Mediating Ideology in News Headlines: A Case Study of Post-Revolution Egypt

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Abstract
The area of news translation is recently gaining increasing interest in Translation Studies. Research in this area has also begun to receive greater attention, although it remains less frequent in relation to Arabic translation. The intricacies of translating news lie in the fact that they are ideologically-loaded. This paper seeks to investigate the impact of ideology in mediating news headlines from English into Arabic. This study draws on Hatim and Mason's (1997) distinction of the impingement of ideology on translation to meet a set of beliefs and systems of a particular media institution. For this study, 32 news headlines produced by Reuters covering Egypt's post-Arab Spring uprising were examined. Of these, 22 of them were mediated by Al-Arabiya and 10 by Aljazeera on their Arabic webpages, and these were examined to see the degree of ideology mediation. The paper also investigates the nature of news translation, and asks whether this complex process is adequately and clearly defined within the field of Translation Studies. It has been shown that the news headlines have been ideologically mediated in a way that completely different from the original texts and conform to the news organizations' political/ideological leanings. This resulted in reformulating a different Arabic version from the original.
Keywords: Al-Arabiya, Aljazeera, ideology, mediation, news

Introduction

Reading news is a social habit in the structure of many societies. It is a habit that people of different cultures acquire on their daily basis routines to get knowledge and be aware of what is happening in their own countries and worldwide. Accessibility of news is being made effortless through the technological breakthroughs. Bell (1991) argues that media pervaded societies in terms of the huge amounts of news dissemination and production. He shows an example from New Zealand where almost 2 million words are written per day by 35 newspapers. This number would assuredly have increased nowadays in the globalising spheres of news plurality. With regard to the Arab world and especially Egypt, Dubai Press Club launched a report entitled "*Arab Media Outlook 2009-2013*" shows that the circulation of newspaper in the Arab world has increased steadily between 2007 and 2013. For instance, in Egypt the number of circulation mounted from 3,627 to 4,688 copies per day. This indicates that news consumption is rising and at the same time reflects the importance of news to the public. However, online news consumption tends to trend up if an analogy is drawn with print newspapers consumption (Organisation for Economic Co-operation and Development, 2010). A number of factors harbour such resort to online news stories by news consumers including *technology* which makes news accessible at any time and place through different means such as smartphones, laptops and iPads. Moreover, the *Internet intermediaries* which are the search engines that are also an important factor in quickening online news readers locating and finding news stories; in addition to other *social factors* such as Facebook, Twitter and blogospheres which increase the readership patterns of online news (Organisation for Economic Co-operation and Development, 2010). The rapid diffusion of these means worldwide, nonetheless, services the process of producing and breaking news. It can be argued that those online and cyber-linked modes of news reporting have increasingly become the most-resorted-to by news readers.

Research in news analysis is abundant, including studies that pertinent to linguistic analysis of news language and discourse, inclusive of (van Dijk 1985; Bell 1991; Fowler 1991; Fairclough 1995; Bell & Garrett 1998; Matheson 2005; Paniagua 2007; Richardson 2007; Lukin 2013; Boyd-Barrett 2009). On the contrary, research in news translation, arguably, remains scant (Conway & Bassnett 2006; Bielsa & Bassnett 2009). For instance, Bielsa and Bassnett (2009) say that studying and analysing news translation texts have been the focus of translation studies until a short time ago. They explain that news texts have been looked at whether through media studies or linguistic studies and were "ignored" by Translation Studies (Bielsa and Bassnett 2009:10). The role of translation or that of translators in reporting news stories has received a little attention with regard to Arabic. This paper intends to examine and see how translation operates in *reformulating* news headlines. It will shed light on this role of translation mediation when rendering news headlines from an ideological point of view. In other words, to what extent *translators* influence the processing of a news item with their previous knowledge and beliefs.

In the coming sections of this paper, the concepts of ideology and translation, with special focus on news, will be deliberated. The news articles selected for this paper will be introduced and followed by analysis; in addition to the role of translators in dealing with news headlines collated for this purpose. A number of examples reflecting the mediation of ideologies in news representation will be presented.

Ideology and Translation (of News)

      The relationship between translation and ideology has been the subject of investigation by many scholars. For example the work of Hermans (1985) in which the influence of ideology was evidenced in the translation of literary works. Bassnett and Lefevere (1990) argue that certain ideologies are depicted in translations or rewritings, as they called it, so that they function in the target language in accordance with the social and cultural norms of that society. Other important studies showing ideology in translations were also conducted by (Lefevere 1992; Calzada Pérez 2003). This concern of ideology in translation has stemmed from studies of ideology in relation to language. Influential studies in this respect were carried out by (Fowler 1979; Fairclough 1989; Kress & Hodge 1993). Fairclough (1989) deduces that "[i]deologies are closely linked to language" for language is a form of social behaviour through which ideology is expressed in all societies and cultures. Hatim and Mason (1997) contend that those studies offered significant insights to the knowledge of discourse analysis – how ideologies shape discourse as well as the way 'discourse practices' determine ideology.

