

**Deanship of Graduate Studies**

**Al-Quds University**



**Manipulation of Paratexts and Exploitation of Subtitling  
Guidelines for Advocacy Purposes**

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**MA Thesis**

**Jerusalem, Palestine**

**1444 / 2022**

**Manipulation of Paratexts and Exploitation of  
Subtitling Guidelines for Advocacy Purposes**

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**A thesis Submitted in Partial Fulfillment of  
Requirements for the Degree of Master of Translation  
and Interpreting from the Faculty of Graduate Studies  
at Al-Quds University.**

**1444 / 2022**

**Deanship of Graduate Studies**

**Al-Quds University**

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## **Thesis Approval**

**Manipulation of Paratexts and Exploitation of  
Subtitling Guidelines for Advocacy Purposes**


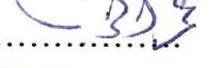

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**Jerusalem, Palestine**

**1444 / 2022**

## **Dedication**

To my parents and family.

## **Declaration**

I hereby declare that this study, entitled *Manipulation of Paratexts and Exploitation of Subtitling Guidelines for Advocacy Purposes*, is bona fide, accomplished under the supervision of Dr. Mohammad Thawabteh. I also hereby declare that this study has not been submitted as a higher degree to any other university or institution.

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## **Acknowledgements**

My special gratitude goes to my supervisor Dr. Mohammad Thawabteh, whose step-by-step help is the reason behind the accomplishment of this thesis. I would like to extend this gratitude to Dr. Omar Najjar and Dr. Ahmad Ayyad for the significant efforts throughout the whole program, and to Dr. Nabil Alawi for given me his priceless time and efforts in examining this thesis.

A very warm gratitude to my parents who always provide me with all the love, care, and strength I need.

## Abstract

This thesis studies nine articles published by PMW (Palestinian Media Watch), which is a research institute that studies the Israeli-Palestinian conflict. The nine articles report events that took place between 2014 and 2015. The focus of these events is on two main incidents that were the cause of other related struggling incidents; the kidnapping of Muhammad Abu Khdeir and the Duma arson attack. The two events were the cause of other known incidents that took place during that time but were reported independently and out of the context of the two mentioned events, like Gaza 2014 war. Articles are translated from Arabic into English, and combine different paratextual elements in each. The articles aim at situating these events in a new frame by manipulating either the texts, or the paratexts they contain. The frame is the same in all PMW's content. The frame, as this study suggests, depicts Palestinian people as 'terrorists' and Israel as a 'state fighting terrorism.' The content is ideologically motivated and framed; it follows in the footsteps of certain agenda. This thesis starts with the investigation of PMW's vision through examining its "About Us" page and its main commissioner, editors, and translators mentioned. Then, the corpus is examined following Fairclough's (1992) model of Critical Discourse Analysis (CDA), and The Narrative Theory. Data is analysed by considering the topics PMW chooses to write about, and the main lexicons it uses in all its content regarding the Palestinian situation. The aim of this thesis is to show the role of translation during conflicts. The aim is also to show the role of translated narratives in shaping the public's views and opinions on conflicts. The aim extends to show the effect and impact of ethics and of exploitation of language and AVT guidelines on the Target Reader's (TR) understanding of texts and events. The aim also extends to show how selective texts change a struggles, and change the aim translation is supposed to play. Translation is expected to be a mean of communication or a 'Gap Bridger' among cultures. The contribution of the current study in the field of Translation Studies (TS) lies in its pre-mentioned aims that can simply be summarized into unveiling the political role translation plays. This is achieved by unveiling the hidden ideology and interests found in titles, words, and paratexts. This study's overall goal is to create some balance in the field of (TS), by being part of the many studies that try to gain back the role translation is supposed to play. This overall goal is achieved by exposing those who try to distort the field and its supposed credibility and function, for certain agendas, and for guaranteeing power and control. This study can also be taken into consideration and examination by any future

studies as a sample to research any new or modified possible translation strategies by research institutes or media. The main findings of this thesis stresses the need for a common international control and monitoring in the field of (TS).

**Keywords:** paratext-based web, transnational visibility, news videos, news rewriting, paratextual rewriting.

## التلاعب بالنصوص المحيطة (العتبات) واستغلال قواعد الترجمة السمعية المرئية لأغراض المناصرة السياسية

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### الملخص

تتناول هذه الدراسة عدة تقارير إخبارية تنقل أحداث وقعت في العامين 2014 و2015 في فلسطين كما وردت لدى موقع (بالستينيان ميديا ووتش)؛ وهو وكالة إخبارية إسرائيلية موالية ومناصرة للحكومة الإسرائيلية وأجندتها. إذ تصاعدت الأحداث خلال تلك الفترة بسبب واقعتين أساسيتين؛ جريمة خطف وقتل الطفل محمد أبو خضير عمداً، والتي كانت سبباً في إندلاع حرب غزة في العام 2014، وجريمة حرق عائلة دوابشة عمداً. وتركز هذه الدراسة على حقيقتين؛ الأولى: أن موقع بالستينيان ميديا ووتش نقل الأحداث المتتالية خلال تلك الفترة على حدة؛ أي أنه نقل ردة فعل الشعب الفلسطيني على تلك الأحداث دون ذكر الأحداث نفسها، من خلال التركيز على صور وفيديوهات أخذت من مصادر فلسطينية عدة، ونشرتها هذه المصادر خلال فترة عصيبة كان يمر بها الشعب الفلسطيني. الثانية: أنه تم استخدام تلك الأحداث، التي تركز على رد الفعل دون ذكر الفعل، في إطار الرواية الإسرائيلية عن الشعب الفلسطيني وإثباتها لجمهور القراء المستهدف. التقارير التي كتبتها هذه الوكالة تُرجمت من اللغة العربية إلى الإنجليزية، وركزت هذه الدراسة على طريقة وأسلوب ترجمة العناوين والصور والفيديوهات ووصفهما، بالإضافة إلى أهم الملاحظات والحواشي التي أضافها الموقع إلى التقارير. وكما ركزت على المصطلحات الموجودة في التقارير، وعلى خرق القواعد المتعارف عليها في ترجمة الفيديوهات، والمتوفرة في دليل الترجمة السمعية البصرية في عدة دراسات أُقيمت في علوم الترجمة. استخدمت هذه الدراسة نموذج (Fairclough (1992) للتحليل النقدي للخطاب، ونظرية السردية في تحليل بياناتها. للوصول إلى أجوبة تتعلق بأسئلة حول دور الترجمة في إكتساب الشرعية القانونية، من خلال دورها في تشكيل بعض الروايات داخل عقول جماهير القراء المستهدفة. ويكمن ذلك الدور في التلاعب في الكلمات المستخدمة داخل نصوص مختارة بعناية فائقة. فتستنتج هذه الدراسة أن الترجمة لا تستخدم كوسيلة إتصال وتواصل؛ بل تستخدم كوسيلة سياسية لنقل أيديولوجيات وأجندات معينة.

## Table of Contents

<b>Chapter I: Introduction</b>		1
1.1	Purpose of the Study	4
1.2	Significance of the Study	6
1.3	Statement of the Problem	7
1.4	Limitation of the Study	8
1.5	Questions of the Study	9
1.6	Structure of the Study	9
<b>Chapter II: Review of Related Literature</b>		11
	Overview	11
2.1	Paratextual Elements	12
2.2	AVT from a Sociocultural Perspective: The New Century's Method for Manipulative Intervention	16
2.3	Conclusion	21
<b>Chapter III: Corpus and Methodology</b>		22
	Overview	22
3.1	Palestinian Media Watch (PMV)	23
3.2	Critical Discourse Analysis	25
3.3	The Narrative Theory	27
3.4	Conclusion	30
<b>Chapter IV: Data Analysis</b>		30
	Overview	30
4.1	Paratextual Elements	31
4.1.1	Titles	31
4.1.2	Images	32
4.1.3	Videos and Subtitles	42
4.1.4	Notes and Endnotes	47
4.2	Data Discussion	49
4.3	Conclusion	54
<b>Chapter V: Conclusion</b>		54

5.1	Major Findings	54
5.2	Contribution to Translation Studies	56
5.3	Future Research	57
<b>List of References</b>		58

## List of Figures

<b>No.</b>	<b>Figure</b>	<b>Page</b>
<b>Image 1</b>	Sample in the Data Analysis: (Image Sample)	32
<b>Image 2</b>	Sample in the Data Analysis: (Image Sample)	34
<b>Image 3</b>	Sample in the Data Analysis: (Image Sample)	35
<b>Image 4</b>	Sample in the Data Analysis: (Image Sample)	36
<b>Image 5</b>	Sample in the Data Analysis: (Image Sample)	36
<b>Image 6</b>	Sample in the Data Analysis: (Image Sample)	39
<b>Image 7</b>	Sample in the Data Analysis: (Image Sample)	40
<b>Screenie 1</b>	Sample in the Data Analysis: (Video Sample)	42
<b>Screenie 2</b>	Sample in the Data Analysis: (Video Sample)	42
<b>Screenie 3</b>	Sample in the Data Analysis: (Video Sample)	43
<b>Screenie 4</b>	Sample in the Data Analysis: (Video Sample)	43
<b>Screenie 5</b>	Sample in the Data Analysis: (Video Sample)	43
<b>Screenie 6</b>	Sample in the Data Analysis: (Video Sample)	43
<b>Screenie 7</b>	Sample in the Data Analysis: (Video Sample)	43
<b>Screenie 8</b>	Sample in the Data Analysis: (Video Sample)	45
<b>Screenie 9</b>	Sample in the Data Analysis: (Video Sample)	45
<b>Screenie 10</b>	Sample in the Data Analysis: (Video Sample)	46
<b>Screenie 11</b>	Sample in the Data Analysis: (Video Sample)	46
<b>Screenie 12</b>	Sample in the Data Analysis: (Video Sample)	46
<b>Screenie 13</b>	Sample in the Data Analysis: (Video Sample)	46
<b>Screenie 14</b>	Sample in the Data Analysis: (Video Sample)	46
<b>Screenie 15</b>	Sample in the Data Analysis: (Video Sample)	46

## Arabic Transliteration System<sup>1</sup>

Romanization	Arabic Character	Romanization	Arabic Character
د	همزة ء	GH	غ
Ā	ا	F	ف
B	ب	Q	ق
T	ت	K	ك
TH	ث	L	ل
J	ج	M	م
H	ح	N	ن
KH	خ	H	هـ والتاء المربوطة في نهاية الكلمة
D	د	W, Ū	و
DH	ذ	Y, Ī	ي
R	ر	a	Short Opener
Z	ز	ā	Long Opener
S	س	ā	Maddah
SH	ش	a'	Alif Maqsourah
Ṣ	ص	u	Short Closer
Ḍ	ض	ū	Long Closer
Ṭ	ط	i	Short Breaker
ḌH	ظ	ī	Long Breaker
·	ع	Doubling the letter	شدة

<sup>1</sup> This Arabic Transliteration System table is based on the Eleventh United Nations Conference on the Standardization of Geographical Names. Retrieved from: [https://unstats.un.org/unsd/geoinfo/UNGEGN/docs/11th-uncsgn-docs/E\\_Conf.105\\_137\\_CRP.137\\_14\\_Romanization%20System%20from%20Arabic%20%20letters%20to%20Latinized%20%20%20letters%202007%20-%20ENGLISH.pdf](https://unstats.un.org/unsd/geoinfo/UNGEGN/docs/11th-uncsgn-docs/E_Conf.105_137_CRP.137_14_Romanization%20System%20from%20Arabic%20%20letters%20to%20Latinized%20%20%20letters%202007%20-%20ENGLISH.pdf)

# Chapter I

## Introduction

Centuries ago, translation was viewed as a literary practice dedicated to the study of “important texts” either for “scholarship” or for “religious purposes” (Munday 2016: 10-11). Translation gained much attention then with the late 4th Century production of The Vulgate version of Holy Scripture, a translation into the common Latin of the day, by St Jerome (347–420 AC). St Jerome is considered the ‘Father of Translation’ (the patron saint of translation and archaeology in the Roman Catholic tradition), and he together with Cicero (106–43 AC), originated the continual debate of “whether translations should be literal (word-for-word) or free (sense-for-sense)” (Munday 2016: 30-55). Translation since St Jerome and until the first half of the twentieth century was viewed as a mere linguistic act and language-learning act, or as “transferring a text from one language to another” (Kuhiwczak and Littau 2007: 23).

Translation since St Jerome, and until the end of 1960s; after the appearance of the functional approaches, focused on the source text (ST) and source reader (SR). However, with the cultural turn in the 1990s and the emergence of postcolonial, descriptive, and sociological approaches in the 1970s, 1970s-1990s, and 1990s consequently, the focus has turned on the target text (TT) and TR, and on the translator and his agency. Translation is now seen as a communicative act with communicative purpose(s) and communicative function(s). In other words, it is seen as “textual transfer” and “meaning transfer” (Kuhiwczak and Littau 2007: 23-40). The cultural turn in the field of (TS) is mainly due to the emergence of pragmatics and semiotics, among other reasons, that caused the emergence of numerous new concepts. These concepts include intervention, manipulation, advocacy, ideology, etc. This means that the focus is on the TR’s reception and perception of the intended message(s) of the (TT) (Baker and Saldanha 2009: 204-205). In addition to the new concepts, some existed concepts in the field have also been questioned regarding

translation and politics, such concepts are mainly related to ethics, truthfulness, and faithfulness.

The appearance of the new concepts in the field of (TS) and the questioning of the existed ones, from the point of view of this thesis, are the result of personal interpretations that advocate certain agendas, and of ideological manipulation by media and advocacy groups. An advocacy group is defined as “an organization that campaigns on a particular issue” (Collins Online Dictionary). In the field of (TS), advocacy groups campaign by translating news, and intervening in the STs. Media and news, within the field of (TS), are criticised for being a main tool for political intervention and manipulation. News serves certain agendas that are ideologically led and framed. For this reason, the field of translation and media draws the attention of many scholars, especially after the cultural turn, and move the lens from textual concerns to cultural concerns. Scholars now study and are more interested in “broader contextual factors” (Kung 2009: 123) that initiate the translation process. These factors are mainly the result of power relations between cultures and the ideological political dimension of these relations.

This dimension is mostly represented in paratexts, as shall be seen in Chapter IV below. Paratexts are texts embedded in bigger ones. They tell much about the agency and ideology of the translator, which are hidden behind language. Paratexts are analysed as a form of rewriting that manipulate the (ST) (Koş 2008: 59) to advocate certain governments, and their agendas. The translators, editors, and commissioners carry this manipulation. It is a collective responsibility by the agency that is considered a whole one body responsible for “shaping the way the translated text is received by the target culture” (Haroon 2017: 102). Media Agencies are the initiators of building false narratives, by mistranslating news and manipulating articles, which misrepresent events and people.

