

THE ROLE OF TRANSLATION ACROSS MULTILINGUAL MASS-MEDIA FOR SECURITY DISCOURSE TO COUNTER TERRORISM

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Abstract

The paper explores the role of translation across multilingual mass-media for security discourse to counter terrorism. The article integrates long-standing emerging practices regarding bilingual discourse analysis. The research combined theoretical and empirical studies.

The theoretical analysis focused on the research conceptual framework and explored the researchers' views on the concepts of mass media communication, ideology, security discourse, anti-terror language use. The literature review also aimed to map methodological issues regarding translation techniques that can be used to render information on terrorism related issues that can be culturally, politically, socially sensitive for target audiences.

The empirical studies focused on the comparative analysis of mass-media reports that were produced in English and Russian and focused on recent terrorist attacks in the world. Specific emphasis was laid on the analysis of the techniques used by mass-media multilingual stakeholders who highlighted the relevant events, shared their opinions, and aired their comments.

The statistics was used to check the frequency of the mentioned techniques use.

The research also relied on translators' comments regarding the mentioned techniques use as the research findings support earlier conclusions based on the studies regarding other mass -media topics and translation language pairs.

The research results made it possible to identify some trends regarding translation tools to foster security discourse, proactive potential of the translation instruments in the process of fostering security discourse through mass media to counter radicalization, extremism and terrorism.

The research findings can be useful to draft further recommendations for multilingual communities and their mass-media in regard to security discourse development to counter terrorism.

Keywords: Modern Languages, translation, discourse analysis.

1 INTRODUCTION

The contemporary society faces skyrocketing terrorism war against humanity in various corners of the world. Increasing human death toll, physical and psychological wounds have gone beyond national borders.

The issues related to security, protection and prevention are in the spotlight of the international community. The role of mass-media could hardly be underestimated in the above mentioned context.

It is obvious that mass- media sources produce information related to terror crimes in diverse formats (hot news and latest developments reports, witnesses' interviews, analysts' commentaries, etc.) and in different languages.

Many mass media products on the topic under study are translated (in written form or orally) either on-line or off-line.

The current state of affairs leads to the assumption that translation tools are used not just due to the translator's mastery of the above tools but also in line with extra linguistic features related to the newspaper policy, state ideology, etc.

The above topic has not become subject of analysis so far, though there is a considerable bulk of publications on anti-terrorism discourse on the whole.

Due to the current state of affairs we consider it necessary first to shape the conceptual research framework through relevant literature analysis.

2 CONCEPTUAL FRAMEWORK FOR RESEARCH

Mass-media reflect the opinions of the authorities, political parties, public communities, etc. They refer to the public, trying at the same time to be sensitive to individuals, their values and interests. It is obvious that mass media follow some particular ideology of the group they are supported or created by, and therefore represent and promote (Gal, Woolard, 1995, Gershon, 2010).

There is a widely accepted approach by T. van Dijk (2006) to discourse as a medium of rendering a kind of ideology as a system of beliefs that are shared by a group of people, the above system performing a set of political and social functions (Van Dijk, 2006, pp116-119). Scholars further view language as a tool to materialize ideology (Määttä, 2014, pp. 63-65).

P. Simpson underlines that speakers and writers linguistically express their beliefs, interests and biases in a wide range of media (Simpson, 2003).

The 21st century faces increasing tension in the world due to terrorism spreading across national borders. This situation requires particular attention to the mass media communication. Scholars underline language issues in the war on terror (Jackson, 2005), refer to recent examples regarding shifts in official state rhetoric that aims to "avoid implying that specific communities are to blame" (Travis, 2008). Moreover, special research was implemented to confirm that "the disconnect between what is said and what is heard can be striking" (Armstrong, Chin, Leventer, 2008, p.8-10).

Scholars' analysis confirms that, for instance, national television broadcasting on terror threat to the state security depends on geo- and socio-political environments and puts security discourses into nationally oriented, representational systems. (Flood, Hutchings, Miazhevich, Nickels, 2012).

Regarding the security issues language is viewed as a tool to describe security phenomenon in situational, cognitive, and cultural contexts (Behnke, 2013, pp.72-78).

Today the world faces increasing multilingual communication, including that one through the mass-media. Thus, translation comes into the focus. Scholars point out that translation and the mass media have common characteristics as they are both tools of communication though mass media address the public using the community native language while translation aims to convey information, ideology and culture that belong to one community, to another one that might be unaware of the concepts, events, traditions and beliefs (Delabastita, 1990, pp. 97-109).