      However, the term 'ideology', first coined by the French philosopher Antonie Destt de Tracey (1754) as stated by McLellan (1986) and Carver (1995), has not been enunciated a clear-cut definition. Eagleton (1991:2) notes that some definitions of the term are 'neutral' with no "dominant forms of thought" when ideology is defined as "any sets of beliefs", while other definitions stimulated by Marxism views involving domination of power among social classes. Hatim and Mason (1997:218) define ideology as "a body of assumption which reflects the beliefs and interests of an individual, a group of individuals and societal institutions which ultimately finds expression in language". Ideology, through expression of language, is in many cases associated with politics, power, contending political parties and groups and, of course, conflicts. For instance, Ayyad (2012) conducts a study entitled *Uncovering Ideology in Translation* to illustrate the political ideology of the translation of the Roadmap Plan in the Israeli-Palestinian conflict. The Roadmap Plan was rendered in six versions by six different institutions in Arab. In addition, it was translated by other four different institutions in Hebrew, creating other four versions. He shows some interesting examples such as "areas occupied" is rendered in one of the Hebrew versions as "territories held by it" where "it" refers to the Israeli Army and "lifting curfews" translated in one of the Arabic versions as "lift siege". Some Newspapers were involved in the above translations.

      Furthermore, Schäffner (2003:23) states "any translation is ideological since the choice of a source text and the use to which the subsequent target text is put is determined by the interests, aims, and objectives of the social agents". This statement best applies to the news translating process where the interests and objectives of the media institutions impinge on the final product of the news article. Examples will be provided in the analysis section below. Translators are in fact social actors in their societies and are active members of social or political institutions. They observe norms and reproduce materials in compliance with the internalised constraints of their community. Functionalist approaches to translation underline this concept which is prioritizing the objective of the translation. These ties between translation and ideology were also manifested in the work of (Álvarez & Vidal 1996). They argue that the translator "can be the authority who manipulates the culture, politics, literature, and their acceptance (or lack thereof) in the target culture" (Álvarez & Vidal 1996:2). Such statement could be incorporated into the category they

cite which is that the translator of news stories could have the authority to reframe and reconstruct a news story that was already framed.

Translation in news stories could be even distorted by the ideological interests of the publisher or translator. Munday (2002) offers an example of the translation of the six-year old Elián González story which prevailed in the news in late 1999 as he was saved by the US navy when fleeing Cuba to Florida. Munday (2002:90), in discussing changes made of the metafunctions of the texts in accordance with Systemic Functional Linguistics, states that "the shifts [in the translation of the articles] have been intentionally motivated by the publisher or even the translator to create a different image of the story in the minds of its [the newspaper's] readers". Here, it can be discerned that a new reality is more likely to be constructed in the minds of the public created by a media organisation. Whilst, translation occupies a major role in the process of global news stories production and circulation, it cannot be made unaltered (Loupaki 2010).

With the above have been said, this paper will concentrate on mediating ideologies in news headlines reporting violence in the lens of two media outlets through translation mediation, for example. In most cases, violence and conflict are associated with political issues in a society. Media organisations that operating in a given society are usually biased – representing their rivaling groups with a loathsome image. A media organisation would easily heighten its own values and beliefs or ideology and demote that of its opponent by underlying their alleged weaknesses. As a matter of fact, studies of critical discourse analysis such as (Fairclough 1995) have shown that news texts are ideologically constructed by the use of implicit textual alterations, i.e. hyperbole, transitivity and modality. Thus, the theoretical framework of this study will invoke concepts from critical discourse analysis (Fairclough 1995 and van Dijk 1988) to analyse the news texts. These concepts discussed in Hatim and Mason (1997) and Munday (2007).

News Headlines

In constructing a news story, the headline is the first item to be read by the audience. However, it is the last item to be written, usually not by the news story writer, but the news editor (Bell, 1991). It allows news publishers to directly express their ideological interests through it. Headlines should be structured attractively in order to draw the attention of readers to the topic at hand. Morrish (2003) examines that headlines are the ultimate summary of the lead and the news story as it could be considered as the gist-giver of the news story. The level of attraction in the headline would probably decide the readers' willingness to continue reading the news article. Bell (1991:185) differentiates between the syntactic composition and the discourse structure and function of headlines, where the latter is the most important. The function of the discourse in news headlines is that it is the carrier of the ideology of the news media institution.

