HABER METİNLERİNDE BAKIŞ AÇISI ANALİZİ VE ÇEVİRİSİ

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Öz

Çeviriye başlamadan önce bir metnin çeviri öncesi analizinin yapılması, özellikle haber metinlerinin çevirisinde, büyük önem taşımaktadır. Haber metinleri genellikle öğretici ve bilgilendirici yazı türleri olarak değerlendirilir. Bu tür metinlerin öncelikli amacı güncel olayları tarafsız, doğru ve zamanında okuyuculara aktarmaktır. Bu nedenle, yorum içermeyen haber metinleri kişisel görüşleri habere dâhil etmemeli, sunulan bilgiler doğrulanabilir ve kesin olmalıdır. Kullanılan dil genellikle resmi bir tonda olmalı ve haberin doğruluğunu artırmak için çeşitli kaynaklar aracılığıyla doğrulama yapılmalıdır. Bir haber metninin iletilmesinde kişisel yorumlardan kaçınmak için benimsenen temel ilke, "kim, ne, ne zaman, nerede, neden ve nasıl" sorularını içeren "5N1K" sorularını yanıtlamaktır. Haber metinlerinde gazetecilik etiği ve meslek ilkeleri de göz önünde bulundurulduğunda, bir haber çevirmeninin de çeviri sürecinde bu hususlara dikkat etmesi gerekir. Bu durum, olası ön yargıları veya öznel bakış açılarını tespit

etmek için dikkatli ve özenli bir okuma gerektirir. Bu çalışmanın amacı, haber metinlerinin özelliklerini anlamanın önemini, çevirmenlerin haber metinlerini çevirirken göz önünde bulundurması gereken hususları ve haber metni çevirisinde bakış açısına ilişkin çeviri öncesi bir analiz yapmanın önemini vurgulamaktır. Haberlerin karmaşık doğası nedeniyle, bakış açısı bakımından ön yargıyı tespit etmenin zor olabileceği göz önünde bulundurularak, haber çevirmenleri için çeviri zorluklarına yönelik bazı temel hususlar ve çözümler sunulmuştur.

Anahtar Sözcükler: *Ön yargı, haber metinleri, metin analizi, haber çevirisi, bakış açısı*

THE ANALYSIS AND TRANSLATION OF VIEWPOINT IN NEWS TEXTS

Abstract

Pre-translation analysis of a text is highly significant before the translation process, particularly when translating news texts. News texts are typically viewed as instructive and informative types of writing. Their primary purpose is to convey current events to readers in an impartial, accurate, and timely manner. Therefore, non-commentary news texts should be devoid of personal opinions, and the information presented must be verifiable and precise. The language used is primarily official and formal, and verification is conducted through various sources to enhance the accuracy of the news. The main and well-known principle for presenting a news text is to answer the "5W and H questions," which are "who, what, when, where, why, and how," to avoid personal interpretation. Considering journalistic ethics and professional principles in news texts, a news translator should also

pay attention to these features during the translation process. This requires careful and attentive reading to identify potential biases or subjective viewpoints. The purpose of this study is to underline the importance of understanding the features of news texts, the aspects translators should consider when translating news texts, and the significance of conducting a pre-translation analysis regarding viewpoint in news text translation. It has been suggested that due to the complex nature of news, it may be challenging to detect bias in terms of viewpoint; therefore, several key considerations and solutions for translation challenges are presented for the news translator in this study.

***Keywords:** Bias, news texts, textual analysis, translating news, viewpoint*

1. Introduction

Pre-translation textual analysis is a critical step for an accurate, consistent, and effective translation process. This analysis involves many aspects such as subject-matter, text type, format, style, etc. in order to anticipate translation challenges, understand the context, and create a framework that is in line with the purpose of the translation. Understanding the purpose of the text and the target audience is essential for a reliable translation. Some texts may aim to inform, instruct, persuade; whereas others may intend to entertain, describe, criticize etc. Hence, translation approaches for a literary text and a technical document or a piece of news will not be the same.

News texts are naturally informative and the main purpose of this text type is to inform its readers. Misinformation, regardless of the fact

that it is intentional or not, must be corrected since the spread of fake news can lead to a social chaos. The accuracy of the news should be confirmed with multiple reliable sources. Social media posts or anonymous sources should be treated with caution.