The above leads to the increasing role of translation regarding the multilingual information spread through mass media. Researchers underline that the translation of the information for mass media sources requires not only linguistic decoding but, what is much more challenging cultural and ideological adaptation depending on the editorial policy and the overall state policy (Akbar, 2012, pp.65-68, House, 2015, p.25-28).

On the other hand, Translation Studies have been trying to overcome the longstanding contradictions

(Venuti, 1998) between the arguments for the sense-for-sense translation (one of the oldest translation norm -see, for instance, Robinson, 1997), on the one hand, and arguments for the importance of cultural adaptation that does not mean language or content simplification but refers to culturally adapted target text (Kade, 1968, Bhabha, 1994/2004).

Moreover, translated mass media texts are often result of compression and generalization with the view to provide the most important facts, activities and comments. Various researchers mention this techniques regarding the news translation in the field of various language pairs (Bielsa, Bassnett, 2009, Fuertes, Torres, 2015).

Meanwhile, Translation Studies as a research area explore various techniques under the umbrella of adaptation, including the following (Vinay, Darbelnet, 1977[1958], Fernández Guerra, 2012, Yifeng, 2012):

-expansion/explication: adding or explicating the source information, both in the main content, and in the preface, footnotes or glossary;

-information updating: replacing obsolete or incomprehensible information with modern equivalents;

-situational or cultural adequacy: the re-creation of a context that is better known or more culturally appropriate from the point of view of the target reader than the context of the original;

-generalization: a more global replacement of the original text with text, which retains only the basic ideas and functions of the original, the technique is also called compression.

- modulation: using a phrase that is different in the SL and TL to convey the same idea

Everything mentioned above leads *to the research hypothesis* that argues for the possible adaptation of the national mass media discourses (materialized in texts) that inform about terrorism attacks and related issues, the adaptation rests on cultural and ideological reasons.

The research goal is to explore the check the hypothesis and to explore the techniques that are used in the process of the translation of the texts under study that are subject to the above-mentioned adaptation.

3 METHODOLOGY

The research integrated desk and field research. Theoretical analysis included studies of relevant literature and focused on the key concepts that seemed important to shape the research conceptual framework. Empirical studies focused on the analysis of the mass media texts on terror attacks and related issues.

The research materials included the on-line mass media texts written in English and their translation in the Russian on-line sources.

The research sources included the texts from the site inopressa.ru that provides links to the original articles from foreign newspapers (on-line versions are available) and offer the translation of the publications into Russian.

It should be mentioned that the choice of the research materials had a number of reasons including

-the fact that Russia has suffered from terror attacks (like the USA, the UK, France, Spain, Germany, Belgium and many other countries) and implements tough policies to counter terrorism,

-the opportunity to deal with the official mass media sources (and not subjective personal or social subgroups' blogs, etc),

-the author's working language pair for translation tasks.

It is necessary to mention that along with consistent measures to counter terrorism Russia consistently promotes very sensitive approach to its multi-ethnic community and tries to avoid rhetoric mixing the country multinational population ethnicity and religion background, on the one hand, and terrorists social background and origin, on the other one. It goes in line with the recommendations that for instance, have been developed by the J. Armstong, C.J. Chin, and U. Leventer, U. for the UK and the USA authorities (Armstong, Chin, Leventer,2008).

Totally 134 publications from the USA and the UK newspapers and their translations into Russian were analysed with the view to identify those techniques that are used through translation process.

Further on, translators with the working experience over 10-15 years were asked to comment on the techniques used.

The statistical analysis aimed to provide quantitative data about the techniques under study.

4 RESEARCH RESULTS

The empirical studies revealed the following. A number of translation techniques were continuously used for translation from English into Russian. Regarding these techniques frequency we should mention the following.

The most frequent tools include generalization and compression due to the details and direct speech omission (86% of the analysed texts), expansion (explication) (69% of the analysed texts) that can be followed by short translation commentary, modulation (37% of the analysed texts).

Further some examples of the mentioned techniques are provided along with comments that we received from translators regarding the techniques used.

The generalization through a replacement of the original text with a more general text, which retains only the basic ideas and functions of the original can be explained by the translated text task to summarize the major points of the information with the view to informative function of the news texts. The example of this technique can be found through the comparison of the original text "The Guardian view on reacting to terror: be Manchester" (see the on-line publication under this title) and its translation (see the link to Translated source1).