In this study, a number of news headlines will be subjected to discourse analysis approach appeared in Hatim and Mason (1997) in order to underline specific ideologies arguably transfer through mediation between two languages. This study hypothesizes that news organisations tend to manipulate or exploit the headlines of news stories to carry through the ideological interests or the ideological orientation of their institutions. For this purpose, this study finds it appropriate to use news headlines in order to achieve its aims.

Textuality in Discourse Analysis

The field of critical discourse analysis offer insights on the relationship between ideology and discourse (see above). According to Fairclough (1989) ideology is expressed through discourse. As a matter of fact, Hatim and Mason (1997:143) manifest that discourse practices may "maintain, reinforce or challenge" a particular ideology. Munday (2007) argues that the ideological mediation of the translator is specifically relevant to textual analysis. This relationship between ideology and critical linguistics – later became critical discourse analysis – has been developed in studies conducted by Kress and Hodge (1993), Fowler et al (1979) and Fairclough (1989). These studies aimed at making the link clearer between language and ideology and the way ideology is expressed through language. The role of critical discourse analysis is to unmask the underlining ideologies reside in texts, especially media (news) texts by using textual tools. Some of these tools are summarized by Munday(2007) as follows:

i.   domain-specific lexis and patterns of transitivity (nominalization, passivization, etc.), linked to the experiential representation of reality;

ii.   modality markers (attitudinal epithets and adverbs, conditionals of all kinds, negation, etc.), that show evaluation and other devices (such as pronouns) that express writer-reader relationship and are linked to the interpersonal function of language; and

iii. thematic and information structures (concerning the order and organization of elements in a sentence) and patterns of cohesion (repetition, or variety of semantic fields, substitution, ellipsis, etc.), which contribute to producing textual coherence (P.198)

Simpson (1993:6) discusses that language cannot be used in a "contextless vacuum", it is a social behaviour inevitably associated with socio-political context. To put this into context, a media institution, for example, publishes news story in a society targeting specific readers. This institution is a writer as its writes and publishes news reports and articles. The lexical choices and discourse function of such writer could lead unaware readers – readers with no linguistic analysis training – to draw conclusions in favour of the institution itself (Munday, 2007).

Hatim and Mason (1997) distinguish between the ideology of translating and the translation of ideology. In terms of the translation of ideology, they focus on "the degree of mediation, that is, the extent to which translators intervene in the transfer process, feeding their own knowledge and beliefs into their processing of a text" (1997:147). In other words, translators as processors of texts filter and interpret news texts, as in this case study, through the beliefs or ideologies they hold of the world-view resulting in a completely different version from the original. This intervention by translators in mediating a text as per their ideologies is divided into three methods of mediation. These are minimal mediation, maximal mediation and partial mediation. While in minimal mediation source text features are not entirely changed, no much addition, deletion or substitutions of lexical elements, these features seem to be radically substituted in maximal mediation. In the case of maximal mediation, the target text is highly influenced by the ideology of the text processor, who brings in socio-textual practices embodied in lexical selection and transitivity. Partial mediation, on the other hand, is where the translators maintain the main features with shifting in style. It is neutral form of mediation falling between the aforementioned two types of mediation.

Political Background of the Case Study

     Egypt witnessed a revolution in 2011 against a long-term dictatorial regime. Most of the Egyptian people aspired change. But what type of change? It had not been clearly characterised. Different forces and contesting parties had actively participated in protests that ended the rule of former President Hosni Mubarak, who was forced to step down and turn power over to the Egyptian Military Council on 11 February 2011. The Egyptian people began a new process of reconstructing the legislative institutions in the country. Votes were cast for constitutional amendments in March 2011, followed by parliamentary elections on February 2012 through which the Egyptian Muslim Brotherhood alongside other Islamist parties won almost 90% of the seats. The remaining 10% went to the liberal, the independent and the secular politicians (AP, 2013). It is obvious that the Islamists were prevailing and consequently they won the presidential elections in June 30, 2012. The first elected Islamist President of Egypt Mohamed Morsi began to grant himself more executive powers such as his decisions are immune. The other anti-Islamist forces began to mobilize for more demonstrations, calling for Morsi to leave power in June 30, 2013. At this point, the Military had first intervened by giving time to both disputing parties to resolve their issues and then acted by imposing its own plans (AP 2013).

