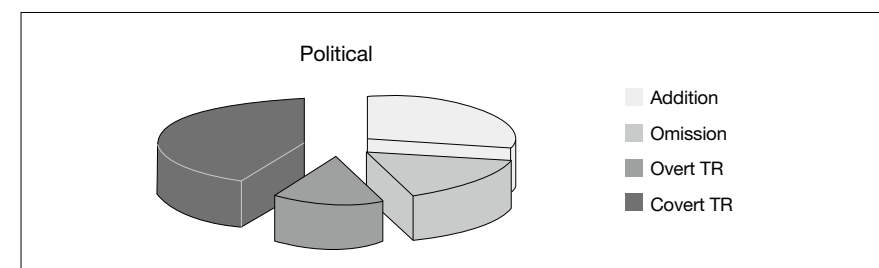


Figure 2. obviously shows that alterations in the translation of political news from English into Persian has also been extensive, though not as sizeable as when it was translated from Persian into English, displayed in Figure 1. The substantial difference was that nearly 50% addition proved to be doubled at the same time as omission plunged to half. It has been reversed when the translation was from Persian into English which means omission was higher than addition.

Conclusion

The review of the related literature in this study revealed that addition and omission in translation have been advocated and proposed by only a few theorists among whom, Baker (1992), Bielsa and Bassnett (2009), and van Dijk (1990, as cited in Salama-Car, 2007) are examples.

Conversely enough, many other scientists, extracted from the review of the related literature of the study, have devalued and opposed the strategy of addition and omission, e.g. Baker (2006), Berman (1985, as cited in Venuti, 1995), Delisle, et al. (1999, as cited in Karoly & Foris, 2005), Fairclough (1995), Gutt (2000), Hatim

and Munday (2004), Leuven-Zwart (1989, as cited in Munday, 2008), Newmark (1988b), Nida (1969), Pym, Shlesinger and Simeoni (2008), Schäffner and Bassnett (2010), Tymoczko (1994, as cited in Bassnett & Trivedi, 1999), Venuti (1998), Weissbort and Eysteinsson (2006).

Although it might appear as an oxymoron to list the names of some scientists both as an opponent and a proponent of the method, it is quite acceptable among theorists to have their stands changed diachronically. Moreover, they advocated the methods to be applied in particular fields such as news translation. However, whether it is a dichotomy on the side of Baker (1992) or it is a double position obtained by Bassnett (2002) does not seem to be relevant to the area under discussion. What bears scientific reasoning is simply that addition and omission compel the translators to rewrite the original text which has been considered as manipulation (Lefevere, 1992).

The analysis of the results revealed that when translating from Persian into English, ISNA manipulated political news by allowing 3/4th of the components in the headlines to be vanished by omission, while there had only been around 20% compensation by addition. This imbalance between the loss and the gain in translation and a tendency to under-translate would possibly grant ISNA a reductionist, rather than expansionist or authentic, outlook on translation. Even in the translation of social news into English, ISNA omitted more than half of the components of the headlines, allowing less than 20% addition. This would probably mean that ISNA failed to retain the original meaning in translation. Although deletion of those parts which are unfamiliar to the target reader is very common in news translation, the strategy of omission effectively prevents target reader from having full access to the source text. In other words, news fall victim to vested interests. This has been viewed almost as a form of censorship (Bielsa & Bassnett, 2009).

ISNA's orientation towards the translation of political news into English has also been covert, i.e. a kind of domestication. Although, the dominant strategy in news translation is absolute domestication, it diminishes cultural and linguistic differences of the two languages under the pretext of clarity. They "invisibly inscribe foreign texts with English language values and provide readers with the narcissistic experience of recognizing their own culture in a cultural other" (Bielsa & Bassnett, 2009, p.10). This would imply that ISNA has erased the Iranian signs of the news headlines in translation and has prioritized the cultural feeds of the foreign language which is English. Cultural news, in contrast, accepted the least degree of manipulations and has always been translated overtly, which

is foreignizing and confirms contradiction. This is denying the fact that it is "in literary translation where the size and shape of the original are usually preserved. In news translation, there has to be editing that will involve synthesizing and cutting" (Bielsa & Bassnett, 2009, p.17). Otherwise, it might have led to a wide divergence in semantic, syntactic and even broader cultural terms resulting in obscure or misrepresented meaning.

The strategy ISNA has developed for dealing with the translations of political news from English into Persian was similar to that of Persian into English. The only difference was that additions, rather than omissions, were very high, over 50%. This has been done for similar effects on the readers to emerge. Omissions have been 30% which shows, again, not only an imbalance between loss and gain but also a hint of manipulation. News headlines in this part had only a slight tendency towards overt translation; about 20%. This implies that the news agency's strategy had been stable neither in Persian-into-English translations nor in English-into-Persian translations.