This thesis suggests that the mistranslated or manipulated (TT), distorts the communicative and cultural act translation should play. The study also suggests that the distortion of the role of translation can be linked to Aristotle triangle of persuasion. Aristotle argues that the process of achieving persuasion is the process of appealing to ethos, pathos, and logos. That is appealing to the reputation of the author, to readers’ emotions, and to reasoning. In the current study, ethos is embedded in the agency itself; the research institute (PMW), including its translators, editor, and commissioner or director. Pathos is embedded in the enhancing of ethos and its goal, by appealing to different certain translational strategies, especially in this thesis case, the changing of meanings of words in the (TT), and the

creation of some others. Nonetheless, logos is embedded in the frame of pathos; that is the images and videos chosen to represent the certain words. Pathos and logos reveals ethos goal. In other words, the selective images and videos chosen by the corpus of this thesis, and the certain words they contain, represent the goal the corpus has.

Paratexts were first viewed by Genette (1987); they are everything that surrounds the text and add information to the (ST). Paratexts construct different narratives than that of the (ST) and play crucial role in the understanding of the text and have an equal role of the text itself. In the corpus of this thesis, different forms of paratexts are employed by a research institute that studies the Israeli-Palestinian conflict, named: PMW. These paratexts include titles, images, videos (news videos), subtitles, explanatory comments, expository intertitles, notes, and endnotes. Added information in selective paratexts provides any agency or any advocacy group with the visibility they aim at. This visibility is dedicated to reflect and impose certain ideologies on one side and manipulate texts in a way to encounter 'The Other' narratives, on the other.

Images and videos constitute a large part of PMW's content. This thesis suggests that PMW is a (paratext-based web); it translates selective news and interprets selective images and videos. PMW uses many paratexts to attract the (TRs) and to construct false narratives about Palestine and Palestinians on one hand, and to justify the aggressive and racist policies committed by Israel, on the other hand. The collected images and edited videos are published on YouTube as well and are the source of many articles by Israeli media groups, i.e.: The Times of Israel. PMW's narratives show the effect of Palestinians reactions and hide the cause; incidents. Narratives can, not only affect readers, but extend to their families and societies, building a whole different vision of reality.

Narrative analysis reveals political propagandas that aim at engaging nations in politics and reveals the process of narrative construction. Narrative analysis reveals intentionally manipulated texts, and how this manipulation is framed to constitute alternative narratives. It also reveals how the same narrative can be framed differently and in diverse ways by a different agency, which serves certain personal agendas. The Narrative Theory reveals the actual meaning and reasons behind the use of the notion of 'terrorism' as narrated by pro-government agencies (Harding 2012: 303).

This thesis examines nine articles published by PMW and suggests that these articles are (paratext-based articles). They are formed by different paratexts that are collected from

either Fatah official Facebook page, as PMW says, Palestinian TV channels, newspapers, or journals. However, Data Analysis in Chapter IV below, shows that sources may be created by unknown activists or unknown parties. Articles are a collection of, as this study suggests, (image-based articles) and (video-based articles). This means that these articles contain image(s) and image-description(s), or a video(s) and a video-description(s) as the only component(s). The articles are translated from Arabic into English and are related to two main incidents that took place between 2014 and 2015. These incidents are the kidnapping and burning of a Palestinian kid; Muhammad Abu Khdeir, and the Duma arson attack. The nine articles are only an example of the many articles that were published to report the events that took place because of the two incidents. Analysis is conducted using Fairclough's (1992) approach of CDA, and the Narrative Theory. CDA and the Narrative Theory enable this thesis to reveal PMW's ideology and agenda that are hidden behind words and paratexts. The study then moves to Data Analysis and a Conclusion to analyse the translation tools employed to promote the "terrorism and security agendas" by an organization subscribed in political programs (Baker 2010: 349).

### **1.1 Purpose of the Study**

In today's global society, political texts are accessible, freely available, and shared between and among nations; available for consumption, questioning, and manipulation. Hence, this thesis seeks to define a political text, in the light of its corpus, and by borrowing Van Dijk's categories of political discourse, which he uses to define political texts and contexts (Van Dijk 1998: 15-19). A political text is thus, one that evokes certain values and ideology through certain contexts, to mind control a group or groups of people, who consciously or unconsciously will support certain political actions. This definition is related to the fact that every political text has a function, whether it be implicit or explicit. The thesis aims at identifying hidden political ideologies and agendas through detailed analysis of certain paratextual elements employed by PMW. In addition to the analysis of the word choice PMW uses. It further aims at adjudicating issues of credibility with due attention to the popularity and reception of PMW sources.

These paratextual elements function as manipulated and misleading sources of information. The study further analyses implications and possible consequences of this handling of information. This thesis shows how certain research institutes play a crucial role in conflict mediation in a manner that relies mainly on the status of long existing narratives. The study also seeks to answer one main question, which is why there exist

such different translations of events? Who is/are behind them? And what are their purpose(s)? Such questions are answered in this study by applying Fairclough's (1992) method of CDA and Narrative Theory. Analysed data reveal how ideologically-governed word choices are deployed in political texts, and to what extent can we argue that key terminologies are manipulated in any significant way.

Baker's study of MEMRI (Middle East Media Research Institute) reveals the possible manipulation and intervention of even accurately translated texts. Her study shows that intervention and manipulation can operate beyond the level of words and phrases. It also shows that texts that are carefully selected for translation by MEMRI aim to portray the conflicts in the Arab world as fundamentally religious in nature, as opposed to secular and political. Baker is not the only researcher in the field who has singled out MEMRI for consideration in this regard. Nonetheless, other groups like MEMRI have remained either unresearched or under-researched, and PMW is among them.

This thesis aims at researching PMW by studying its style in translation which depends largely on images and videos. Hence, the thesis views issues related to translation ethics and (AVT) guidelines, news subtitling, and political paratexts. In addition to issues related to carefully selected texts, and careful terminology. Most importantly perhaps, this study is intended to reveal how language, generally, and translation, particularly, becomes a tool for the consolidation of power and control understanding of the nature and consequences of political conflict. It also reveals how advocacy groups or certain research institutes are very keen to keep in pace with technology and development. To attract as larger number of readers as possible and influence the way they think. Certain research institutes prevent (TRs) from seeing what they should see; allowing them to see what they want them to see. The gap between the trustworthiness of sources of (paratext-based articles) and the role sources play, is still uninvestigated or under-investigation. However, this thesis investigates the link between political and ideological purposes and translation. The investigation is conducted by analysing (paratext-based articles), their sources, their word choice, and their exploitation of (AVT) guidelines.

The study also aims at revealing how mistranslation, addition, and intervention can "affect the construction and reconstruction of narratives" (Harding 2012: 290) on one hand. And on the other hand, it aims at revealing how "translators intervene as conscious actors in the process of transferring meanings from one linguistic and cultural system to another" (Leech 2020: 1). Thus, this study helps broaden our understanding of the role of translation

as a political mean. The role translation plays now shapes our understanding of the global territorial and national conflicts.

## **1.2 Significance of the Study**

This thesis tracks the paratextual elements and subtitles employed by a research institute, that studies the Israeli-Palestinian conflict; PMW. The thesis is conducted by adopting Fairclough's (1992) method of CDA and the Narrative Theory. This enables the study to reveal the politically motivated word choice instituted and employed by PMW, in addition to its ideology and interests. The study tackles nine published (TTs) whereby PMW says are 'translations' of the (STs). Each of the (TTs) is a collection of one or more than one paratext, chosen from the Palestinian press and Palestinian citizen media (Facebook). The articles are framed under careful titles. The corpus is a collection of different paratextual materials and subtitles, collected in order to be employed as 'translations,' while in fact they are deployed for political purposes. Thus, translations that are supposed to be neutral and authentic texts, are designed to serve political agenda. This political agenda is clear from the ideologically motivated word choice.

The importance of this study lies in the fact that paratexts and subtitling have never previously been combined in a study that analyses the politically determined word choice they have, and the ideology and purposes they serve. Subtitling is currently among the more interesting areas in (TS) that attract researchers, in a world controlled by technology and cultural exchange. Paratexts are studied separately from videos and subtitling, even though videos are part and type of paratexts. The study examines the misleading information the articles contain, relevant to the situation in Palestine between 2014 and 2015. This information was published by PMW and affects the (TRs) understanding of the situation in Palestine. The paratexts these articles contain frame (TRs') conception of their world, on the broadest possible scale. The study answers questions related to ideology, agenda, credibility, and asymmetric power relations. Ideology and power affect the choice of texts and the "re-visioning" or change of narratives by translators and translation agencies. The corpus of this study shows how the final product, i.e., the (TT), can differ from the original (ST) to serve certain ideological and political goals. The corpus also touches an extremely sensitive and prominent issue in the field of Translation and Politics, namely, the trustworthiness of sources. The current study can then be further investigated to be better applied on different translation organizations or agencies, questioning their stylistic choices that are strongly linked to their interests. With the aim of exposing

advocacy groups that help fueling conflicts, instead of making peace, and exposing the significant role language plays on the public.

### **1.3 Statement of the Problem**

This thesis focusses on the English translations of the Arabic Palestinian press published by PMW. The focus is drawn on the translation style of this research institute in translation, that purposely focusses on the extensive use of selective paratextual elements. These paratextual elements, as suggested in Chapters IV and V below, are intentionally chosen to serve a somewhat narrow political agenda and interests. The focus is also drawn on whether the sources of these paratextual elements are trustworthy. The corpus is a collection of titles, images, videos, explanatory comments, expository intertitles, notes, and endnotes. The translation of the selected texts tackles the Israeli-Palestinian conflict. Translations report effects focus on them, and marginalise causes without considering the relationality of events. The reporting of causes is conducted by choosing selective paratexts and careful terminology. Hence, (TTs) that are expected and supposed to be translated neutrally and authentically, are actually ideologically interpreted to serve the interests of the political entity they represent. Without taking into consideration the fact that political texts and discourses tend to provoke psychologically powerful responses.

This thesis studies the ideological implications of heavily biased interpretations of (TRs') perception of conflicts. The study achieves its goal by showing what strategies are typically deployed for political personal interpretations of texts and events. It also achieves its goal by showing how national and territorial conflicts' related narratives are (re)framed in order to control the national narratives and achieve power and control purposes. The current study investigates one of the more powerful tools employed by media; paratexts. Paratexts allow some space for intervention and manipulation, and enables media to impose certain intended ideologies in their discourses. The study further exposes the manner in which manipulated texts can construct alternative narratives of events, for legitimising and controlling the readers' reactions. Hence, the communicative function of the original (STs) becomes a persuasive function with the translated (TTs); as examined in this study.

This thesis, and for the first time in the field, tackles several issues related to translation and manipulation. These issues are translation ethics, (AVT) guidelines, translation intervention and manipulation, translation of paratextual elements in news, and personal

interpretations of news and paratexts. The problem it addresses is the absence of translation research that tackle the problem of political (AVT) and political paratexts, that are employed for certain political purposes and interests. The thesis is conducted by adopting Fairclough's (1992) approach to CDA, and by applying aspects of the textual analysis. The collecting of the previous modes and concepts under one study helps it look deeper in the corpus chosen. The deep investigation of the corpus aims finding answers related to the effects of certain titles, word choice, and exploitation of (AVT) guidelines for ideological reasons.

#### **1.4 Limitations of the Study**

Within the discipline of TS, much research has been devoted to understanding the implications of sensitive words as they are translated in political texts and discourses. There are many research studies in the discipline that views issues of translation ethics and norms, translation manipulation and intervention, (AVT), (AVT) guidelines, and paratexts. However, none of these studies have yet combined the above modes and concepts under a single conceptual or methodological framework. The current study combines all these modes and concepts to examine a research institute that studies the Israeli-Palestinian conflict.

The corpus of this study focusses on the translations of paratexts that are collected and employed for ideological persuasive purposes, by PMW. The corpus consists of nine articles that can be defined briefly, according to the current study, as (paratext-based articles). Paratext-based articles contain few sentences in the image-description and video-description, besides the titles, notes, and endnotes. These articles draw (TRs') attention as they do not entail a great deal of thought. The aim of these (image-based articles) or (video-based articles) is to create alternative narratives of reality that reflect a particular range of ideologically influenced representations of the key actors in present conflict.

The corpus of this thesis is analysed following Fairclough's (1992) approach to CDA, and the Narrative Theory. CDA and the Narrative Theory help tackling a particularly problematic issue in the field of (TS); the use of different selective paratexts and the exploitation of (AVT) guidelines for political purposes and goals. The analysis then tracks the mistranslations of certain words, and the reasons underlying such rhetorical gestures on one hand. And on the other hand, analysis reveals whether media sources used by PMW are trustworthy or not.

## 1.5 Questions of the Study

This study tries to bridge the gap between (AVT) and paratexts on one hand, and between political translation and manipulation on the other hand. It aims to achieve its expressed purposes by examining PMW, that publishes selective articles and reports from a biased perspective. The exploitation of (AVT) guidelines, the trustworthiness of paratextual sources, and the creation and recreation of activists' narratives are among the areas of emphasis in this thesis. Accordingly, it tries to answer the following questions:

1. How is it that extratextual mechanisms of influence and manipulation can operate in political texts? And how precisely can the meaning of such texts be distorted when the translation is accurate?
2. How is it that translation can reframe the argument of texts? And why is it that translators alter the (ST) in an effort to produce societal change?
3. How does ideology affect the translation and the credibility of news agencies? And what reasons may account for ideological bias in news media?
4. Why do advocacy groups tend to use paratextual elements and paratext-based articles in times of conflict? Are their sources credible and authentic, or fabricated and forged? And why and under what circumstances do advocacy groups highlight certain news items and conceal others?

To answer these questions, the thesis uses Fairclough's (1992) approach of CDA, and the Narrative Theory. And is thus followed by analysis and conclusion to sum up the answers and the study.

## 1.6 Structure of the Study

This study is divided into five chapters. **Chapter I** is the introduction of the study. It briefly outlines the development of the field of (TS), highlighting the prominence of the current study in the light of this development. It also introduces the main topics related to the study and states the aim of the study. The chapter continues with Significance, Statement, Limitation, and Questions of the Study.

**Chapter II** provides a review of the most relevant literature related to this study. Studies reviewed view issues related to translation intervention and manipulation. The studies also view the ethical implications of manipulating paratextual elements and subtitles. This chapter aims to create a link between the manipulation embodied in political translation

and the relevant code of ethics in translation studies, (AVT) guidelines, and paratexts. The examined link affects the public's understanding and perception of national and transnational conflicts. This is the missing link in the field of (TS) addressed in this thesis.

**Chapter III** introduces the corpus and methodology of the thesis. It presents and analyses the corpus; PMW, from its 'About Us' page. This corpus is a research institute that studies the Israeli-Palestinian conflict through translation. The corpus studies the main contributors of PMW to the present conflict. The methodological basis of this study's analysis is presented and viewed in this chapter as well. The first base is Fairclough's (1992) model of CDA, and the second is the Narrative Theory. This methodology enables the study to achieve its purpose; that is the uncovering of the hidden political ideologies in the translations of Palestinian media produced by PMW.