     The intervention of the Military has been seen by some Egyptian and other regional and international politicians as a military coup, especially when the Egyptian defense Minister Abd al-Fetah al-Sisi had been justifying the actions of the Military as well as insinuating himself into the presidential race for Egypt. The defense minister Abd al-Fetah al-Sisi also made orders to arrest active members of the Muslim Brotherhood who usually hold high positions in the government and parliament including putting the Islamist President Mohamed Morsi in custody (Goldschmidt, 2013). The Military intervention included suspension of the constitution and imposition of a plan to end the unrest in the country. In one year process of applying the plan, al-Sisi was elected to office on 8th of June 2014. This was a clear indication that, as seen by pro-Morsi protesters it is a military coup d'etat.

     Regional media such as Aljazeera and Al-Arabiya appeared to have opposing views and remarkably different accounts in their news stories on Egypt. This paper examines the ideological role of mediating news headlines produced by Reuters and then were re-produced by Aljazeera and Al-Arabiya. It will look at a pool of 32 news headlines – 22 by Al-Arabiya and 10 by Aljazeera within a period from May 2013 to June 2014. The process of data selection in reaching this number of translated news headlines was conducted on a number of procedural steps. The first step was to look at the total number of news headlines produced by Aljazeera and Al-Arabiya during the allocated period which were 9284 news headlines – 4166 of them were produced by Aljazeera and 5188 were produced by Al-Arabiya. The second step was to select out two themes from these headlines. The themes were 'protests' and 'Morsi and Sisi'. The third step was to count out only the number of news headlines addressing these two themes which were 1237 news headlines – 762 by Aljazeera and 475 by Al-Arabiya. Finally, looking at those themes which were a result of translation from Reuters, they were 32 deadlines, 10 by Aljazeera and 22 by Al-Arabiya. Appendices A and B below show the deadlines in English, their translation by Aljazeera and Al-Arabiya and the literal translation of the Arabic version into English.

Analysis of Study Data

As it has been mentioned earlier, the analysis in this section is based on Hatim and Mason's distinction of ideology under the concept of discourse analysis. It has also been discussed above how ideological attitudes of news agencies could be expressed in manipulating news segments. It will be seen below how textual alterations on news headlines may lead to generating a complete different segment in some cases. This poses important questions on the nature of news translation.

References to news headlines used in this paper is made as follows: Aljazeera items were coded as AJ + a number, for example (AJ1), whereas Al-Arabiya as AR + a number such as (AR1). All the news items in question are illustrated and exemplified in the sections to follow. Literal translation of the Arabic TT has been made available to provide readers with the sense of change happening on these headlines.

1- **Maximal ideological mediation**

The data shows 12 news headline items that were maximally mediated – 3 by the Aljazeera and 9 by Al-Arabiya. The translator's intervention to alter a particular point of view in the source text is maximally mediated by lexical substitution, adding a new ideological point of view or a complete ideological alteration of the news headlines.

Example AJ1:
ST: Egypt army raises pressure on Islamists with call for rallies
TT: السيسي يطلب خروج الشارع لمواجهة الإرهاب
LT: Sisi asks people taking to the street to confront terrorism

Example AJ2:
ST: Fear of new showdown on Egypt streets in 'Friday of martyrs'
TT: مظاهرات ضد الانقلاب بجمعة الشهداء
LT: Demonstrations against the coup in Friday of Martyrs

Example AJ3:
ST: Egypt's president says will not interfere in judicial rulings
TT: السيسي يدافع عن قضائه والعالم يندد بأحكامه
LT: Sisi defends his judicial system and the world denounces its rulings

Example AR4:
ST: Egypt debt insurance costs hit record high after anti-Mursi protests
TT: الاحتجاجات ترفع كلفة التأمين على ديون مصر لمستوى قياسي
LT: Protests raise insurance cost of Egypt's debt to a record level

Example AR5:
ST: Egypt announces criminal investigation of Mursi
TT: بلاغات تتهم مرسي وقيادات أخرى بالتخابر وقتل المتظاهرين
LT: Reports accuse Morsi and other leaders of spying and the killing of demonstrators

Example AR6:
ST: Egypt's rulers tell pro-Mursi protesters to quit camps
TT: كيري: الجيش المصري عزل مرسي لاستعادة الديمقراطية
LT: Kerry: Egyptian army isolate Morsi to restore democracy

Example AR7:
ST: Egypt's Brotherhood loses grip as anger boils
TT: جهاد الحداد: الجماعة تلقت ضربة قوية من أجهزة الأمن