Holland (2013) mentions some of the limitations and problems in news translation and claims that there doesn't seem to be a single, well-defined method by which news translation takes place, thus it may not be surprising that research hasn't yet produced a comprehensive, clear picture of the system as a whole. He further states that depending on the specific news "event" and its location, the news-gathering organization or organizations covering it, the languages involved, the technological, financial, and human resources available in the source and/or target locations, and other factors, a news text may instead take one of several possible "routes" from source language to target language and then on to broadcast. As a result, a wide variety of intricate limitations and issues affect news translation procedures.

Objectivity is considered to be a primary principle in journalism as a result of which any bias or subjectivity should be avoided in presenting the news according to the common view. Factual accuracy matters ethically in news texts. Needless to say, there are exceptional circumstances where a critical approach is needed in reporting news. News articles should be impartial in conveying basic information but columns or analysis sections frequently contain commentary. This dual nature of journalistic content places a responsibility on the reader to discern between non-commentary news reports and critical or opinion-based pieces.

The distinction is crucial for understanding the intent and framing of the information being consumed. For translators working with news texts, this distinction is equally significant. In the pre-translation phase, it is essential to analyze the "viewpoint" embedded in the original text. Recognizing whether a text is meant to inform objectively or interpret critically will influence the translation strategy, particularly with respect to tone, lexical choices, and the preservation of authorial intent.

2. The Viewpoint

2.1. Identifying Viewpoint in News Texts

Reporting news in an impartial, unbiased, and accurate manner is a fundamental requirement of international journalistic ethics and social responsibility. However, the application of these principles can vary depending on the context and circumstances. It is a common view that news organizations must present unbiased and factual news to gain the trust of readers. Biased or manipulative content undermines the credibility of the media. It may lead to social polarization resulting in the emergence of certain groups who reject all those they consider as 'other'.

The issue might become complicated when it comes to the possibility and the necessity of maintaining the objectivity. To illustrate, in some cases such as war crimes, human rights violations, etc. neutrality may mean silencing the voices of victims and supporting the oppressor. On such occasions, reporting objective facts should be a priority, but injustice should not be silenced in the name of impartiality. Neutrality in news might also be abandoned in natural disasters or epidemics when it is more important to maintain common good of the

public. Some information might be filtered to prevent panic, which is generally viewed as strategic communication rather than manipulation.

Impartiality can be difficult under economic or political pressures as well. For example, state controlled media outlets are often limited to official discourse. For this reason, the news translator should identify which individuals, groups, or viewpoints are privileged or marginalized in the news story. The translator should also ask who is telling the story and whose voices are absent or underrepresented. Missing perspectives can reveal bias or limitations in the coverage. Orengo (2005), highlighting the lack of neutrality, claims that even "quality" Italian papers lack objectivity, unlike British broadsheets, due to historical ties between newspapers and political parties.

Considering the difficulty of maintaining objectivity in some cases, it may be useful to distinguish between the concepts of impartiality and objectivity. On one hand, objectivity involves reporting the facts as they are without interpretation (e.g., 12 people have been arrested in the demonstrations against the government). On the other hand, impartiality means keeping an equal distance from all sides. This does not imply allocating equal time or providing a platform for false or nonsensical claims. For example, when there is an international consensus on an organization recognized as a terrorist group, it would be misleading to give equal voice to both sides when reporting the clashes between the terrorist organization and national military forces. The word choice in news texts should be analysed conscientiously, as "freedom fighters" instead of "terrorists" may be used intentionally to create a bias.

Depending on the target audience of the news, cultural codes and historical backgrounds may also cause readers to perceive some expressions as biased. For example, using words like invasion, conquest, occupation, etc. might create dissimilar images in people's minds. The news text translator should reflect on the socio-cultural, political, or personal context that might shape the author's perspective. Authors' values, experiences, and social ideologies influence how they present information in news.

It is an ideal goal and a fundamental responsibility of journalism that news texts are impartial, unbiased, and accurate. In practice, however, sensitivity of the context, ethical balances, public interest must be observed. It is essential not to distort the facts, avoid manipulation, and inform the reader in a way that they can make informed decisions. Impartiality should not mean representing both sides equally but reflecting the truth as it is.

Whether deliberate or unintentional, a biased opinion may be placed within a piece of news and the news translator should always be alert for such instances. Intentional involvements may aim to manipulate readers or lead them to a certain point of view. Vuorinen (1997:169) states that naturally, it could still be argued that "the processing of foreign-language news, if it results in considerable changes as to the form and substance of the original texts, should not be termed 'translation' at all." The news translator, then may find themselves in a position where they have to decide whether to keep the subjectivity or to neutralize the viewpoint, a dilemma that has to be solved in compliance with ethical rules.