**Chapter IV** describes the data collection used in this study. Data consists of various paratextual materials, including videos with subtitles. The Data report on two significant main events that took place in Palestine between 2014 and 2015, namely, the kidnapping and burning of Muhammad Abu Khdeir and the Duma arson attack. These two events were the cause of other incidents during that period. The Data reflect on how these events were reported and translated by PMW, and on how manipulation and intervention was conducted. The Data also shows how (AVT) guidelines are exploited for political purposes. It also introduces data discussion. It discusses the various strategies that are employed by PMW for ideological purposes. It discusses terms related to political manipulation in translation, i.e.: ethics, ideology, narratives, selective texts, etc. within the light of the presented data in chapter IV.

**Chapter V** is the conclusion of the study. It presents the major findings of the study, in addition to an account of the contributions this study makes and the gap it fills within the field of (TS). This chapter also offers suggestions for future research on political and ideological (AVT), and the way this subgenre is embedded and introduced in media, and for what purposes.

## **Chapter II**

### **Review of Related Literature**

#### **Overview**

Translators working in areas facing conflicts and wars advocate their cultures and ideologies by all possible means of intervention. Translators are not neutral; as they are part of a greater narrative they help to construct. Thus, translators are strongly and inevitably engaged in politics for advocacy purposes, to support certain ideologies and serve certain agendas. Translation is the best tool used by governments to achieve and serve their agendas through manipulated propagandas. Media and translation agencies are not questioned of the oral and written products they produce, since dominant governments help in the establishment of such agencies and fund them. Hence, censorship has often been questioned in the scholarship of Translation and Media studies and much research in the field comes out with the fact that censorship is politically motivated and controlled. This is a result of the absence of a censored and joint international translation laws and norms. Specifically, legislation governing censorship issues. Even though interventional means are many and different within the field of (TS), the corpus of this study focusses on the massive use of paratexts by a research institute, called PMW. These paratexts are written; notes and endnotes, visual; images, and audiovisual; videos, containing additional information; explanatory comments and expository intertitles.

Baker (2007) focusses on the Narrative Theory in the analysis of MEMRI and Watching America. Her study aims at showing how the translations provided by MEMRI and Watching America manipulate the original narratives related to Arabs and Muslims and construct a different political reality. It does so by analysing examples of the titles, pictures, endnotes, and subtitles certain agencies choose. The examples analysed are considered tools that serves certain narratives. Baker (2010) also studies MEMRI and the narratives it promotes from a broader angle. She studies MEMRI's 'About Us' page, and

analyses its vision and goal, which Baker sums up as the promoting of terrorism and security agenda. Baker (2010) mentions other smaller organisations, such as MEMRI, which serve the same agenda and ideology; Middle East Strategic Information (MESI), The Medialine, and the Palestinian Media Watch (PMW). She also considers the types and features of narratives, that are further discussed in **Chapter III** below. Al Sharif (2009) and Hijjo (2017) examine the narrative account of Palestinians, Palestinian women, and Daesh offered by MEMRI, analysing some of its deliberate choices in titles, prefaces, headings, endnotes, glossaries, and images. In addition to examining the translation strategies MEMRI uses; omission, addition, word choice, grammatical shifts, and the certain labels. Their analysis aims at showing the role of the different framing strategies MEMRI uses, in portraying Palestinians and Muslims in negative frames, and in embedding these frames within terrorism and security narratives they typically deploy. This current study examines PMW. PMW is an Israel-based agency with Israeli editors, commissioners, and other hidden translators. The content of PMW is only Palestinian-based that aims at negatively portraying Palestinians as; ‘The Other’. However, and unlike all previous studies that deal with issues of bias in MEMRI or other institutes, this study is only a paratextual one that focusses the most on images and videos. It aims first at revealing questions of trustworthiness with respect to the paratexts employed by PMW, which tell the incidents that took place between 2014 and 2015. Second, it aims at revealing how (AVT) (subtitling) guidelines are exploited for political and advocacy purposes.

## **2.1 Paratextual Elements**

Paratexts are non-verbal and verbal elements that surround the main text and establish the manner in which the textual content is to be received and interpreted by the reader. In translation theory, paratexts can serve various political purposes. In other words, paratexts naturalize or normalize a certain ideological framework and substantiate certain political perspectives necessary for achieving a ‘new reality’ or ‘new narrative’. Paratexts, as defined by Genette, are “those liminal devices and conventions, both within the book (peritext) and outside it (epitext), that mediate the book to the reader” (Genette 1997: 18). Genette divides paratexts into two types: peritexts and epitexts. Peritexts include titles, prefaces, dedications, epigraphs, and notes, while epitexts include interviews, letters, and marketing material (Pellatt 2013: 14). Both types of paratexts, according to this thesis, have a social and a political function; they help “constructs the reader’s horizons of

expectation” (ibid: 15) and limit his ability to challenge that vision of reality that is promoted by content provider. For Genette, paratexts have four functions: “designating or identifying; description of the work (content and genre); connotative value; temptation” (Genette 1997: 12). However, none of the functions is innocent; paratexts are used by the translator and his agency to communicate or transfer their point of view. Paratexts have an ideological persuasive dimension, as shall be seen in Chapter IV below. This thesis suggests that paratexts are the translator and his agency’s fingerprint that exist in the final product. In other words, paratexts, from a political point of view, provide the agency and its agents with the desired transnational visibility they aim for. Koskinen (2000) suggests three types of visibility: textual visibility; includes translation strategies, paratextual visibility; includes additions of (ST), and extratextual visibility; includes press releases, criticism, interviews dedicated to translators (ibid: 99). Linking Koskinen’s suggestion of the three types of visibility and Genette’s identification of the four paratextual functions, this thesis concludes that media and advocacy groups, use all possible means of persuasion, to reach a certain level of transnational visibility.

Rovira-Esteva (2016) views a set of paratexts that show the misrepresentation of the (ST) by the misuse of paratextual elements in Chinese translated literature. She also views the power relations between cultures and literary systems. She views the concept of paratranslation. Paratranslation aims at analysing and communicating what surrounds the text, it emphasises the ultimate role of editors and publishers in the process of ideology transfer. Rovira-Esteva’s study shows how publishing houses select material to be translated, according to their own ideological presuppositions and to what they believe serves their communities’ interests. Her study also shows how ideological manipulation can be carried by paratextual elements, including front and back covers, preface and postface, table of contents, chapter titles, and layout and presentation. Manipulation, as Rovira-Esteva says, aims to present an accepted final product to the target audiences. Koş’s (2008) case study of the Turkish translations of the French feminist activist and writer Simone de Beauvoir is similar to Rovira-Esteva. In other words, the two studies examine literary works related to feminism and woman’s issue in conservative cultures. Koş studies the Turkish translations of French feminist literature, the ideological stances of it on the Turkish culture, and the paratextual strategies employed by Turkish translators and publishers to adapt the translated work for their readers. However, Rovira-Esteva studies the banned Chinese book “Beijing Doll” by the Chinese writer Chun Sue. Rovira-

Esteva tries to explain the reasons underlying the selection of certain literary works to be translated, as resulting from unequal power-relations that consider Chinese literature peripheral. She explains that the manipulation of paratextual elements is conducted to ensure the Chinese authorities-related narratives regarding freedom and “Oriental *femme fatal*” (ibid: 16). In other words, Rovira-Esteva study shows how the selection of literary works and the manipulation of paratextual elements misrepresent ‘the Other’ through “shifts in the narratives” (ibid: 18). However, both studies of Koş (2008) and Rovira-Esteva (2016) examine the issue of translated literature by strong, independent and dominant countries from also a strong, independent and dominant countries. This means that both studies lack the particular and sensitive issue of using paratextual elements in non-literary texts for ideological purposes and to advocate successfully for certain agendas in areas facing conflicts. This study views the issue of manipulating news and narratives by media, using different paratextual materials; titles, images, videos, explanatory comments, expository intertitles, endnotes, and notes.

Paratexts hold contrasting functions and have several types. Paratexts are the translator’s notes on different subject matters that reflect his “own judgement of the needs of their target readers” (Haroon 2017: 102). Haroon (2017) studies the (TT) prefaces in English literary texts that were translated from Malay in Malaysia. She explains that prefaces in translated literary works provide information about the translation process itself, the translator, the (ST), and certain individuals to whom the translator expresses his or her gratitude. Her study focusses on paratextual analysis rather than on textual analysis, with the intention of showing how added prefaces by translators provide useful information for other translators or trainees. She says that paratexts show “some of the difficulties faced by the translator and their choice of translation approach and procedures” (ibid: 112). Haroon reviews the functions of prefaces as viewed by Dimitriu’s (2009) study on the subject matter in which she emphasises on three preface functions. The functions are explanatory, normative /prescriptive, and informative /descriptive (ibid: 111). However, Haroon’s study does not account for ideological choices made by translators, the reasons underlying certain literary prefaces from Malay into English, or the reasons behind the selection of certain literary works selected for translation into English in Malaysia. Her study lacks the ideological and narrative analyses of paratextual elements. Haroon points out that prefaces contain certain information about the (ST) and the (TT) title. However, her study lacks the

ideological and narrative accounts of the (ST) information and (TT) title, which can be derived in paratextual elements.

Buendía (2013) studies translators' notes from another angle and a wider perspective. She includes in her study, the spatial-temporal status of translator's notes, their authors (senders) and readers (receptors), and their functions within the process of paratranslation. She views the translator's notes as:

Statements of variable length which are always connected to more or less definite segments of the text and they are usually found printed at the bottom of the page or in its margins, although they can also be included at the end of each chapter or book. (Buendía 2013: 150-151)

Buendía mentions the two types of paratexts as discussed by Genette (1997) in relation to senders; authorial paratexts and allographic paratexts. Authorial paratexts are produced by the author of the text, while allographic paratexts are produced by translators or editors. Readers of paratexts from a translational point of view, are those who read the (TT) not the (ST). Buendía views two types of notes in relation to their functions that affect the understanding and interpreting of the TT; Informative/explanatory and discursive/commentary (ibid: 156-161). She describes these notes as “the footprints of a rewriting process that affects the source text” (ibid: 161). She says that paratexts are useful in the “understanding of the translation policies and translation norms in force at a specific moment in time” (ibid: 161). Buendía says that paratextual elements are the “result of a norm-governed decision” (ibid: 150). However, her study does not reveal the political motivations behind the in-text intervention and off-text intervention. She says that translators “must know what the rational thing to do is in a specific context and with a specific goal and within the particular circumstances surrounding the production and reception of the text” (ibid: 156). She explains that these circumstances “depend on several factors, such as the cultural distance between the (ST) and the (TT), the requirements of the target text potential reader, the type of text, the expected degree of translator's visibility, ideology, the context, etc.” (ibid: 156).

However, and like Haroon's study, Buendía's study lacks the cultural or ideological analysis implicit in the translator's notes as well as attention to the underlying questions and answers related to the translator's paratextual intervention. And although Buendía's study shows the separate locations of notes, whether in the text, on the margins, or at the

bottom (footnotes). It lacks answers with regard to the ostensible reasons behind the location of the notes. The abovementioned paratextual studies are literature-based: they tackle the issues of paratextual change, linguistic manipulation, and other considerations involved in the translation of literary works. Nonetheless, the above studies lack either the ideological analysis, or the narrative analysis. The type of analysis that characterizes the studies mentioned above is descriptive; it stops at the descriptive level and lacks clear and detailed ideological-narrative analysis behind paratextual changes. The current study tackles the issue of paratextual manipulation and ideological manipulation. It adopts CDA and certain forms of narrative theory as a particularly apt method of analysis of selective paratextual elements in the context of transnational political and military conflict.

## **2.2 AVT from a Sociocultural Perspective: The New Century's Method for Manipulative Intervention**

A linguistic or discourse analysis of news media can be vital in coming to understand both the kind and the degree of manipulation operating in key sources of information and in understanding the concepts of power and ideology through the lens of the translator. From a socio-cultural point of view, it is particularly important to study reasons behind any “ideologically motivated changes” (Díaz-Cintas 2012b: 285) in audiovisual products and disclosing the political choices they contain. These changes aim at playing a “role in the political process” (Ayyad 2012: 2). Manipulation in (AVT) occurs since there are no fixed and valid (AVT) norms and laws that control or prohibit the process of narrative construction or narrative change. Manipulation in news videos aims at spreading certain ideological constructs and hiding others. Rhetorical or linguistic manipulation also attempts to provide “more political weight to one of the parties at the expense of the other” (ibid: 259). News translators have their own beliefs and ideologies, and whether intentionally or not, their translations are ideologically inscribed. In other words, wittingly or unwittingly, translators function as active political agents whose representations of events cannot be separated from those ideological assumptions that are expressed in the dominant discourse.

In the field of (TS), intentional and ideological change, as Lefevere (1992) puts it, is the process of ‘rewriting’ (Lefevere 1992: 2-8, as cited in Munday 2016: 199). Rewriting can occur not only be in words, texts, or books, but also in the paratextual elements employed. Media, advocacy groups, or research institutes employ enormous numbers of paratextual

elements that aim at ‘rewriting news; ‘news rewriting.’ This issue is strongly linked to translation ethics and norms; the process of decision making.

Translation ethics are defined by Robinson as the ability translators possess to “keep the meaning of the source undistorted” (Robinson 2003: 25, as cited in Alwazna 2014: 51). Norms on the other hand are defined by Toury as translators’ considerations for the target society expectations and values (Alwazna 2014: 53). In other words, norms are the considerations translators make regarding what their societies consider “right or wrong” (Baker 1992: 275). Baker defines ethics and morality as the “ability to make decisions on the basis of what we believe to be morally right or wrong in a specific context” (ibid: 275). Baker explains rights and wrongs in the light of two terms, unethicity, and imprudence. Baker exemplifies this issue and says that it is unethical to kill or “rape,” but it’s imprudent “not to brush one’s teeth regularly, or study for an exam” (ibid: 275). She further says, in relation to translation and conflicts, that rights or wrongs are built on our personal assessments, rather than on what is happening around us all the time (ibid: 275). This explains why Baker says that “[t]ranslators can never be absolutely neutral or objective, since every act of translation involves an interpretation” (Chesterman 2008: 1). This interpretation is personal and built on the translator’s perception or interpretation of the meaning of the text. On the other hand, Pym says that neutrality was created ‘as salvation’ of the problems of loyalties (Koskinen 2000: 71). Thus, ethicality is linked to the translator’s ideology or perception of the text. Ideology is defined by Pérez (1997) as “the set of ideas, values and beliefs that govern a community by virtue of being regarded as the norm” (Pérez 1997: 35, as cited in Flynn 2016: 47-48). İçöz (2012) states that unethical translations may emerge when the translator misrepresents or misinterprets the (ST) text, offers suspicious claims based on identifiable ideological systems, or causes the (ST) to lose its value due to misinformation whether on purpose or by mistake (İçöz 2012: 134).