LT: Gehad El-Haddad: the Group received strong blow from the Security Apparatuses
Example AR8:
ST: Gunmen kill Egyptian army officer and soldier in Nile Delta
TT: مقتل ضابط في هجوم على سيارة عسكرية شمال شرقي القاهرة :
LT: Officer killed in attack on military vehicle in north-east of Cairo

All these examples show radical departures from the source text. This ideological alteration is manifest in example AJ1 where a 'pressure' is raised by the Egyptian army is changed to "السيسي يطالب" (Sisi asks). This reflects shifts in transitivity and lexical choice in which the army is made absent and more focus dedicated to Sisi's actions. It can also be noted how the predicate has been ideologically revamped. Maximum mediation on these news headlines creates a complete shift from the point of view of the original. Example AJ2 has been rendered in a general statement in the TT, as if it is presenting a fact which is protests are still ongoing against a presupposed 'coup'. Changes in modality has also been discernible in Examples AJ3, in which 'will not interfere' was replaced by 'يدافع' (defends). These changes could generate a number of possibilities of how Aljazeera attempts to ideologically manipulate these items towards a particular end.

Like Aljazeera's mediations, Al-Arabiya's renditions are also ideologically motivated. Example AR5 shows an extreme case of the translator's intervention by unraveling the 'criminal investigation' phrase to 'التخابر وقتل المتظاهرين' (spying and the killing of demonstrators). In addition to this, Example AR6 shows an introduction of a completely new different ideological point of view, reflecting the maximum freedom of news translators' choices of mediation and manipulation. The only shared element in this example is the role of the Egyptian army in dealing with the situation, as stopping protesting camps would help in restoring democracy.

Quite interestingly is the noticeable textual alteration and lexical substitution in Examples AR7 and AR8. In AR8, the agent is passivised and the proper noun 'Nile Delta' is substituted by 'شمال شرقي القاهرة' (north-east of Cairo). Appendices A and B show more examples of maximal ideological mediation. They are characterised by ideologically loaded departures from the source text to meet target audience's expectations. The degree of ideological manipulation in these examples is a clear manifestation of the translator's intervention in the target text and his/her adherence to the news agencies guidelines rather than the ST.

2- Partial ideological mediation
Examples AJ9 to AR14 below show news headlines produced by Reuters and then adapted by Aljazeera and Al-Arabiya with partial ideological mediation.
Example AJ9:
ST: Charred bodies lie in Cairo mosque, unrecognized by Egyptian state
TT: جثث متفحمة بمسجد بالقاهرة :
LT: Charred bodies in a mosque in Cairo
Example AJ10:
ST: Two Egyptian soldiers shot dead near Ismailia
TT: مقتل جنديين واستمرار المظاهرات بمصر :
LT: Two soldiers killed and demonstrations continuing in Egypt
Example AJ11:

ST: Egyptian police stage rare protest in defiance of new law

TT مسيرة ليلية بالسويس ومظاهرة للشرطة بالقاهرة :

LT: Night march in Suez and police demonstration in Cairo

Example AJ12:

ST: Exclusive - Egypt's Sisi asks for U.S. help in fighting terrorism

TT السيسي: نحتاج دعم أميركا وعلاقتنا بإسرائيل مستقرة :

LT: Sisi: we need the support of America and our relationship with Israel is stable

Example AJ13:

ST: Preparing Egyptians for austerity, Sisi cuts own pay

TT السيسي سيتنازل عن نصف راتبه وممتلكاته لمصر :

LT: Sisi will give away half of his salary and property to Egypt

Example AR14:

ST: Egypt's Muslim Brotherhood calls for more protests after killings

TT الإخوان يدعون لمليونية جديدة بعد أحداث الحرس الجمهوري :

LT: Brotherhood calls for new Million-Man Marches after Republican Guard events

Partial ideological mediation also includes a certain departure from the source text elements. Cases of addition and deletion of some elements can be noted. Example AJ9 shows a deletion case where the dependent clause 'unrecognized by Egyptian state' is omitted by Aljazeera for ideological reasons. Aljazeera was apparently against the new forming Egyptian state at that time, probable until now. Partial ideological mediation is characterised with less extreme textual or lexical interventions by the translators. However, cases of shifts and substitutions can be witnessed. In Example AR14, the source term 'killings' is ideologically mediated to 'أحداث الحرس الجمهوري' (Republican Guard events) by Al-Arabiya. AR14 also exhibits shifts in plurality and lexis in the term 'protests', which is rendered into 'مليونية' (Million-Man Marches).