On the other hand, certain views challenge the idea of defining texts as accurate, truthful, or objective. For instance, McKee (2001) argues that texts cannot be dismissed as inaccurate or biased; doing so would merely make moral claims and attempt to suppress alternative forms of representation without confronting them. He further claims that one might never reach the interesting aspect of textual analysis – how these texts tell their stories, how they represent the world, and make sense of it – if they are classified as accurate or inaccurate.

2.2. Viewpoint as an Element of Pre-translation Analysis

The viewpoint refers to the perspective presented in the text, including its facts, accusations, author's own opinions, and more. Cragie and Pattison (2018) define viewpoint as the text's point of view, including whether it is reported speech, direct speech, or a mix of the two. They ask the following questions to have an idea about the viewpoint in the text: "Whose viewpoint is referenced: the writer's, or that of someone else (including oblique references to the general public, individuals not named, factions, and so on)? Is the tone personal or impersonal? Is the information based on fact or conjecture? Are there allegations or rumours? One way to determine the viewpoint in a text is to examine the lexis and determine whether it is positive, negative or neutral. Is there a sliding scale within -these categories? Which words have the most impact? This may well depend on the context." (Cragie and Pattison, 2018: 34-35)

As stated earlier, in post-structuralist textual analysis, the analysis of news texts involves shifting focus away from binary judgments of "biased vs. unbiased", "objective vs. subjective", "accurate vs. inaccurate" and instead prioritizing how news are

constructed, framed, and positioned within broader social, cultural, and ideological contexts. According to Baden and Tenenboim-Weinblatt (2016), journalists must actively alter the available content and place it into a journalistic news frame in order to produce news stories that are relevant, authoritative, and cohesive from the chosen input. At this point the translator must focus on narrative construction of the text rather than simply fact-checking in the news report.

There are several elements to construct the reporting of the news to check for a pre-translation analysis. One way is the framing of the news, which is related to how events are contextualized. To illustrate, a protest may be framed as a 'riot' or a 'resistance movement' by different media channels. One specific example can be given for reporting the news about "Gezi Parkı" incidents occurred in 2013 in İstanbul. Foreign and pro-opposition media outlets have framed the news within the context of "democratic protests", "peaceful demonstrations" in the beginning and calling it a "resistance" afterwards. On the other hand, pro-government media organs reacted these incidents as "riots", "anarchy", "vandalism", or "attempts to overthrow the government" in the news. It is not very difficult to spot the bias in advocacy of the "Gezi Parkı" protestors and opposition to the government from the following headline: "Turkish police batter Gezi Park protestors on anniversary of nationwide protests".

Language and tone, along with word choices for presenting the news, are additional factors for news translators to consider. Different word choices evoke varying emotional responses. Even when targeting the same audience, terms like 'illegal aliens' versus 'undocumented migrants' elicit different emotional reactions. For instance, the following headline from a press release by U.S. Homeland Security,

"ICE Arrests Criminal Illegal Aliens Including Rapists, Kidnappers, and Gang Members in Sanctuary Cities," exhibits several signs of prejudice against immigrants through language, tone, and word choice. The phrase "illegal aliens" can be seen as dehumanizing and perpetuates negative stereotypes by conflating immigration status with criminality. The headline's emphasis on "rapists, kidnappers, and gang members" incites fear and suggests a broad association between undocumented immigrants and violent crime, despite studies indicating that immigrants commit crimes at rates equal to or lower than those of native-born citizens. For instance, the findings of a report published in 2015 on "The Integration of Immigrants into American Society" reveal that immigrants are less likely than the native-born to commit crimes or be incarcerated (Waters and Pineau, 2015). It can be inferred from the headline that the news text is likely to frame its narration around fear.

News texts may reflect the values and power structures of their producers. Hence, during the pre-translation analysis the translators may question whether some ideologies are normalized in the text or not and how cultural norms such as race, gender, class, etc. shape representations. A news translator should also examine source selection in the news, i.e. whose voices are amplified and whose are excluded; whether there is any opinion, whether it belongs to experts, politicians, ordinary citizens, etc.? A news reporting about the screen time of young people and using a headline "Teenagers' screen time linked to poor sleep and depression" would potentially suggest opinions of educators, scientists, academicians, parents, teenagers, etc.