Had cultural news not been translated overtly with minimum adjustments, it might have never been concluded that high range of additions and omissions in political and social headlines was "a deliberate strategy linked to centralized censorship" (Tymoczko & Gentzler, 2002, as cited in Bielsa & Bassnett, 2009, p.8). In other words, that was not arising from the translator's incomprehension.

Finally, the changes in grammatical structures including tense and voice modifications, nominalizations and omissions of articles had been acceptable based on global media translation norms. This implies that the translators working for the news agency have been skilled and trained for the job, rather than being untrained translators who would make inadvertent mistakes.

References

- Baker, M. (2006). *Translation and Conflict: A Narrative Account*. London: Routledge.
- Baker, M. (1992). *In Other words: A Coursebook on Translation*. New York: Routledge.
- Bassnett, S. (2002). *Translation Studies*. New York: Routledge.
- Bassnett, T. & Trivedi, H. (Eds.). (1999). *Post-colonial Translation: Theory and Practice*. London: Routledge.
- Bell, A. (1991). *The Language of News Media*. Oxford: Blackwell.
- Bell, R. T. (1991). *Translation and Translating: Theory and Practice*. New York: Longman.
- Bielsa, E., & Bassnett, S. (2009). *Translation in Global News*. New York: Routledge.
- Fairclough, N. (1991). *Language and Power*. London: Longman.
- Fairclough, N. (1995). *Media Discourse*. London: Arnold.
- Fowler, R. (1991). *Language in the News*. London: Routledge.
- Gambier, Y., Shlesinger, M. & Stolze, R. (Eds.). (2007). *Doubts and Directions in Translation Studies*. Amsterdam: John Benjamins Publishing Company.
- Gentzler, E. (2001). *Contemporary Translation Theories*. London: Cromwell Press Ltd.
- Gutt, E. (2000). *Translation and Relevance: Cognition and Context*. Blackwell: St Jerome Publications.
- Hatim, B., & Mason, I. (2001). *Discourse and the Translator*. London: Longman.
- Hatim, B., & Munday, J. (2004). *Translation: An Advanced Resource Book*. New York: Routledge.
- House, J. (2009). *Translation*. New York: Oxford University Press.
- Károlyi, K., & Foris, A. (Eds.). (2005). *New Trends in Translation Studies*. Budapest: Akademiai Kiado.
- Lefevere, A. (Ed.). (1992). *Translation/History/Culture: A Sourcebook*. London: Routledge.
- Munday, J. (2008). *Introducing Translation Studies: Theories and Applications*. London: Routledge.
- Newmark, P. (1988a). *Approaches to Translation*. London: Prentice Hall International.
- Newmark, P. (1988b). *A Textbook of Translation*. London: Prentice Hall International.
- Nida, E. A. (1969). *Toward a Science of Translating*. Leiden: E. J. Brill.
- Nida, E. A. & Taber, C.R. (1982). *The Theory and Practice of Translation*. Leiden: E. J. Brill.
- Pym, A., Shlesinger, M. & Simeoni, D. (Eds.). (2008). *Beyond Descriptive Translation Studies: Investigations in homage to Gideon Toury*. Amsterdam: John Benjamins Publishing Company.
- Reiss, K. (2000). *Translation Criticism: The Potentials and Limitations*. Manchester: St Jerome Publishing.
- Steiner, G. (1998). *After Babel: Aspects of Language and Translation*. London: Oxford University Press.
- Salama-Carr, M. (Ed.). (2007). *Translating and Interpreting Conflict*. Amsterdam: Rodopi.
- Schäffner, C. & Bassnett, S. (Eds.). (2010). *Political Discourse, Media and Translation*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Venuti, L. (1998). *The Scandals of Translation: Towards an Ethics of Difference*. London: Routledge.
- Venuti, L. (Ed.). (2000). *The Translation Studies Reader*. New York: Routledge.
- Weissbort, D., & Eysteinsson, A. (Eds.). (2006). *Translation Theory and Practice: A Historical Reader*. New York: Oxford University Press.

Websites:

www.independent.co.uk
 www.irib.english.ir
 www.isna.ir
 www.nytimes.com
 www.presstv.ir
 www.washingtonpost.com

This paper was received on 23 February 2015; received in revised form on 6 April 2015; and accepted on 8 April 2015.

Author's email address
 aaminzad@gmail.com

About the author

Ali Aminzad specialized in Translation Studies at IAU. Currently, he works as an interpreter and newscaster at IRIB, and translator at Ministry of Foreign Affairs.