Obviously, the remaining of the examples show a degree of addition. Translators' deviation from literalness in translating news headlines could indicate a different purpose intended by the news organisations. Adding new different information to the headline results in adding a different message, which function as a carrier of another ideological meaning. Samples of addition are manifested in Example AJ10 in 'استمرار المظاهرات' (demonstration continuing) and 'مسيرة ليلية' (night march) in Example AJ11, 'علاقتنا بإسرائيل مستقرة' (our relationship with Israel is stable) in Example AJ12, and 'ممتلكاته' (property) in Example AJ13. These examples stress the extent to which translators can intervene in the transfer process to relay a different ideology. More examples are shown in appendices A and B.

3- Minimal ideological mediation

The news headlines samples used in this paper have also been mediated with minimum textual and lexical alterations. A number of 12 examples out of 32 news headlines have been adapted with less intervention from the translator's side. Some of these examples are illustrated below; however, the entire examples used in this study are made accessible in the appendices.

Example AJ15:

ST: Egypt interim PM backs army chief for president

TT الببلاوي يشيد بالسيسي ويؤيد ترشحه للرئاسة :

LT: el-Beblawi praises Sisi and backs his running for the office

Example AJ16:
ST: Egypt's Sisi approves revised budget with deficit at 10 percent of GDP
TT: السيسي يوافق على ميزانية بعجز 10%
LT: Sisi approves the budget with 10% deficit

Example AR17:
ST: Muslim Brotherhood criticises Kerry's endorsement of Mursi overthrow
TT: جماعة الإخوان ترفض تصريحات كيري التي تدعم الجيش
LT: Brotherhood Group rejects Kerry's statements which support the military

Example AR18:
ST: Egyptian Islamists call for daily protests before Mursi trial
TT: تحالف الإخوان يدعو لاحتجاجات يومية قبل محاكمة مرسي
LT: Brotherhood Coalition calls for daily protests before Morsi's trial

Example AR19:
ST Two Egyptian soldiers shot dead near Ismailia:
TT: مسلحون يقتلون جنديين مصريين قرب الإسماعيلية
LT: Gunmen kill two Egyptian soldiers near Ismailia

Example AR20:
ST: Student killed in opposition protest at Cairo University
TT: مقتل طالب وإصابة صحافيين في اشتباكات بجامعة القاهرة
LT: Student killed and journalists wounded in clashes in Cairo University

Example AR21:
ST: Egypt's Sisi approves revised budget with deficit at 10 percent of GDP
TT: السيسي يقر ميزانية مصر المالية بعجز 10% للعام القادم
LT: Sisi approves Egypt's financial budget with 10% deficit for the next year

Example AR22:
ST: Obama calls new Egyptian president to congratulate him –White House
TT: أوباما يهنئ السيسي رئيس مصر الجديد
LT: Obama congratulates Sisi the new Egyptian president

Minimal mediation of ideology can result in a text foreignisation (Hatim and Mason, 1997). This occurs when the text generic features and discoursal practices are culturally maintained to appear visible to the target readers. Example AJ15 may attribute to this translating strategy, in which the 'Egypt interim PM' has been mediated in Arabic to 'البيلاوي' (el-Beblawi) and 'army chief' to 'السيسي' (Sisi). One could argue that due to the ongoing events at that time and those names would still appear heavy to the English ear, the Arabic translator is content that the Arab audience is familiar with them. In other words, the news headline has been reshaped for home consumption.

Minimal mediation can also incur deletion or addition of small amount of words and phrases, but the general idea presented in the text is not entirely reformulated. Example AJ16 illustrates a case of deletion, but still the same concept is conveyed. Slight lexical changes appear in Examples AR17 and AR18 represented in 'ترفض' (rejects) and 'تحالف الإخوان' (brotherhood coalition). Ideational representation can also be noted in Example AR19, where the transitivity system has been changed from passive into active. In the Arabic TT, it became known who killed the Egyptian soldiers. A case of addition is presented in Example AR20, in which 'إصابة صحافيين' (journalists wounded) has been added to the TT. Interestingly, Examples AJ16 and AR21 share

the same source item. In other words, the same headline has been ideologically mediated differently by both Aljazeera and Al-Arabiya. In the case of Al-Arabiya, the adverbial phrase 'للعام القادم' (for the next year) has been added to the TT. Example AR22 shows a good case of textual shifts.

Conclusion

This study aimed mainly at investigating the process of mediating news headlines as well as the nature of news translation. In addition to the ideologically-mediated translation operated by some news organisations, it also attempted to shed light on this complex process to see how news translation is defined and perceived within the field of Translation Studies and how news agencies express their ideological attitudes through translation. In order to reach this end, thirty two news headlines were used in this research paper. The original headlines had been produced by Reuters and then translated by Aljazeera and Al-Arabiya. It is evident that these two news organisations follow different political paths in their news dissemination. All news headlines used in this study relate to Egypt, specifically between May 2013 and June 2014. This study concerned itself with how news organisations translate rather than what belief or ideology they hold; although it is an important question, which needs further investigation.