There has been much contribution to the genre of (AVT) and its guidelines. However, little attention has been made to instances of exploitation of (AVT) guidelines for political purposes, or for maintaining certain ideologies. This thesis is an attempt to fill the void. Two of the most important and recent studies, which provide the field with detailed (AVT) norms or guidelines, are Karamitroglou (1998) and Schwarz (2002). They view temporal and spatial guidelines, specific text strategies, syntactical strategies, semantical strategies, punctuations guidelines, stylistic guidelines, culture specific strategies, among other issues. The two studies aim at making the final target audiovisual product well received by the

audience and making it as much close to the original as possible. Much research in the field is inspired by, and built on, issues related to following of these guidelines by translators. For example, Thawabteh (2017) studies the subtitles of an Egyptian series written by twenty MA students, who had little knowledge or experience with (AVT) guidelines. He points out that translation trainees and students face different problems; linguistic, cultural, and technical. He also states that students lack “technical competence” (ibid: 37); that is “the ability to deal with the sheer practical demands of the job as it appears to most working subtitlers: use of software, line breaks, positioning on the screen, time and space restrictions, use of italics, etc.” (Skuggevik 2009: 198, as cited in Thawabteh 2017: 37). This study is one of many that focuses on (AVT) guidelines, and (AVT) problems and mistakes, based on Karamitroglou (1998) and Schwarz (2002) studies. Nonetheless, these studies do not address the ideological and political reasons behind (AVT) ‘mistakes’. This study addresses the issue of intended exploitation of (AVT) guidelines for political and ideological purposes, by professional and well-trained translators, editors, and commissioners.

Many researchers are now interested in (AVT) as a genre in (TS) that has different modes; subtitling, dubbing, and voiceover. However, a few research has been published on manipulation in (AVT), although this genre is strongly and powerfully linked to ideology and culture. AVT is a mean of cross-cultural influence that can be highly manipulative; it is used by governments and their agencies to manipulate history, impose ideologies, and serve certain agendas. This can be seen in the word choice employed and the careful terminology used, and in the different paratexts added or discourses and scenes omitted. In a study by Díaz-Cintas (2012), the issue of translation and intervention is discussed. He focuses in his presentation on showing the power struggle between different translation parties and how this struggle affects the final translated product. He says that this struggle is “based on power, dominance, and ideology” (Díaz-Cintas 2012a: 276), and exists in the translation of taboo language, and in religious, sexual, and political references. Díaz-Cintas tries to study (AVT) from an unresearched point of view; from a socio-cultural point of view. He says that:

AVT has often been studied from a professional point of view, with research focusing mainly on its mechanics, on technical issues such as time and space constraints, lip synchronisation, spotting or cueing of subtitles, and so on. (Díaz-Cintas 2012a: 275)

Díaz-Cintas authored another study on the manipulative intervention in (AVT). He differentiates between technical manipulation (positive manipulation) and ideological manipulation (negative manipulation). However, he focusses on ideological manipulation throughout his study. He says that ideological manipulation in (AVT) incorporates any change in the (TT) “(including deletions and additions) that deliberately departs from what is said (or shown) in the original.” (Díaz-Cintas 2012b: 283). According to Díaz-Cintas, the motivation behind any act of translation stems from political hegemony and power relations, rather than from linguistic asymmetries between languages. He adds that “translation practice is never a neutral act of communication” (Díaz-Cintas 2012b: 282). During his study, Díaz-Cintas carries the concepts of *patronage* and *censorship* to further analyse hidden manipulation in (AVT). He states that patronage acts as extralinguistic factor “connected to the socio-economic and ideological forces” (Díaz-Cintas 2012b: 283). His work focuses on subtitling, which he describes as a “mean of global acculturation exploited by the big multinationals and a tool for local empowerment” (Díaz-Cintas 2012b: 288). His study contributes much to the field of TS and (AVT), particularly given that the field has contributed little to the use of (AVT) for political purposes. Nonetheless, his study lacks attention to the use of ideological manipulation in news videos and lacks the translation strategies used by media in (AVT). This thesis studies subtitles from a different perspective. It directly addresses the use of subtitles for advocacy purposes. It focusses on news videos, how and why they are used in certain manner, and how they are translated, by examining a research institute that studies the Israeli-Palestinian conflict. Additionally, and unlike any previous research in the field, this study illustrates the issue of exploiting subtitling guidelines for ideological purposes. It studies news videos, and their added expository intertitles and explanatory comments they have. This study views what it calls (video-based articles); the articles that contain only a subtitled video(s). Video-based articles aim to attract more (TRs), to affect the way they see the world, and to influence public perceptions and opinions regarding political conflicts.

Alfaro de Carvalho (2012) studies (AVT) from a more normative angle. Her study is based on the (AVT) industry in Brazil in relation to censorship, guidelines, and linguistic and stylistic policies that govern cable TV subtitling and dubbing. She traces dubbing and subtitling evolution by the quality control processes that include, *inter alia*, the grammatical and stylistic norms of the languages involved, space and / or time constraints, content and programming, and target audiences. Her study aims at understanding the

reasons behind subtitling guidelines and norms used by Brazilian broadcasters and video producers. Alfaro de Carvalho concluded that the Brazilian history is the reason there appear to be language control in subtitles, and why some terms are changed or omitted. Her study is technologically-based and features Díaz-Cintas concept of ‘technical manipulation’. Unlike this current study that views the concept of ‘ideological manipulation’ in connection with the Narrative Theory. Alfaro de Carvalho’s study fails to consider the potential importance of ideological analysis of dubbing and subtitling. However, this thesis focusses on the ideological-narrative analysis of subtitles used in media or media research institutes, and not in film or program productions. It focusses on the use of subtitles in news videos as one category of the paratextual elements employed by media. The study shows that news videos support certain agendas and advocates for certain ideological positions instead of identifying subtitles as one mode of (AVT).

It is important in the field of (TS) to ideologically and politically analyse audiovisual products to reveal the embedded ideological concepts and ideas. The audiovisual industry offers its translated products that advance different ideological concepts. Politics, according to this study, is the reason behind audiovisual products; it aims to control or reframe narratives, and to influence the audiences’ beliefs and perception of the world. Flynn (2016) focusses on the role of dubbing in the cross-cultural transfer of ideological values, and the effect of French American pre- and post-conflict disagreements on the formation and sustainability of ‘national identity’. She says that “manipulation could be discussed within a context of peace and within a context of conflict” (ibid: 123). She emphasises that even ostensibly non-political Hollywood films articulate ideologically concepts and information. She views the role of dubbed Hollywood films in the representation of cultural differences, by viewing the hidden political shifts in some films. She focusses on humor generally and comedy films in particular in which the originally English ideological concepts and satirically-minded content, are removed when the work is dubbed for the French audience. She views the issue of the audience size and composition of these Hollywood films, who belong to distinct cultures, and who may receive ideological material in distinctly different ways. Flynn studies dubbing from an ideological point of view, and focusses on the terms used in the (ST), and how they are dubbed in the (TT). She views the history of the French and American disagreement over the issue of the Iraq War, and how this disagreement affects film production. However, this thesis focusses on subtitling as a type of the paratextual material commonly used in the news media. This

thesis gives weight to the fact that commercial media and corporate news broadcasts influence the development of audiovisual products. In other words, the kinds of text and the rhetoric they deploy in film production are influenced by internationally-current socio-cultural and political trends as articulated and disseminated by local and international media agencies.

For example, constructs such as ‘terrorism’ and the ubiquitous ‘war on terror’ are offered to the world by media in a frame identifying Muslims as ‘terrorists’, and the West and their allies as ‘fighters’. This frame, and its conceptual foundations is the motivational factor behind countless books and films. This study seeks to combine subtitling with other paratextual materials, as one selective whole used by powerful government agencies to frame and reframe the present narratives. Flynn’s study addresses only the hidden anti-French ideological concepts in Hollywood dubbed films and stops short of analysing other elements that affect the reception of these films. This study focusses on subtitled news videos and related elements; addition to expository intertitles and explanatory comments, which are used for political and advocacy purposes. It also addresses the exploitation of subtitling norms and guidelines, in addition to other paratextual elements, such as titles, images, endnotes, and notes.

### **2.3 Conclusion**

The world is constituted by the many narratives that we have assimilated or internalized due to the power and influence of popular or mass media. Unfortunately, these narratives are reformed easily in response to the many events that are deemed relevant that happen around the world, and they are not governed by any norms. They can be used unethically or manipulated for the purposes of achieving power and maintaining dominance. The manipulation of these narratives can be seen in falsified translations, strategic additions and deletions, and the use of highly selective texts and paratexts that achieve prominence in the mediascape. This thesis studies the issue of manipulation strategies and ideological intervention by examining PMW. PMW manipulates certain narratives by intentional mistranslation, the substitution of certain words and expressions, excessive use of paratextual materials, and the exploitation of subtitling guidelines and norms, all with the purpose of advocating certain ideology.

## **Chapter III**

### **Corpus and Methodology**

#### **Overview**

Palestine Media watch (PMW) is a research institute that uncritically advocates for Israeli foreign and domestic policy and ideologically-based positions by means of privileging and disseminating very selective content, a device which depends largely on paratextual elements such as altering the meaning of titles, images, video clips, captions (descriptions), subtitles, explanatory comments, expository intertitles, notes, and endnotes. Narrative theories reveal how these paratexts are appropriated for the purpose of constructing alternative narratives of reality. However, Critical Discourse Analysis (CDA) makes this study's analysis more responsive to a social and political context. CDA make the study more socially conditioned by helping it critically reveal the relationship between language, translation, and ideology, and reveals the translational strategies that manipulate the current narrative, and that create the alternative one.

#### **3.1 Palestinian Media Watch (PMW)**

The case of this study is based on nine articles published by PMW, reporting mainly on the mid-2014 and mid-2015 events in Palestine; the kidnapping and burning of Muhammad Abu Khdeir and the war on Gaza on one hand, and the Duma arson attack, on the other hand. The corpus reports the events and Palestinians reactions toward these two main incidents. Muhammad Abu Khdeir, who is a young 16-years old Palestinian boy, was kidnapped, murdered, and burnt alive. Abu Khdeir was kidnaped early in the morning on his way to pray in a mosque near his home in Shu'fat; a village near East Jerusalem. He was forced into a car by Israeli settlers, on 2 July 2014.

The Abu Khdeir's incident 'was the cause' of the Gaza 2014 war. On the other hand, the Duma arson attack took place in late July of 2015 in the village of Duma. This incident resulted the loss of three family members' lives; the 18-month-old Ali Dawabsheh, who was burned alive, and both of his parents, who died from their injuries within weeks. In addition to these two main incidents that provoked the anger feelings of Palestinians, there is a third continuous incident which figured prominently in that period, namely: the multiple breaches of the al-Aqsa Mosque by Israelis. The breaches of the al-Aqsa mosque, according to Palestinians, is brazen attempt that aims to change the history of this Holy Place, by creating an alternative narrative and by labeling the al-Aqsa mosque and the Dome of the Rock, as 'Temple Mount'. The mentioned attempt amounts to a 'linguistic appropriation' of the site in favor of a Jewish narrative.

The focus is drawn on PMW paratranslation strategies, specifically its extensive use of paratexts, its lexical choices, and its subtitling guidelines, which enable it to manipulate certain documented recent events. This study aims at showing how very selective translation protocols can be analysed and ideologically exposed. The light is shed on the paratexts employed by ideologically motivated translation programs, who exploit linguistic conventions for the purpose of producing manipulated narratives. The aim of such programs is to frame and control the manner in which political acts are understood and legitimised. It is this function of agencies like PMW that accounts for the selection criteria governing the data collection of this thesis and which depends primarily on specific paratexts used extensively in news reports disseminated by advocacy groups.

Thus, the present study focusses on linguistic and non-linguistic strategies employed in the corpus. The data include nine titles, seven images, four videos, two endnotes, and one note. Analysis of the data reveal how mistranslations are produced for political purposes, and how language is exploited.

PMW is a research institute that, according to this thesis, supports certain Israeli agenda and ideology. This agenda is fueled by the counter narratives they offer their international readership to move on with certain plans. In every article, report, or bulletin that PMW publishes, the image of Palestinians as 'terrorists' is produced by mistranslations. Mistranslations are characterized by certain translational strategies that include addition, omission, literal translation, the massive use of paratexts, and the selective choice of texts and news to be translated.

In its 'About Us' page, PMW claims that it is 'an Israel-based nongovernmental organization' and a 'non-profit Israeli research institute.' However, on the same page, it lists its main translators, editors, and director all of whom have served for the IDF. For example, Maurice Hirsch, who is the Director of Legal Strategies of PMW, has served 19 years in the Israeli army, presumably against Palestinians and their rights. Hirsch is an expert International Law who 'specializes in the prosecution of terrorists,' and who supports the construction of PMW anti-Palestinian narratives, those which portray Palestinians as 'terrorists' and promote Israel as 'anti-terrorism state'.

Nan Jacques Zilberdik, identified as a Senior Analyst, working for the same nongovernmental and non-profit research institute; PMW, describes herself as the 'Eagle Eye and Devil's Advocate' on her personal LinkedIn page. Zilberdik also works for 'The Algemeiner' and 'Jewish News Syndicate (JNS);' which are Pro-Israel media agencies.

Itamar Marcus is the founder and director of PMW, and played a significant role in manipulating media narratives by the various mistranslation strategies he sets. Marcus had many meetings abroad with different members of Congress, parliaments, and other governmental bodies aiming to be part of the process of 'revealing the real face behind the Israeli-Palestinian conflict.' Marcus does this by presenting mistranslated and selective Palestinian reports, events, school names and books, TV programs, interviews, and news. Marcus part of the process is listed on the same home page and next to the 'About Us' icon, where PMW terms a research area known as 'PMW Publications & Impact'. This area reports the organization's actual goals and shows the impact of false and suspicious translations on their readership.

The 'About Us' page also says that it has a team of 11 Arabic language researchers who worked as Arabic translators in the Israeli army, however, their names are withheld or hidden. The hidden translators' names raise significant questions of why and who, that are further discussed in **Chapter V** below, under the subsection **5.3 Future Research**. PMW's content is described as revealing "the hate and terror" and uncovering "PA rewards" to "terrorist prisoners" and to the "families of terrorist or Martyrs." PMW's lexical choice says much about its ideology and goals; it uses 'terror' instead of 'resistance', 'prisoners' instead of detainees, and 'terrorists' instead of victims or Martyrs. Baker (2007) and Baker (2010) studies on MEMRI, focus on its carefully selected texts that portray Islam and Muslims as 'anti-Semites' and 'extremists'. She says that MEMRI, and other smaller organizations like PMW, are "careful about the 'accuracy' of their translations and invest

heavily in elaborating an image of themselves as non-partisan, trustworthy and highly qualified” source of information, that search issues of “terrorism and security” (Baker 2010: 349).