Another way to construct how the news is told is visual rhetoric, that is the use of images, captions, and layout to reinforce the narratives. For instance, in coverage of protests, an outlet might choose an image

of a protester throwing a rock - suggesting violence, while another might use an image of a peaceful march - suggesting unity or civil resistance. Both are from the same event but frame it differently. Moreover, a front-page layout where a large, dramatic image dominates the space gives that story a sense of urgency and priority. In contrast, burying a story with no image on page 10 can make it seem less significant, even if it's objectively major news.

A sensationalist tabloid and a public broadcaster might cover the same piece of news about a crime differently. Instead of condemning the tabloid as irresponsible, the news translator must analyse how its hyperbolic language and focus on fear appeal serve its audience's expectations and commercial goals. Therefore, it can be claimed that the translator's role is not only linguistic but also cultural and functional.

2.3. The News Translator's Viewpoint

When translating news texts, a news translator must carefully handle the perspective or viewpoint embedded in the original to ensure accurate, culturally sensitive, and effective communication. The translation process involves more than linguistic conversion; it is also about faithfully conveying the source text's intended perspective while adapting it appropriately for the target audience. According to Caimotto and Gaspari (2018), news translation is a hybrid process blending translation, editing, and localization, requiring flexible methodologies.

The news translator must first thoroughly understand the original news text's viewpoint, including the author's stance, tone, and ideological position. This involves recognizing explicit and implicit attitudes, biases, and the framing of the news event. Since viewpoint

can be physical, psychological, and linguistic, the translator needs to grasp how the source text constructs meaning and perspective through language choices and narrative style (Xie and Shi, 2023).

While remaining faithful to the source text's facts and perspective, the translator may choose to adapt the message to fit the cultural background, cognitive habits, and expectations of the target audience. Accurate transmission of facts and viewpoints is crucial for maintaining the authenticity of the news and building trust with the target audience. Translators should verify information, avoid exaggerations or distortions, and maintain the original's objectivity or subjectivity as appropriate (Cui, 2024). This may require selective adjustments, such as reordering information, summarizing, or clarifying culturally specific terms to maintain the original's intent and impact without causing misunderstandings. Translators have autonomy and privilege in choosing language, narrative perspective, and style, which inevitably introduces their own viewpoint into the translation. They should carefully select words, tone, and rhetorical devices to preserve the source's perspective while ensuring clarity and readability in the target language.

News translation is not a neutral transfer of information but a process of selective representation or reframing influenced by social, cultural, and political contexts of both source and target. Translators should be aware of ideological implications and avoid unintentional bias or distortion by critically evaluating how the news is framed and presented (Le, 2024). Appropriate translation strategies should be adopted to produce functionally adequate target texts that reflect the intended viewpoint. For example, changing the order of paragraphs or

sentences can prioritize certain ideas or perspectives to align with the target audience's interests or editorial policies (Guerrero, 2021).

The translation should be carefully reviewed and revised to check for consistency in viewpoint, coherence, and alignment with the news organization's editorial stance (Eltheb, 2022). Collaboration with editors or subject experts can help ensure the translation respects both linguistic and ideological accuracy. To conclude, a news translator acts as both a linguistic mediator and a cultural interpreter who must carefully negotiate the source text's viewpoint while adapting it for the target audience. This involves a combination of understanding, strategic editing, and ethical responsibility to accurately and effectively convey the news perspective across languages and cultures. Their work helps shape public understanding across borders, making their role essential in fostering informed and interconnected global citizenship.

3. Results and Discussion

Textual analysis prior to translation forms a basis for a quality translation in which meaning and intention are preserved in the target text. This process allows the translator to check both the source text and the target context to deliver an accurate, dependable, and fit for purpose outcome. The inclusion or exclusion of perspectives shapes the overall message and reader response. Lack of attention to the viewpoint in the source text will probably result in a change in the core meaning and affect the perception of the ideas presented in the news in the target language.

Considering all the challenges of analysing the news texts, it can be claimed that the task of the translator is not an easy one. To begin with, the news translator must be a scrupulous reader and extremely

attentive to the details of the news before starting the translation process. They must know the features of the news reports and decode media techniques such as clickbait headlines, selective quoting, etc. It should also be recognized that even 'objective' news reflects editorial choices when specific aspects of the news are prioritized and certain angles are highlighted.

Overall, to overcome translation challenges in terms of viewpoint, the news translator could adopt a two-tiered methodology in their pre-translation analysis of a news text within the context of viewpoint. During the first layer, the translator should analyse how the news text constructs its narrative (framing, rhetoric, sourcing, etc.). During the latter layer, which is also the critical evaluation phase, the translator assesses factual accuracy, contextual omissions, and ethical implications. This will balance intellectual openness with social responsibility.

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