The results obtained in the present study indicate that news headlines may be fundamentally refocused to relay a different ideological point of view. It has been shown that the news headlines have been ideologically mediated to conform to the news organisation's ideological orientations or political leanings. This resulted in reformulating a different Arabic version from the original, in some cases. Consequently, this may lead to different comprehension of the news item by the target audiences. The translator's intervention has been traced on the textual modification and lexical selection. Obviously, it could be argued that translators were fully conscious of their translation choices or strategies. In fact, some alterations may reflect the personal opinions and attitudes towards a given event.

Notwithstanding the implicit intention behind these lexical choices and textual shifts in the translational decisions, the corpus analysed in this work demonstrates that translation could be, arguably, an influential tool in the hands of news organisations, among many others, of course, to ideologically manipulate a news item or to shift the attention of readers towards a certain end resulting in a considerable ideological impact.

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Appendix A: news headlines by Aljazeera, original translation from Reuters and literal translation of the Arabic version

No.	English news headlines (Reuters)	Arabic news headlines (Aljazeera) + Literal translation
July 2013 - Morsi-Sisi		
1max	Egypt army raises pressure on Islamists with call for rallies	السيسي يطلب خروج الشارع لمواجهة الإرهاب
		Sisi asks people taking to the street to confront terrorism
August 2013 - Protests		
2 par	Charred bodies lie in Cairo mosque, unrecognized by Egyptian state	جثث متفحمة بمسجد بالقاهرة
		Charred bodies in a mosque in Cairo
3 max	Fear of new showdown on Egypt streets in 'Friday of martyrs'	مظاهرات ضد الانقلاب بجمعة الشهداء
		Demonstrations against the coup in Friday of Martyrs
November 2013 - Protests		
4 par	Two Egyptian soldiers shot dead near Ismailia	مقتل جنديين واستمرار المظاهرات بمصر
		Two soldiers killed and demonstrations continuing in Egypt
December 2013 - Protests		
5 par	Egyptian police stage rare protest in defiance of new law	مسيرة ليلية بالسويس ومظاهرة للشرطة بالقاهرة
		Night march in Suez and police

		demonstration in Cairo
January 2014 - Morsi-Sisi		
6 min	Egypt interim PM backs army chief for president	الببلاوي يشيد بالسيسي ويؤيد ترشحه للرئاسة
		el-Beblawi praises Sisi and backs his running for office
May 2014 - Morsi-Sisi		
7 par	Exclusive - Egypt's Sisi asks for U.S. help in fighting terrorism	- السيسي: نحتاج دعم أميركا وعلاقتنا بإسرائيل مستقرة
		- Sisi: we need the support of America and our relationship with Israel is stable
June 2014 - Morsi-Sisi		
8 par	Preparing Egyptians for austerity, Sisi cuts own pay	السيسي سيتنازل عن نصف راتبه وممتلكاته لمصر
		Sisi will give away half of his salary and property to Egypt
9 min	Egypt's Sisi approves revised budget with deficit at 10 percent of GDP	السيسي يوافق على ميزانية بعجز 10%
		Sisi approves the budget with 10% deficit
10 max	-Egypt's president says will not interfere in judicial rulings	السيسي يدافع عن قضائه والعالم يندد بأحكامه
		Sisi defends his judicial system and the world denounces its rulings

Appendix B: news headlines by Al-Arabiya, original translation from Reuters and literal translation of the Arabic version

No.	English news headlines	Arabic news headlines (Al-Arabiya) + Literal translation
May 2013 - Morsi-Sisi		
1 par	Egypt's president signs Islamic bond bill into law	مرسي يوقع قانون الصكوك لإنقاذ اقتصاد مصر المتعثر
		Morsi signs bond bill to rescue Egypt's faltering economy
July 2013 - Protests		
2 max	Egypt debt insurance costs hit record high after anti-Mursi protests	الاحتجاجات ترفع كلفة التأمين على ديون مصر لمستوى قياسي
		Protests raise insurance cost of Egypt's debt to a record level
3 par	Egypt's Muslim Brotherhood calls for more protests after killings	الإخوان يدعون لمليونية جديدة بعد أحداث الحرس الجمهوري
		Brotherhood calls for new Million-Man Marches after Republican Guard events
4 min	White House urges restraint by Egyptian military	البيت الأبيض يحث الجيش المصري على ضبط النفس
		White House urges Egyptian army to exercise restraint
5 max	Egypt announces criminal investigation of Mursi	بلاغات تتهم مرسي وقيادات أخرى بالتخابر وقتل المتظاهرين
		Reports accuse Morsi and other leaders of spying and the killing of demonstrators
6 min	Islamist group threatens violence after ousting of Egypt's Mursi	جماعة إسلامية تهدد بالعنف بعد الإطاحة بمرسي
		Islamic group threatens violence after Morsi