It is known among translators that in most cases, literal translation is preferred in dealing with political texts with no culture specific terms. However, PMW says that its team; its 11 Arabic language researchers, “spends countless hours” trying “to understand the messages the Palestinian Authority and other Palestinian leaders send to their people”. This is meant to suggest that language mistakes are seldomly occur, and that such organizations are careful. The carefulness PMW follows questions the credibility of its narratives, since this means, as shall be seen in Chapter IV below, that the original texts are interpreted from a certain angle, following certain ideology. On the other hand, PMW ‘carefulness’ allows translators and translation analysts to search more extensively for the potential effects of translation strategies employed, and the ideological effects manifest.

PMW’s (TRs) are governments in the first place. PMW aims at reaching “governments and key-decision makers,” as the page says, to guarantee legitimisation and recognition of Israel as a state. This can be seen on the very same page that references “Israel's right to exist.”

### **3.2 Critical Discourse Analysis (CDA)**

This thesis adopts Norman Fairclough’s (1992) model of CDA to study the paratextual manifestations of manipulative intervention by media. CDA helps the study reveals the imposed Israeli ideology that is hidden behind language and translation. Fairclough’s model helps making implicit meanings and strategies explicit. The model helps translators and researchers critically understand political texts, by focusing on the implicit power relations and ideologies that exist in these texts, and by analysing the different techniques and strategies that are inscribed in them. Fairclough (1989) outlines three stages in which translators and analysts can expose the author or translators-imposed ideological inscription. The first stage relies on linguistic description. The second is the interpretation of the text-linguistic to find answers on how and why the text was produced or chosen to be translated. However, the third is “the explanation of the relationship between discourse and social and cultural reality” (Baradaran *et al.* 2015: 115).

Media agencies and news-based research institutes produce political texts that aim at engaging more people in political participations. Engaging more people, for such agencies,

means guaranteeing support and power in favor of their countries, and spreading their ideologies on the broadest possible spatial scale. They aim to make their agencies intertextual ones; to cross linguistic and geo-political boundaries to influence other target cultures and readers. Thus, one can readily see the media and news agencies as political actors.

To further understand how these agencies, achieve their goals, Schäffner (2004) views the importance of CDA in revealing the functions behind political texts. Schäffner suggests that translators need to look deep into the structure of political texts, at factors such as the lexical choice and information selection and transfer. She says that this deep look into the structure reveals the functions behind political texts. She views the possible functions of political texts in terms of coercion, resistance, opposition, and protest, and at a higher level dissimulation, and legitimisation and delegitimation (ibid :119). An examination of the structures of political texts and a detection of their functions, help reveal gatekeepers, those who control what texts to be translated and for what functions and purposes, and help on to look “beyond the text towards the contexts” (Schäffner 2012: 121). Van Dijk (1998) points out that CDA “deals especially with the reproduction of political power, power abuse or domination through political discourse, including the various forms of resistance or counter-power against such forms of discursive dominance” (ibid: 11).

Schäffner (2004) further argues that CDA helps connecting linguistic structures to “social, political, and historical contexts of text production and reception” (Schäffner 2004: 138). She further says that mistranslation or translation loss are frequently the result of “socio-political or ideological structures, processes, norms and constraints in which translations were produced” (ibid: 142). As in the case of this thesis, lexical structures and paratextual devices are analysed and criticised for their linkage to political activities and ideologies that serve to maintain certain power structures. CDA, therefore, is an appropriate methodology for this thesis due to the fact that it links translation strategies with political functions and purposes through the analysis of the types of texts and paratexts employed by PMW. These texts produce different manipulated narratives of events that aim at the dissimulation of truth, guaranteeing legitimisation and recognition of Israel as a state, and justifying the Israeli policies and procedures against Palestinians.

### 3.3 The Narrative Theory

Translation since the Cultural Turn has focused on the context of both (ST) and (TT), and on the involvement of other contextual issues related to the production of translations (Kung 2009: 123). Translation since sociology focused on the “author-function” translations and the effect of this function in framing and reframing narratives on a global scale (Pellatt 2013: 12). This thesis focusses on the construction of manipulated narratives by organizations and agencies that advocate certain purposes and ideologies. Baker narratives in the field has made distinctive contributions to the understanding of the role of translation in a world controlled by global hegemony. Global hegemony continually attempt to shape the public’s understanding of the world they live in to suit their own interests. Baker (2007) argues that the Narrative Theory “allows us to explain translational choices in relation to wider social and political contexts” (Baker 2007: 154). She also finds that the Narrative Theory helps us understand the different “conflicting strategies” (ibid :167) used by media that apparently advocate for a certain party on account of another by an enormously powerful mean; language.

Narratives can be manipulated internally, that is, with words inside the text itself, and externally, with other materials that surrounds the text. Baker (2010) states that intervention in translation need not be in the text itself but rather in the “the space around the text” (ibid: 347). This may include notes, prefaces, and images among other possible materials. She also states that intervention also occurs “by the very selection of texts to be translated... the choice of whose voice, which texts and which extracts from these texts are translated and made to ‘represent’ the values and ethos of the communities” (ibid: 347-354). Baker (2005) suggests that translators have a role in “promoting and circulating narratives .... some promoting peace, others fueling conflicts” (Baker 2005a: 4). Baker further argues that metaphors of “translators are bridge builders” and “enablers of communication” are worth contemplating from a moral perspective as some translators “promote peace, others fuel conflicts, subjugate entire populations, and kill millions” (ibid: 9-12).

The focus of this thesis is that of narrative types, whether as ontological or personal narratives, public narratives, or collective or meta-narratives. Ontological or personal narratives are those created to make sense of the existence of a group of people in a specific geographical area. Public narratives can be defined as those socially, religiously, or politically created to frame groups of people in certain ways for certain purposes. While

collective, or meta-narratives are those fixed public narratives that “persist over prolonged periods of time and influence the lives of people across a wide range of settings” (Baker 2010: 351).

The thesis also draws on specific features as described by Somers and Gibson (1994), namely, relationality, causal emplotment, selective appropriation, temporality, and narrative accrual. To start first with Relationality, it explains how narratives or small narratives are cohering in the light of other related narratives. Relationality shows how narratives are temporally and spatially related to each other, and how important it is to consider bigger, and previous narratives before understanding smaller and more recently constructed narrative. Temporality explains the meaning of narratives within the time and space in which they occur. Temporality is related to Harding’s (2012) *fabula* and retroversions in which, she explains, events are chronologically ordered, thereby forming a comprehensive set of narratives. However, Casual Emplotment gives weight to reasons rather than to time and space. It aims at explaining why certain events took place in certain ways. Selective appropriation on the other hand, denotes the set of events in which a narrative is framed. It entails that it is particularly important to understand a narrative by considering and observing other related narratives. This feature constitutes a manipulation tool for news agencies, and it is particularly important attend to it in the analysis of any political text. Casual Emplotment moves this thesis to the last feature, which is known as Narrative accrual. Accrual is strongly related to relationality and selective appropriation. Accrual is the long set of events that gives weight to some narratives over a long periods of time, and which contributes to the shaping of history and culture.

Baker (2005a) states that there are four types of narratives based on Somers and Gibson (1994) and (Somers 1997); ontological, public, conceptual, and meta-narrative. Baker (2010) also states that there are four types of narratives; personal, public, disciplinary and meta-narrative. In her works, Baker views the four features of narratives by Somers and Gibson; relationality, causal emplotment, selective appropriation, temporality, and one more feature adopted from Bruner (1991) namely *narrative accrual*. Harding (2012) and Harding (2013) focus on several types and features of narratives that mostly and mainly are adopted from the work of (Somers 1997) and (Somers & Gibson 1994). Harding (2012) and Harding (2013) reviews four types of narratives; ontological or personal, public, conceptual, and meta narratives. However, she adds that there are *local narratives*; personal narratives, which she defines as “relating to particular events in particular places

at particular times.” She further distinguishes between *smaller and larger narratives* in relation to personal and local narratives. The distinction aims at helping her with the study corpus by “enabling her to focus her attention on details and specifics in the data that may otherwise have gone unnoticed” (Harding 2012: 293). Harding defines personal narratives as “those that individuals construct about the self... and assume a certain amount of individual responsibility and accountability” (ibid: 292). She differentiates between personal narratives and *shared or collective narratives*. *Collective narratives* are those produced and re-produced by societies over time. Harding also replaces public with *societal narratives* and conceptual with *theoretical narratives*. The replacement aims to trace the “circulation and operation of narratives in various units and institutions of society,” and aims to “include any narratives of theory” (ibid: 293). She says that public narratives are those that meant to be in the public hands, while *societal narratives* are those hidden from the public (ibid: 293). Harding (2012) was inspired by the suggested *fabula* by (Bal 2009), that helps her with analysing her research data. *Fabula* is the chronological order of events of any narrative that constitutes the plot, Harding states that *fabula* is “events, actors, time and location” integrated “temporally and spatially” with each other (Harding 2012: 296). Harding also clarifies the concept of *fabula* in her work by advocating Bal *retroversions*. She argues that to understand meta-narratives, one should understand the events that “took place prior to the time span of the primary narrative;” External Retroversion. In addition to the events that “took place within the time span of the primary narrative;” Internal Retroversion (ibid: 297).

### **3.4 Conclusion**

The aim of this thesis is to reveal how PMW manipulates language for certain ideological purposes. Analysis is carried through Fairclough Model of CDA and the Narrative Theory. The focus of CDA in the thesis follows from the interpretation of terminologies and paratextual materials PMW uses, that lead to the narrative and ideology it promotes. This allows the current study a deep investigation of the conflicting events that took place between mid-2014 and mid-2015. Fairclough’s model of CDA and the Narrative Theory are the appropriate works for this study to deal with the problem of mistranslations and manipulation during times of conflicts.

## Chapter IV

### Data Analysis

#### Overview

The analysis of this study is based on nine articles published by PMW, that tell more than one event occurred during a certain period in Palestine. These events relationally related to each other and form a pattern of causal employment that portray Palestinians as ‘terrorists’, by the different paratextual elements used. These paratexts are a collection of carefully selected photos, videos, explanatory comments, expository intertitles, footnotes, and notes that are reported under manipulative titles.

#### 4.1 Paratextual Elements

The following paratextual elements are collected from several articles published between 2014 and 2015. Paratexts are the mere components of these articles. However, not all of the paratexts are included in this thesis. Some are excluded to avoid unnecessary repetition.

##### 4.1.1 Titles

In addition to the selective news items PMW selects as relevant, it tends to (re)frame more than one image and/or video under one title, that depicts Palestinians as ‘terrorists’ and Palestine as ‘terrorist state.’ Titles are highly manipulative whether by the terminologies used, or by other external elements, such as double inverted commas. The following are examples of manipulative titles:

Example one	July 2, 2014	Fatah to "Sons of Zion": "Blood for blood" Fatah incites violence: "An oath in the name of the Lord of the Universe, O sons of Zion: blood for blood"
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Example two	Nov 25, 2014	Israel's shooting of 5 terrorists is an "attack against our people"
Example three	Oct 23, 2015	Fatah Facebook depicts Netanyahu and Israel as ISIS terrorists
Example four	Oct 23, 2015	Fatah Facebook post depicts Jewish settlers as terrorists equivalent to ISIS
Example five	July 15, 2014	Hamas video celebrates 2011 missile attack that murdered 16-year-old
Example six	Aug 26, 2014	PA TV: Israeli bombing of building in Gaza was "terror" equal to 9/11
Example seven	Aug 10, 2014	Hamas TV: "Even the Jihad fighters... are actually Palestinian civilians"
Example eight	July 27, 2014	Abbas calls for "war for Allah" and the West Bank erupts in violence
Example nine	July 9, 2014	Fatah: "One God, one enemy, one goal" unites Hamas, Fatah and Islamic Jihad

All the above titles are manipulated by two main strategies; 1. literal translation that is used as a mean of miscommunication by the suspicious choice of words. 2. Double inverted commas that are employed to quote directly or to add certain words which PMW wants them to (standout). The two strategies are used to allow the Israeli narrative and ideology to be internalized even before the (TR) moves on with the article, and thus constructing a new frame about Palestinians. In addition to that, all these titles contain different paratextual elements; images or videos, which are the mere component of all the articles. In other words, selective images and videos are shaped by the strategic choice of words selected for the titles. The narrative or the vision PMW sees, is framed by two main features it has: selective appropriation and a lack of relationality.

The above examples claim that they report what has occurred between 2014 and 2015 in Palestine. They also report reactions to events that are unmentioned in the article itself. Titles like those in Examples 2, 3, 4, and 6, have phrases or words such as "Fatah incites violence", "erupts in violence", "depicts", and "murdered", that justify PMW's narrative about Palestinians and impose its ideology. The imposing of its ideology is also seen through the avoidance of using emotionally-charged yet singularly accurate language such

as (burning) or (burning alive). In addition to the translation strategy employed; the use of certain paratextual elements under selective titles, and the reporting of causes without actions.

Moreover, describing a group of people or a nation as (terrorists), and mocking them when they use the same word (terror) or (attack) by putting these two words between double inverted commas, show that PMW, or any pro-government media agency, justifies killing actions and wars by hiding the killing actions and wars (the reason), and reporting what people think and their opinions on what happens against them by the use of satire. The paratextual elements in which the above titles contain are further discussed below.

#### 4.1.2 Images

PMW uses images massively to attract the eyes of its (TRs), and to reach more of the reading public by writing articles with images and very few words and an image(s) only. The words such articles contain are found in titles and image descriptions. The image-based articles are noticeably short and read quickly, and the process of skimming or skipping them is the process of fully reading and comprehending them. Such articles are small narratives that constitute a larger one. The following are examples:

#### Images 1, 2, and 3

In an article published on July 2, 2014, which is the day that Muhammad Abu Khdeir was kidnapped, murdered, and burnt, PMW says that ‘Fatah’ posted the following three images on its official Facebook page. PMW also says that two of the images were posted “One day before Abu-Khdeir was found burnt and tortured”. The first image in the article contains Yasser Arafat with the following words:



Image 1

ST	لا تحزن أبا عمار، تركت من بعدك أسود، تزلزل كيان الطغيان.
TT	"Do not be sad, Yasser Arafat; you are succeeded by lions who will shake

	[the foundations of] the oppressor entity."
Image added description by PMW	[Facebook, "Fatah - The Main Page," July 1, 2014]  On its official Facebook page, Mahmoud Abbas' Fatah movement addressed the "sons of Zion" (i.e., Israelis/Jews), threatening to avenge "blood for blood":  <b>"An oath in the name of the Lord of the Universe, O sons of Zion: blood for blood"</b>

The (ST) in the image is translated literally as "Do not be sad, Yasser Arafat; you are succeeded by lions who will shake [the foundations of] the oppressor entity." Even though the translation appears to be look perfect, but with a covert suspicious intent justifying Abu Khdeir's incident by means of another incident that took place one day before it; namely, the discovery in Hebron of the three Israeli teenagers' bodies. This justification is delivered by PMW in the same article where it says that: "This text and the call "blood for blood" was posted to "Fatah - The Main Page" on July 1, 2014, after Israel buried the three murdered teens Eyal Yifrach, Gilad Shaar and Naftali Frenkel, and *before* the discovery of the body of the dead Palestinian boy, Muhammad Abu Khdeir, whom the **PA has accused "Israeli settlers" of murdering.**"

Emphasising "*before*" in bold and in italics and using its antonym "after" without bolding or italicizing it, is intended to show that this image was not posted on Fatah's Facebook page in solidarity with Abu Khdeir, but to show that Palestinians are the reason why Abu Khdeir was murdered; as a result of the discovery of the three Israeli teenagers. In addition, the avoidance of using (burning), (burnt), (burning alive), or (burnt alive) appears to be an issue in the image descriptions or in notes, and not only in titles.