Nonetheless, the above generalization does not put down the emotional level of the discourse, and even more sometimes tends to use a more pathetic tone of expression through the technique of modulation.

This situation can be illustrated by the comparison of the original and translated texts mentioned above:

The Gradian article uses the following language to conclude on people's feelings and behaviour at the time of the terror attack in Manchester in May 2017:

It is a testament to the city that an attempt to divide a people only brought them closer together: doors were opened to strangers and meals offered to worried parents. Hotels and cabs provided services for free. As one taxi driver put it: "We're glue. We stick together when it counts."

The Russian version renders the information in the compressed way:

The Guardian points to the importance for people to unite in the face of terrorist attacks - after the incident, the Manchester people allowed strangers to stay at their homes for the night, taxi drivers and hotels worked for free.

According to the translators' comments the compressed Russian version of this piece of information strives not just to render the factual information about the people's unity but also aims to underline the necessity and importance of uniting in the face of terrorism. Thus, apart from the information and emotional function the translated version aims to perform persuasive function and strengthen human values and beliefs.

It should be mentioned that despite the trend to the source text compression the translated version keeps the direct message the Guardian article addresses to its readers,

The original text contains a closing paragraph on the nation's values:

Nations driven by paranoia and fear make poor decisions. Those trading in terror cannot change our way of life through their murderous acts. And we should not do it for them by losing sight of the values, such as those found in Manchester, that shape our nation.

The Russian version of keeps the respective part without any cuttings and maintains the same emotional level by using the relevant calque vocabulary, parts of speech and syntax structures.

According to the translators' comments, this approach reveals that translation aims to highlight universal values that are critical for every nation. (see the links to the original text and translated one, indicated above).

Another tool that is consistently used in the process of the English into Russian translations is expansion (explication), that can be followed by short translation commentary

For instance, the Washington post article on the terror attack in Iran uses the phrase *Islamic State* when blaming terrorists for the attack on the country's parliament building and the shrine dedicated to revolutionary Iran's founder, Ayatollah Ruhollah Khomeini (Tharoor 2017). The translation into Russian uses the

abbreviation for the full name of the terrorist organisation – *ИГИЛ* in Russian (ISIL in English - Islamic State of Iraq and the Levant), or use the put the phrase *Islamic State* in the inverted commas and the translation commentary – the full name of this organization can be also found as the foot note with some short commentary (see the link to Translated source 2).

When asked about this practice, translators suggested the above practice refers to the long standing Russian tradition to follow a very sensitive approach to issues of religious and cultural affiliations due to historical realities of a really multinational state that since its very first steps integrated representatives of over 190 nationalities. Contemporary Russia's antiterrorist policy starts from the point that terrorism has no nationality or cultural affiliations, though of cause, concrete terrorists have their geographical and ethnical origins.

Another point should be mentioned in relation to the above said. The texts translated into Russian tend to omit parts of the original texts which verbalize the contempt for people who are not Russians. Let's glance at the original text "What Monday's subway bombings mean for Putin's Russia" published in the Washington Post (2017) and its translated version (see the link to Translated source 3).

The author uses the following language units:

Reportedly, police in Moscow and St. Petersburg have begun accosting men of "southern" appearance — a Russian euphemism for anyone who looks vaguely non-Russian enough to be a Muslim.

This part is omitted in the course of translation. According to the translators, this technique can be used as the paragraph does not mention to any concrete source of information. Besides, official Russian mass media tend not to divide the people due their geographical origin and religion affiliation. This example confirms that translation of mass media texts related to terrorism issues take into account the national policy and ideology, especially when addressing the multinational country audiences.

The research results also revealed that translation of the mass media texts related to terrorism issues reproduce the structure and graphics of the original text (see the above-mentioned article in the Washington post and its translation (Translated source 3).

5 CONCLUSION

The research results confirmed the hypothesis that argued for the possible cultural and ideological reasons for adaptation in the course of translation of the national mass media texts that inform about terrorism attacks and related issues.

The research findings made it possible to draft preliminary conclusion on the most frequent techniques that are used for the adaptation through the translation of the texts on terrorism and related issues. Omission, expansion (explication, short translation commentary, and modulation are most often used among other the translation tools. The use of these techniques aims to balance universal and national values, compress the less important information, raise national awareness of the need to combat and unite against terrorism, foster and promote a concrete country national ideology concepts and views. The mentioned activities contribute to security discourse enhancement through multilingual mass-media.

Further research is necessary to consider particular countries' national strategies regarding the use of language and translation tools to counter terrorism.

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