		downfall
August 2013 - Morsi-Sisi		
7 max	Egypt's rulers tell pro-Mursi protesters to quit camps	كيري: الجيش المصري عزل مرسي لاستعادة الديمقراطية
		Kerry: Egyptian army isolate Morsi to restore democracy
Protests		
8 min	Muslim Brotherhood criticises Kerry's endorsement of Mursi overthrow	جماعة الإخوان ترفض تصريحات كيري التي تدعم الجيش
		Brotherhood Group rejects Kerry's statements which support the military
9 max	Egypt's Brotherhood loses grip as anger boils	جهاد الحداد: الجماعة تلقت ضربة قوية من أجهزة الأمن
		Gehad El-Haddad: the Group received strong blow from the Security Apparatuses
September 2013 - Protests		
10 max	Gunmen kill Egyptian army officer and soldier in Nile Delta	مقتل ضابط في هجوم على سيارة عسكرية شمال شرقي القاهرة
		Officer killed in attack on military vehicle in north-east of Cairo
October 2013 - Protests		
11 max	- Clashes across Egypt kill 51, more protests called	53 قتيلاً باشتباكات بين الأمن والإخوان في ذكرى 6 أكتوبر
		53 dead in clashes between security and the Brotherhood in memory of October 6
12 par	Egypt criticizes U.S. aid cuts, Washington says not severing ties	الخارجية المصرية - قرار واشنطن وقف بعض المساعدات خاطئ
		Egyptian Foreign Ministry - Washington's decision to stop some aids is wrong
November 2013 - Protests		
13 min	Egyptian Islamists call for daily protests before Mursi trial	تحالف الإخوان يدعو لاحتجاجات يومية قبل محاكمة مرسي
		Brotherhood Coalition calls for daily protests before Morsi's trial
14 min	Two Egyptian soldiers shot dead near Ismailia	مسلحون يقتلون جنديين مصريين قرب الإسماعيلية
		Gunmen kill two Egyptian soldiers near Ismailia
December 2013 - Protests		
15 min	Egyptian police fire tear gas to end clashes in Cairo	الشرطة المصرية تطلق الغاز لإنهاء اشتباكات في القاهرة
		Egyptian police fire gas to end clashes in Cairo
January 2014 - Morsi-Sisi		
16 max	Egyptians back constitution, opening way to Sisi presidential run	تلميحات السيسي تصعد ببورصة مصر لأعلى مستوى
		Sisi's hints increase Egypt Stock Exchange to highest level
Protests		
17 max	Two killed in clashes between Egyptian police and protesters	الأمن المصري يطلق الغاز لتفريق محتجين مؤيدين لمرسي
		Egyptian security fire gas to disperse pro-Morsi protesters

	April 2014 - Protests	
18 min	Woman killed in clash between Egypt's Brotherhood, security forces	مقتل امرأة مصرية في اشتباك بين الأمن والإخوان
		Egyptian woman killed in clash between security and Brotherhood
19 min	Student killed in opposition protest at Cairo University	مقتل طالب وإصابة صحافيين في اشتباكات بجامعة القاهرة
		Student killed and journalists wounded in clashes in Cairo University
	May 2014 - Morsi-Sisi	
20 max	Exclusive - Egypt's Sisi asks for U.S. help in fighting terrorism	السيسي: سنركز على توفير فرص العمل وتحفيز الاقتصاد
		Sisi: we will focus on providing job opportunities and stimulate the economy
	June 2014 - Morsi-Sisi	
21 min	Egypt's Sisi approves revised budget with deficit at 10 percent of GDP	السيسي يقر ميزانية مصر المالية بعجز 10% للعام القادم
		Sisi approves Egypt's financial budget with 10% deficit for the next year
22 min	Obama calls new Egyptian president to congratulate him –White House	أوباما يهنئ السيسي رئيس مصر الجديد
		Obama congratulates Sisi the new Egyptian president

Appendix C: Abbreviations

AJ	Aljazeera
AR	Al-Arabiya
ST	Source Text
TT	Target Text
LT	Literal Translation
max	Maximal Mediation
par	Partial Mediation
min	Minimal Mediation