In addition to this suspicious note or comment, there is a missing (ST) related to the image description by Fatah Facebook page, as PMW translates. The missing (ST) is translated by PMW as "**An oath in the name of the Lord of the Universe, O sons of Zion: blood for blood**", and is preceded by a noticeably short explanation or introduction; "On its official Facebook page, Mahmoud Abbas' Fatah movement addressed the "sons of Zion" (i.e., Israelis/Jews), threatening to avenge "blood for blood"". The created (TT) and its introduction helps justify the narrative that Abu Khdeir is the result of the previous

incident of three Israeli teenagers, and simply aim at justifying murders and wars. This narrative is further supported by the next image.

However, it should be noted that PMW resort to relationality of events in its narratives. In other words, PMW uses Bal and Harding's *fabula*, to connect Abu Khdair's incident with the three Israeli teenagers' incident. The problem here is not in the use of *fabula*, but in the avoidance of *fabula* in certain other contexts, as shall be seen below. *Fabula* is only used in contexts that serve and strengthen PMW's narrative.



**Image 2**

<p>TT: which is at the same time the image added description by PMW.</p>	<p>[Facebook, "Fatah - The Main Page," July 1, 2014]</p> <p>Another image posted the same day on Fatah's Facebook page showed masked armed fighters holding rifles with Fatah's logo on them and the text:</p> <p>"We will wait no longer..."</p>
<p>NB: (ST) is missing.</p>	<p>Text on the helmet in the image reads:</p> <p>"The Al-Aqsa Martyrs' [Brigades] (Fatah's military wing)"</p>

Again, the only words in this image are (كتائب شهداء الأقصى); Katā'ib Shuhadā' Al-Aqsa, and they are translated correctly as "The Al-Aqsa Martyrs' [Brigades] (Fatah's military wing)". The issue of double inverted commas in PMW's (TTs) of images, and whether or not they are suspicious; to disagree and mock or to quote, is not be discussed. As the answer can be found with deeper analysis of the data, especially the analysis of section **4.1.3 Videos and**

**Subtitles** below. Nonetheless, the problem of creating a (TT) of a missing (ST) comes forth again with this image description.



**Image 3**

ST	هنا القدس، هنا الثورة.
TT	[Facebook, "Fatah - The Main Page," July 2, 2014]  A third image, posted by Fatah today, showed riots in Jerusalem and the text: "Here is Jerusalem, here is the revolution."

Image 3 above is the last image in the article titled: (Fatah to "Sons of Zion": "Blood for blood"). Manipulation and intervention in this image are not in the translation or in the (TT), but in the image description it has. Two issues to be discussed here. First, there is no doubt that PMW has the same ideology of Israel and takes advantage of every incident to impose the Israeli narrative about Palestinians by portraying them as ‘terrorist’. This is part of the Israeli agenda, in which media is the doer of. It can be seen from the use of the Hebrew word (קְהָרָה = terrorist/ saboteur) by Israeli media describing (Palestinian), and the translation of (ثورة = revolution) or (مقاومة = resistance) into English as (riot) or (terror/ violence).

Second, the mixing of the Abu Khdeir’s incident in Jerusalem with the incident of the three Israeli teenagers in Hebron by collecting three images from a Facebook page, that were posted on different dates is suspicious for two reasons. One, the first and second images were posted “One day before Abu-Khdeir was found burnt and tortured”; July-1<sup>st</sup>, 2014. The two images report a Palestinian party’s reaction towards the incident of the three Israeli teenagers. But the third image was posted on the following day; July-2<sup>nd</sup>, 2014. It was posted on the same day Abu Khdeir was kidnapped and burnt. Suspicion here lies in the third image with the date (July 2, 2014) appearing beneath it reporting ‘riots in

Jerusalem’, but not public reactions toward what happened to Abu Khdeir. In other words, the three images appear under one title in order to support the terrorism narrative, by reporting the incident of the three Israeli teenagers. However, the incident of Abu Khdeir is mentioned only in a *(note-like)* to emphasise the dates. Two, trying to create a pattern of relationality of certain narrative by conflating two terror stories together and justifying one with the other to convince the readership of that narrative, is clearly and egregiously unethical.

#### Images 4 and 5



Image 4



Image 5

Unlike the previous three images used by which PMW in order to say that they were posted by certain Palestinian party’s official Facebook page, lacking any reference or source, and lacking (TTs) or the (original) image description. These two images show that there is a source of from which they are taken from; a Facebook page. This Facebook page is called (حركة التحرير الوطني الفلسطيني "فتح"/الصفحة الرسمية), the (Palestinian Liberation Organization “Fatah”/ official page), as can be seen below the two images. However, source credibility or trustworthiness is still in question.

The two images were not taken from one article; they were published independently by PMW, and under two different titles. Image 4 was published under the title (Fatah Facebook depicts Netanyahu and Israel as ISIS terrorists) on Oct 23, 2015 and it is the only part of the article. The article has a short image description and image translation below it, in addition to four paragraphs explaining the four main figures in it; the Dawabsheh family (Duma arson attack), Muhammad Abu Khdeir, Rabbi Yehuda Glick, and Moaz Al-Kasasbeh. The translation of this image is preceded by a brief description as follows:

The photos on the left show Muhammad Abu Khdeir, who was killed three extremist Jews [sic], Jordanian pilot Moaz Al-Kasasbeh, who was captured by ISIS in Syria and burned alive in a cage, and the Dawabsheh family of whom three were killed in a fire suspected to have been started by extremist Jews who threw Molotov cocktails through the windows of their home. The photos on the right are the “murderers”: an ISIS terrorist, Israeli Prime Minister Benjamin Netanyahu, Rabbi Yehuda Glick, and some ultra-orthodox Jews.

Text on photo:

**On left side of page:** “They burned them with foreign fire; the same perpetrator, but different mask”

**On right side of page:** “ISIS = Israel”

The translation of this image is accurate; (أحرقوهم بنار أجنبية/ نفس الفاعل لكن القناع إختلف) is the equivalent of (They burned them with foreign fire; the same perpetrator, but different mask). These words can be found on the left side of Image 4. The manipulation here is not in the translation itself, but in what surrounds it, in the image description. The first line of the description; “The photos on the left show Muhammad Abu Khdeir, who was killed three extremist Jews”, aims to ostensibly tell and confuse the story. This can be clearly seen from “**who was killed three extremist Jews**”. Readership who may not know the tragic story of Abu Khdeir, and may be confused about it because of the language error this sentence has. Omitting the preposition (**by**) may be a source of confusion in that it may confuse the doer with the object, in (TRs) minds. Such grammatical errors by professional translators and linguists are never unintentional, and are therefore ideologically-based manipulations, and are journalistically unethical.

A further egregiously unethical practice associated with this description lies in the third line; “and the Dawabsheh family of whom three were killed in a fire suspected to have been started by extremist Jews who threw Molotov cocktails through the windows of their home”. Here, PMW used the preposition (by) but used the words (killed) and (fire), instead of (murdered), (arson), (burnt), or (burnt alive). The words (kill) and (fire) do not stir the (TR) emotions, compared to the words (murder) and (arson) do. The word (killed) does not show intention, and does not show that the Dawabsheh family were (intentionally killed) or (were burnt alive).

In the same description of this image; Image 4, which identifies who the figures are by explaining ‘who are in the first photo on the left’ and ‘who are in the second photo on the right’; PMW says that this image is two images. Nonetheless, it is evident that this image is actually a composite of three images, and that it is faked, from the empty side between the upper two images and the lower third image that shows the title of the Facebook page; this is not Facebook style. In addition to the red frame which surrounds the second image; the right image. This means that Image 4 is in reality a conflation of three separate images pretending to be one.

Image 5 is published under the title (Fatah Facebook post depicts Jewish settlers as terrorists equivalent to ISIS) on Oct 23, 2015. This image is the only element of the article with a short description and translation below it. In addition to the two paragraphs explaining the main two figures in it; Dawabsheh family (Duma arson attack) and Moaz Al-Kasasbeh. The translation of this image, like the previous one, is preceded by a brief description as follows:

Photo shows on the left the Dawabsheh family of whom three were killed in a fire which is suspected to have been started extremist Jews who threw Molotov cocktails through the windows of their home, and on the right, Jordanian pilot Moaz Al-Kasasbeh who was captured by ISIS in Syria and burned alive in a cage.

**At the top center:** “The terror”

**Below, over and between palms coming out of flames:** “ISIS = settler”

Image 5 above has only three Arabic words; (الإرهاب/ داعش = مستوطن) and they are translated correctly as (The terror/ ISIS = settler). The problem is once again with the image description. PMW explains that this “Photo shows on the left the Dawabsheh family of whom three were killed in a fire which is suspected to have been started extremist Jews who threw Molotov cocktails through the windows of their home”. The use of words such as (were killed, fire, and extremist Jews) instead of (were murdered, arson attack, and Israelis) is very manipulative. First, such words reduce the ugliness of the murder of the Dawabsheh family. Second, these words support other narratives related to the fight against terrorism and ‘doing or ensuring justice.’

Image 6



Image 6

ST	ذهب الظمأ / وإبتلت العروق
TT	A cartoon published in the official PA daily today similarly indicated that the PA seeks violence. The picture showed two masked men, one with a Molotov cocktail in hand and the other about to throw a rock, with a fire raging in the background. The Arabic text is a saying attributed to Muhammad [sic] regarding the end of the Ramadan fast: "The thirst has passed, and the throat is moist." In this context, the cartoon indicates that the period of quiet is over, and violence has returned.

The image above with the (ST) of (ذهب الظمأ / وإبتلت العروق) is translated into (The thirst has passed, and the throat is moist). The translation is fine but the frame in which this sentence has been inserted is manipulative and false. The information provided by PMW about this sentence usage in Islam is incorrect. This sentence is not used in Ramadan only, but in any day any Muslim decides to fast; during the year. The sentence is equivalent to (Bism-Allah = In the Name of Allah); used before beginning to eat but is only used when fasting. Image 6 is from an article titled (Abbas calls for "war for Allah" and the West Bank erupts in violence), that was published on July 27, 2014. *Id est* the period of three events; the kidnapping and murdering of Muhammad Abu Khdeir, Gaza 2014 war, and Muslims' month of fasting, Ramadan. At the time, Palestinians were incredibly angry over what happened to Abu Khdeir and what was happening to the people of Gaza and chose to express their dismay in the streets at nights, after breaking the fast.

The article from which this image is taken, is longer than the others. It consists of a long analysis of two paratexts, an image and a video. PMW chooses the two paratexts of the

article to discuss Palestinians’ reactions only, and the editors attributed these reactions to religion (Islam), without mentioning the specific actions that caused these reactions. Linking actions taken to religions and religious teachings, rather than to fueled hatred and division over religions, politics, and policies, with instruments of power, control, and agenda-setting is decidedly unethical from a journalistic point of view. Baker (2010) elaborates more on this point saying that:

... in this case that of Palestinians being prone to violence because Islam teaches them to seek martyrdom, implying that the conflict is motivated by religious beliefs rather than political grievances... This narrative depicts the conflict in Palestine/Israel as ultimately a religious conflict between Jews and Muslims, rather than a political conflict over territory and resources... (ibid: 351 -359)

**Image 7**



**Image 7**

(ST)	أخوة السلاح / ربنا واحد.. وطننا واحد.. عدونا واحد.. هدفنا واحد
(TT) with the image description by PMW	<p>[Facebook, "Fatah - The Main Page," July 9, 2014]</p> <p><b>"One God, one homeland, one enemy, one goal"</b>  <b>unites Hamas, Fatah and Islamic Jihad</b></p> <p>Mahmoud Abbas' Fatah announced this morning in a Facebook post that the military wings of Hamas, Fatah and Palestinian Islamic Jihad are "brothers-in-arms," united by "one God, one homeland, one enemy, one goal."</p> <p><b>Text on picture:</b>  <b>"Brothers-in-arms:</b></p>

	<p><b>One God, one homeland, one enemy, one goal"</b></p> <p>Fatah's message that they all have "one goal" is significant, as the declared goal of Hamas is destruction of Israel and killing of Jews in the name of Islam.</p>
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Image 7 shows three men belonging to different Palestinian parties with the phrase (أخوة = brothers-in-arms) at the upper left side of the image, and at the upper right side of it in the image description. The image also contains such as (ربنا واحد.. وطننا واحد.. عدونا واحد.. ) (هدفنا واحد = One God, one homeland, one enemy, one goal) at the lowest left side of the image, and at the upper right side of it in the image description, above the comments. This image was published in an article entitled (Fatah: "One God, one enemy, one goal" unites Hamas, Fatah and Islamic Jihad), on July 9, 2014.

The article contains this image and further analysis of it, and a video of Abbas, the president of Palestine, with a short video description on the side. Apart from PMW's translation and analysis or description of this image, and apart from linking this image to 'religion narratives,' instead of linking it to the three (unmentioned) events discussed above, little clarity is offered. This image shows that reference or source is untrustworthy, in two ways. First, the image is supposed to have been taken from an official Fatah Facebook page, the page authorized to publish anything of this magnitude and the same page from which all official Fatah images should be taken. However, the title of this Facebook page is different from the one discussed under Images 4 and 5 above. In addition, it has a different 'profile picture', as can be seen from this image; Image 7. The name of this Facebook page is (حركة التحرير الوطني الفلسطيني "فتح"/الصفحة المركزية) that is (Palestinian Liberation Organization "Fatah"/ main page), and the profile picture of it has the words (Fatah/ main page). While the profile picture of the previously discussed Facebook page has the Palestine flag with a light-yellow background. This means that the Facebook pages could be unofficial. In other words, the one(s) behind these pages could be unknown activists or unknown and suspicious parties. This is an overly sensitive issue related to media source credibility and trustworthiness.

### 4.1.3 Videos and Subtitles

Videos with their subtitles are among the more important paratextual elements used by PMW. Videos represent another strategy employed by advocacy groups with the intention of attracting more (TRs). Like in the case of (image-based articles) above, PMW has many (video-based articles); in which a short video and a short accompanying analysis or description for which transcripts are available. All too often, PMW subtitles fail to contain accurate translations of the Arabic audio-visual texts. The subtitles do not represent close translations of the original videos, nor do they convey the intended underlying messages. On the contrary, they convey an alternative, manipulated messages regarding terror and the global fight against it.

Further, the videos chosen are highly selective, cut from a certain point of origin to serve a certain agenda. Their use is intended to hide some issues and reveal others. Not only does PMW tends to manipulate the selected videos and descriptions by its word choice but it also it manipulates them by the omission of certain scenes and the addition of extraneous information. The extraneous information takes the forms of explanatory comments and expository intertitles, whether during, at the beginning, or at the end of most of the videos. This is done in an effort to legitimize certain narratives and ideologies. In addition to an effort to illustrate the needed missing information, while in fact to replace the cut scenes and the narrative they represent.

#### Screenies 1, 2, 3, 4, 5, 6, and 7



Screenie 1



Screenie 2



Screenie 3



Screenie 4



Screenie 5



Screenie 6



Screenie 7

Screenies 1, 2, 3, 4, and 5 are taken from a video that was published on Nov 25, 2014, under the title: (Israel's shooting of 5 terrorists is an "attack against our people"). The video and its description with a transcript appearing below it is the only component of the article. The video reports part of the consecutive and related events occurring in mid-2014; the Israeli teenagers and the Abu Khdeir murder, the Gaza war, and the multiple stormings of the al-Aqsa mosque.

Screenies 1-4 above are the duration of the video that reports on how the four Palestinians were 'killed', according to the Israeli narrative. And the fifth is the photo of another two

Palestinians on the ground, who had been shot by the Israeli Police. The photos show Palestinian men who acted in revenge for the practices and policies of Israel. Particularly, to revenge for Abu Khdeir, Gaza 2014 war, and the multiple stormings of the al-Aqsa mosque, according to the Palestinian narrative. The video is very manipulative in five ways relating to word choice, subtitle time duration, subtitle font size, boldface, and colour, subtitle position on screen, and cut scenes of the original; deletion of scenes. The subtitles in these examples are translations of the (ST), with the explanatory comments the (TT) has. However, they are not explanatory as much as they are manipulative. Explanatory comments in subtitling by any advocacy group or media research institute, are likely to serve an ideological intent or purpose and allow for more opportunities for intervention. Words such as ‘terrorist’ and ‘terror attack’ conceal half of the narrative that should be reported to the (TRs) and emphasizes those elements of the narrative that serve the intended ideological purpose. The time allocated for all the subtitles in this video is short, 2-3 seconds for 2-3 subtitle lines. In other words, time duration is too short for the (TRs) and has potential to cause confusion. The aimed time duration is evidently the main goal; which is to focus the eyes on the (added) explanatory lines instead of the lines that include translations of the original. However, time duration dedicated in Screenie 5 is 4 seconds for two short lines, more time that is necessary to serve a legitimate purpose.

Colour is also a factor, and the dark background; yellow and black, in Screenie 5. Schwarz (2002) argues that subtitles must maintain synchronization between the translated (TT), “the spoken source language (SL) dialogue, and the corresponding image” (Baker 1998, as cited in Schwartz 2002: Para. 5). Schwarz explains that “the main problem in this type of translation is caused by the difference between the speed of the spoken language and the speed in reading” (ibid: Para. 5).

Other factors worth mentioning here is the font size and number of characters, the use of boldface and color of subtitles, and subtitle position on screen. In the Screenies above, the font is used in varied sizes; it is inconsistent and follows no particular guidelines, except that it serves certain goal. The number of characters is also confusing, whether because they exceed, or not, the number of characters allowed in subtitles, thirty-eight characters at maximum. Or, whether because they consider time duration and synchronization. The number of lines is also a problem; both cover more than 2/12 of the screen and prevents (TRs) from seeing the scenes behind. And as can be seen from Screenies 2 and 4, there is no space on the horizontal axis and the viewers’ eyes have “to travel a long distance along

the sides of the screen” (Karamitroglou 1998: 2). Lacking space on the horizontal axis is likely to cause confusion because viewers will not be able to read the subtitle lines, especially given the duration of time allotted and they are likely to be focused on only certain words. Consequently, readers are likely to understand the point of the video through the prism of these few, selected words.

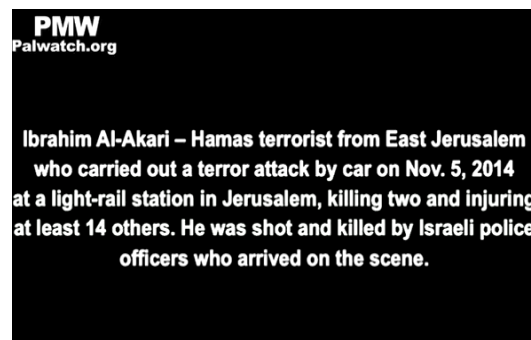
Subtitling colour is also an issue; all of the subtitles referred to above are done in a “flashy” white. And Screenie 5 is subtitled in dark yellow against the black of the box instead of a more neutral “grey see-through “ghost box”” (Karamitroglou 1998: 3). In addition, subtitles are in boldface, and boldface in subtitles is not normally permitted (Karamitroglou 1998: 6). One final point to be addressed here is the cut scenes. The original video has more scenes than the one edited by PMW, but PMW chose to include only those scenes in which certain goal(s) can be served.

The exploitation of subtitling guidelines aims at preventing the (TRs) from seeing the background image appropriately and preventing their eyes and minds from seeing the intended image together with the message of the original. The strategy is simply to create the conditions in which the eyes are drawn to specific words and images. The exploitation of guidelines common to translators occurs at the level of both the image and the word. This means that the eschewing of subtitling norms is ideologically motivated on one hand. On the other hand, translation inaccuracy is purposefully made to achieve certain political objectives. This can also be seen from Screenies 6 and 7 with the explanatory comments added to a video published by Hamas on July 15, 2014 during the war on Gaza under the title (Hamas video celebrates 2011 missile attack that murdered 16-year-old). However, the video was published outside of its original context, the war, and was instead linked to a context and narrative related to the War on Terror.

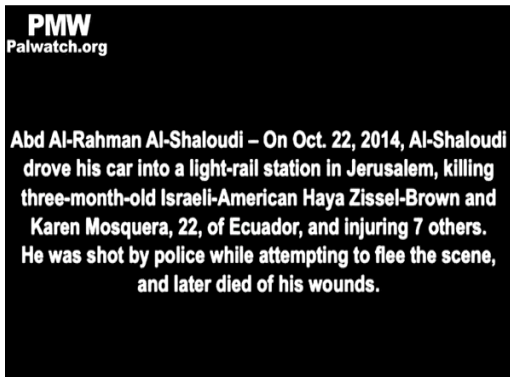
### Screenies 8, 9, 10, 11, 12, 13, 14, and 15



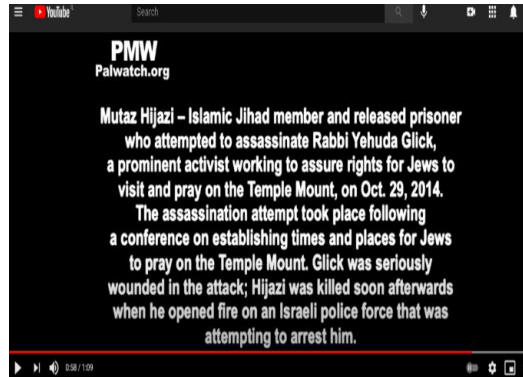
Screenie 8



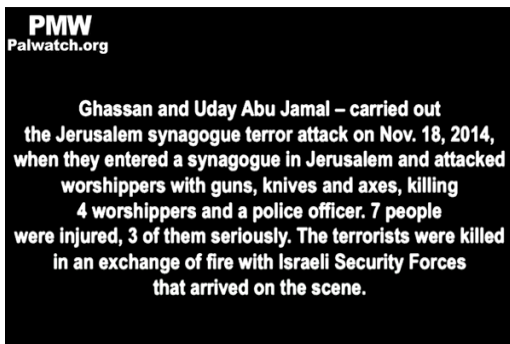
Screenie 9



Screenie 10



Screenie 11



Screenie 12



Screenie 13



Screenie 14



Screenie 15

Screenies 1, 2, 3, 4 and 5 above, are taken from the same video of Screenies 8, 9, 10, 11, and 12. This article is a (video-based article) with one video, a brief analysis, and a transcript. The video starts with an introduction (expository intertitle), Screenie 8, and ends with another four added expository intertitles, Screenies 9, 10, 11, and 12. The title of the video and its expository intertitles, are central to the foregrounding of the terror narrative. The title and the expository intertitles grant the video an inferior status function compared to that of title and expository intertitles performed. In other words, the intended narrative is framed from the moment (TRs) begin reading the article or watching the video; the

intended scenes with chosen words and explanatory comments. This is the case also with the expository intertitles in Screenies 13 and 14; that are taken from a (video-based article) titled: ( Hamas TV: "Even the *Jihad* fighters... are actually Palestinian civilians"), and the expository intertitle of Screenie 15; that are also taken from a (video-based article) titled: (PA TV: Israeli bombing of building in Gaza was "terror" equal to 9/11).

Word choice issues in all of the figures above are undoubtedly ideologically motivated, as discussed with regard to Image 3 above. For example, words like killing five terrorists, "attacks against our people," "accidents," Hamas organization, and Hamas terrorist put the Israeli-Palestinian situation into a questionable frame. The frame apparently aimed at guaranteeing legitimation and control under the pretext of 'fighting terrorism.' Videos are not published considering the consecutive events in mid-2014, but instead they are published solely to advance the 'Israeli victims of terror' narrative.

#### **4.1.4 Notes and Endnotes**

Notes and endnotes are quite common in news articles; they are used to explain certain points or emphasise some others. However, for media research institutes, this is not the case. Notes and endnotes are two additional interventional tools that provide these institutes with a broader range of opportunities for intervention and manipulation, allowing such groups to advance their ideological agenda. Notes and endnotes are especially important in war and conflict reporting due to security issues, to the complexity of the events, and to the manner in which they are represented. Notes and endnotes frame certain narratives as chosen and allow some space for changing the narratives. The following examples are notes and endnotes that tend to be the same in PMW's content:

#### **Example 10**

**Palestinian Media Watch** has documented threats and **explicit calls for violence** against Israel made by The Al-Aqsa Martyrs' Brigades.

This endnote can be found in many articles by PMW, it is taken from the article that was published in Jul 2, 2014, under the title: (Fatah to "Sons of Zion": "Blood for blood"). When (TRs) click on **Palestinian Media Watch**, they will be directed to more articles with the same goal, advocating for the Israeli government and its policies. But when (TRs) click on **explicit calls for violence**, they will be moved to another article titled: (Fatah

celebrates massacres against Israel and “heroes” who murdered civilians). This means that two additional articles are linked with this endnote, and that both support the same narrative with one proof, endnote. Endnotes are used to show the reader that much evidence exists in support of their claims or to demonstrate the truth of their assertions, rather than as mere extraneous comments. This example is situated in the middle of the article instead of at the end of it. The end is reserved for another endnote, Example 11 below. Their choice in disregarding conventions pertaining to endnotes can be shown to have an ideological dimension.

### **Example 11**

Click to see Fatah's extensive use of Facebook to **promote violence and glorify terrorism.**

This is the second endnote of the same article discussed in Example 10 above. It has the same purpose and dimension of all endnotes and notes found on the website so far; legitimising the Israeli policies and practices against Palestinians by persuading the public with the ‘terror and terror fighting narrative’. However, endnotes have another purpose; that of persuading (TRs) of the credibility and truthfulness of the information and sources on which their articles rely. The link corresponding to this endnote directs (TRs) to more articles published by PMW and not to original sources. In other words, supplying the reader with links that exist on the web direct readers to the same web-based sources and to more articles that carry the same message.

### **Example 12**

*Note: The Facebook page where this item was posted, called "Fatah - The Main Page," is an official Fatah Facebook page. The page defines itself as belonging to the Fatah Mobilization and Organization Commission, and the commission's official website links to this Facebook page.*

This note is placed in the middle of the article entitle: (Fatah: “One God, one enemy, one goal” unites Hamas, Fatah and Islamic Jihad). The note says that the Facebook page of Image 7 above is called (*Fatah - The Main Page*), and that this Facebook page is (*official Fatah Facebook page*) and belongs to (*Fatah Mobilization and Organization Commission*)

where the link of the Commission’s website links to the main page. This source is a third source that is different from the two sources mentioned in the same article, and discussed in connection to Images 4, 5, and 7 above. Image 7 is taken, as PMW says, from the Fatah Facebook main page; that is supposed to be the same page this note comments on. However, the Facebook link of commission website<sup>2</sup> has a third Facebook page than the one PMW uses as a source. The Facebook page of the commission<sup>3</sup> has different content and different profile pictures from those of two Facebook pages discussed above with respect to Images 4, 5, and 7. This note is supposed to have the same purpose as the two endnotes above, Examples 10 and Example 11. However, this purpose is distorted by the fact that these sources are untrustworthy, and that they may belong to unknown parties or unknown activists. Therefore, sources referred to by PMW cannot be properly or adequately vetted.

#### 4.2 Data Discussion

Dominance or control aims at changing the existing global narratives into new ones to exert control over territories or resources by manipulating language. Hence CDA makes it easier to analyse the manner in which pro-dominant government agencies and research institutes manipulate language and other external or extra textual elements that exist in texts. CDA and the Narrative Theory reveal how translation substitute the existed narratives with new ones that facilitate the implementation of certain agendas. The framework of this thesis also reveals how selective texts and paratexts help form the primary narrative and ideology that powerholders seek to.

On 12 June 2014 three Israeli settlers were missing while they were heading to Hebron city. After 18 days; 30-June 2014, they were found dead away from their car. Israel accused Palestinians of the killing, and its defense forces “were not able to find their bodies without the help of a volunteered Israeli settler who decided to look for them”<sup>4</sup>. On 1 July 2014 Ayelet Shaked, who is a member of the “Israeli Knesset” and served many

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<sup>2</sup> This link takes you to the official website of Fatah Mobilization and Organization Commission: [مفوضية التعبئة والتنظيم \(fatehorg.ps\)](http://www.fatehorg.ps)

<sup>3</sup> And this link takes you to the official Facebook page of the Commission: <https://www.facebook.com/media/set/?set=a.282837510540340&type=3>

<sup>4</sup> This link provides detailed information about the discovery of the three young settlers. [تفاصيل جديدة عن اختطاف مستوطنين الخليل | العالم العربي | أخبار الجزيرة نت \(aljazeera.net\)](http://www.aljazeera.net)

positions including the Minister of Justice (official Knesset Website) <sup>5</sup>, incited the killing of Palestinian children and youths and described them as “baby snakes.” She also continually incites genocide against Palestinians <sup>6</sup>. On 2 July 2014, the Palestinian boy Muhammad Abu Khdeir was kidnapped, tortured, burnt, and murdered by Israeli settlers. On 8 July 2014 – 26 August 2014, the war on Gaza took place following an announcement of the start of a military campaign by Israel against Gazan People, who were angered by the death of Abu Khdeir. The attack on Gaza resulted the death of (1,742) Palestinians, the wounding of (8,710), the death of (11) employees at (UNRWA), and the death of (23) members of ambulance medical crews <sup>7</sup>.

On 31 July 2015, three members of a Palestinian family were burnt alive in the village of Duma. This incident took place following careful planning of certain Jewish settlers, claiming that they sought revenge. Their actions resulted in the death of three family members, 18-month-old Ali Dawabsheh who was burned alive, and both of his parents who died of their injuries within weeks. The only surviving family member was Ahmad Dawabsheh, who was four years then.

These incidents and events are interrelated to each other and cannot be separated or chosen selectively; otherwise, issues of truthfulness, credibility, and authenticity are touched upon, and information will be suspect. Texts and paratexts are also the same; they cannot be chosen according to what serves certain ideology. Texts and paratexts within the field of translation and media cannot be cut or photoshopped and cannot be mistranslated or changed. As in the case of this thesis, PMW changes the words of (Palestinians and resistance or revolution) into (terrorists and terror/violence or riot). PMW aims to praise certain agendas and policies and justify them. This can also be seen from the use of certain phrases such as ‘terror fight’ or ‘war on terror’. Source texts within the field of translation and media, are being forged, created, recreated, and translated, in an attempt not only to form new narratives, but also to start a new type of wars (soft war); war on language. This war may not be comprehended by (TRs), and they may not comprehend the suspiciousness of it. Baker (2007) elaborated on this by explaining the word ‘shaheed’. She says that:

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<sup>5</sup> This is the official Knesset Website that provides all information. The Knesset is the “Israel's” unicameral parliament, and its legislative body. [Knesset Member, Ayelet Shaked](#)

<sup>6</sup> The following report provides more details about the incitement against Palestinians. [إيليت شاكيد: الوجه الجديد لليمين الإسرائيلي المتطرف | نون بوست \(noonpost.com\)](#)

<sup>7</sup> Follow this link for more information of the 2014 War on Gaza. [العدوان الإسرائيلي على غزة 2014 | العالم العربي. الجزيرة نت \(aljazeera.net\)](#)

The standard equivalent for this word in English is martyr, but this is problematic for two reasons. First, shaheed does not semantically map onto martyr in full. In Arabic, shaheed is generally used to refer to anyone who is killed violently, especially in war, whether they choose to be involved in that war or not, and irrespective of their religion. It therefore does not have the overtones of militancy and extremism that the term martyr has come to acquire in English, in connection with the Arab and Islamic world. Second, martyr readily evokes associations of Islamic fundamentalism in this type of context, and using it repeatedly would play into the hands of those who would portray the Middle East conflict as a religious war, fueled by young (,) deranged Muslims in search of virgins in paradise. (ibid: 165-166)

In other words, the word martyr is not equivalent to ‘terrorist’, and it can refer not only to those who die in wars, but to those who die in accidents. The linguistic choice by pro-government agencies has ethical implications; lack of credibility, murder justifications, fueling wars, and etc. Translators are guided by their agencies that decide the word choice. However, following the agency’s guidelines and working for it or not, is a matter of (ethics). Translators play all the role in fueling conflicts or in making peace.

Translation and media can indeed fuel wars and guarantee support or legitimisation. The goal of news translation is achieved by words, and by manipulated images and videos. However, sources are questioned regarding their credibility or trustworthiness. Images 1, 2, 3, 4, 5, 6, and 7 show that different sources are resorted to, but PMW does not show this. The analysis of notes and endnotes further support the idea of source trustworthiness. Example 12 under **Notes and Endnotes** section above, reveals that there is a third Facebook page by which PMW says image are taken from. Hence, this thesis suggests that sources may be created by activists or unknown parties. Credibility is in question with missing sources, no results of sources were found for some of the paratexts used after searching on more than one ‘Fatah official Facebook page,’ documentation is neither accurate nor precise. In addition to this, Examples 10 and 11 show how links in PMW’s articles move readers to same web page and takes them to more reports that support the intended Israeli narrative and ideology. In other words, Examples 10 and 11 does not move readers to sources, as expected.

The addition of notes and explanatory comments in subtitles, the false translations (mistranslations), and the use of double inverted commas draw TR’s attention on certain

events to situate them within certain frames and thus, certain meanings. These strategies reveal how translation is manipulated and is not a mirror-image of the (ST) meaning and format. In addition, these strategies reveal how narratives are constructed or reconstructed. Videos and their subtitles are a huge under-questioned type of paratexts. Several studies view (AVT) norms and standards, including (Karamitroglou 1998) and (Schwarz 2002). PMW exploits almost all subtitling guidelines or standards, for political purposes. The addition of information, number of lines, time duration, font type and boldface, font color, and position on screen aim at changing the message of the source discourse. The exploitation of language and standards raises many questions, for example: What is the aim behind hiding the source video by the six-lines subtitle? Why to use a boldface? Why to intervene in the source discourse by adding additional subtitles? Why not allow subtitles to lead-in time and lag-out time?

The contradiction and lapse that exist in the reported incidents highlights the falseness of the Israeli narrative through its features of temporality, selective appropriation, and causal emplotment. First, the events reported and paratexts used are suspiciously embedded in time to manipulate the actual narrative and facts. PMW's selective paratexts that were published on the different events that took place during the summer of 2014, constructed an alternative narrative of the Palestinian situation and war. Second, the selective images are untrustworthy as they lack sources or references. Third, the different patterns of causal emplotment that depict Israel as the legitimate state and the IDF as its army that fight against 'terrorism,' are constructed by the massive news translation and coverage by pro-Israel media in Europe and The West. This helped Israel win the public opinion and sympathy. On the other hand, the extent of news translation and coverage by pro-Palestinian media is marginalized. This means that the different individual narrated episodes of the mid 2014 events were not equal.

PMW narratives are an adopted Israeli meta-narratives that portray the policies of stakeholders and their 'war against terrorism' as their main concern. The public narratives by PMW are consistently manipulated in a way to make them meta-narratives that aim to have an impact on the nations' opinion. The context in which these meta-narratives are constructed is suspicious whether through translation itself; terminology used, or through the different translational and paratranslational strategies used; the changing of words, addition of words, use of untrustworthy sources as trustworthy ones, addition of descriptions, use of notes and endnotes, addition of subtitles, manipulation of audiovisual

guidelines, addition of explanatory comments and expository intertitles, and the intentional omission and manipulation of narrative features. The context in which certain news items are used, becomes a “field of power relations” (Lindstrom 1992:102–103, as cited in Baker 2005b: 336). An example of this is the use of ‘riots’ and ‘saboteurs’ in Israeli and pro-Israel media as equivalents to ‘resistance’ and ‘Palestinians’.

### **4.3 Conclusion**

Within the field of translation and media, intervention and manipulation of sources and information have been legitimised for advocacy purposes. Advocacy groups have a content that can be studied and analysed for political advocacy reasons with the aim of uncovering their ideologies, purposes, and credibility. The analysis of one of those advocacy groups shows that manipulation does not only occur with words and the use of paratexts, but also in the selective texts and paratexts to be translated and used when sequent incidents occur. The selective texts and paratexts support the ‘terror and terror fight’ narrative and support the ‘national security’ and ‘state defense’ narratives and their related frames. The examples above show how media can flip reality for power-control purposes. Translation and languages are considered and employed as political tools or political strategies, and as means of miscommunication, instead of being means of communication, and culture transfer and exchange.

## **Chapter V**

### **Conclusion**

#### **5.1 Major Findings**

As stated in Chapter I, this study aims at examining different paratextual elements used by media or special interest groups for political and advocacy purposes. Following the aim of the field of TS, especially the genre of translation and politics, this current study aims at making implicit political ideologies and agenda explicit. The aim is achieved by broadening the understanding of political texts and political narratives. This study also shows how political texts are related to ideology transfer rather than information or culture transfer. This issue or aim is further reviewed in Chapter II; that considers how certain (TT) are distorted when it comes to culture and power, and how certain narratives are created, recreated, or changed entirely in (TT). The aim of the study is reached with Chapter IV, in which the corpus is examined more thoroughly for the purpose of demonstrating just how the credibility of a news or news agency is sacrificed for particular political aims. The media try to influence people by certain predictable rhetorical means. They appeal both to reason and to emotion by narrating events from a deceptive angle. In other words, media enact the Aristotelian rhetorical triangle of ethos, pathos, and logos (as discussed in Chapter I above) to attract as much readers as possible, while manipulate them with misinformation. This chapter shows that even if media present an account of what occurs in the world we inhabit, and seem to provide evidence in support of the narratives they construct, and use positive images there may still be interventions that are at odds with a broader truth. Media aims at limiting the ability of its (TRs) to think freely, by presenting manipulated facts supported with pictures, videos, notes, or footnotes. News and information agencies often wish to distract readers or viewers from competing claims, positions that are contrary to their own. They want to distract readers from certain issues or news, by focusing on some certain others; to “claim that they are objective, non-partisan

and a trustworthy source of information” (Baker 2010: 347). This means that news agencies and advocacy groups have same ideologies and goals as their governments. These ideologies and goals are hidden beneath a cloak of ‘Credibility.’

The analysis of the corpus is conducted by adopting Fairclough’s (1992) model of CDA and the Narrative Theory; as shown in Chapter III. CDA practices help to trace the ideological manipulation in news translation, and whether this manipulation is linguistic; terminology employed, or non-linguistic; paratranslation. However, the usefulness of the Narrative Theory in analysing news and other media lies in exposing the hidden agendas and ideologies they promote, and in revealing the strategies they use in portraying ‘the other.’ Both CDA and the Narrative Theory help reveal the psychological strategies media research institutes (advocacy groups) use to affect their (TRs). The psychological strategies are the use of visuals, the skillful handling of words, labelling, and the extensive use of paratextual materials. These psychological strategies in which the playing board is the translational itself, are what help such groups situate conflicts differently. One example is to portray wherever possible some of the many conflicts in the Arab world as religious, while in fact these conflicts are political and over power and control.

Media and advocacy groups tend to have their personal explanations of the (STs) they adopt. This, according to the current study, can be attributed to Lefevere’s (1992) process of rewriting. The process of rewriting that certain agencies adopt, can be called, according to this thesis, ‘news rewriting’ or ‘paratextual rewriting.’ The motivation behind such processes is ideological. In other words, ideologies drive the processes of translation and decision making, that often causes mistranslations. Mistranslations or ‘Translation Errors’ are inescapable, since they depend on the falsity of narratives, and on the personal ideological interpretations of events that advocate certain governments and serve certain agendas.

The translation errors that this study focusses on, are not spontaneous, unwitting, or unintended; they are ideologically intended and conducted through negative manipulation (ideological manipulation). This manipulation can be seen not only on the lexical level, but also can be seen on the paratextual and audiovisual levels. On the paratextual level, the analysis views the issue of using certain images, notes, and footnotes that serve certain narratives. Paratextual analysis also views the issue of using untrustworthy sources for the purpose of sustaining these narratives. However, on the audiovisual level, the analysis views the issue of negative manipulation (ideological manipulation) in the subtitling of

news videos. Negative AVT manipulation views the issue of exploitation of subtitling guidelines for political purposes, rather than for technical purposes. They may in fact cause technical problems.

## **5.2 Contributions to Translation Studies**

This current study tackles the issue of paratextual manipulation in media texts by examining PMW. The study makes contribution to the genre of translation and politics, and more precisely to the subgenre translation and media, first, in widening the understanding of advocacy groups by focussing on the ideology and agenda they promote. Second, in widening the analysis of such groups by studying the paratextual materials they use, and by studying whether these materials are original STs, or not.

This study shows how translation agencies; advocacy groups, use all possible means of convincing, to reach a certain level of transnational visibility that enables them achieve their goals. The study does so by focusing on both analyses; lexical and non-lexical, that in return enables it a detailed ideological-narrative analysis. This ideological-narrative analysis reveals reasons behind textual and paratextual changes. In other words, narratives and counter-narratives drive the process of translation in media texts in a try to advocate certain and intended agendas and ideologies.

The analysis of the different paratextual materials allows this study to tackle the textual and paratextual issues related to ideological manipulation and intervention. The analysis reveals that images, notes, and footnotes are highly manipulated by the words, descriptions, or comments they contain, and by lacking any real and authentic sources. The analysis of videos also reveals that certain agendas are what drives the translations of certain selective videos. Previous audiovisual studies are either technical-based and carry the concept of ‘technical manipulation;’ positive manipulation, or ideology and political-based and carry the concept of ‘ideological manipulation;’ negative manipulation, as suggested by Díaz-Cintas. However, this study tackles both issues. *Id est*, the exploitation of subtitling guidelines (technical manipulation) for political and advocacy purposes (ideological manipulation), in news videos. In other words, this study tackles the translation of news videos as part of the different paratextual materials used by media, by examining short and cut videos. These videos are manipulated from a normative point of view; spatial and temporal parameters, layout, and the use of italics and boldface. Videos are carefully chosen and cut from a certain selected starting-point to a certain selected ending-point, and have manipulated explanatory comments and expository intertitles, and manipulative terminology.

### **5.3 Future Research**

The scope of this study opens doors for even broader critical and comparative analyses in relation to Media Translation and (AVT). The scope can also raise further questions on the subject matter. The current study takes the issue of narrative change or counter-narrative construction in times of conflicts; the Palestinian conflict and its Israeli counter narratives, by analysing a research institute; PMW. The analysis of this study focusses on the extensive use of paratextual elements and the manipulation of them. This manipulation includes the manipulation of (AVT); the manipulation of terms used and the exploitation of guidelines. However, the analysis excludes any focus on dates and the manipulation of dates by media, or on hidden translators and agents. In other words, the scope of this study can raise other different issues and questions on the subject matter, like: the manipulation of events' dates by media and advocacy groups, and how important retaining the original date is? And the hidden names of translators in certain media groups; why their names were hidden? Are they mercenaries? Do they belong to and are they part of 'the other' or 'we'? Are there other unmentioned translators working in small advocacy groups? Or small advocacy groups claim that they have a certain number of translators to guarantee broader visibility? While in fact, they only have the mentioned few agents working for them.

Another area for future research can be the issue of the extensive use of citizen media by news agencies as sources of information. TV news agencies are now focusing on selective written citizens' opinions toward certain issues and are thus broadcasting these opinions. The broadcasting aims to support certain agendas and ideologies they follow, by combining certain citizens' opinions with certain news. This issue in the field of (TS) has not been researched yet or could be under research in the present time.

A third and last area of research arises from the current topic of this study is, the heavily funded war, conflict, or political movies. These movies are part and partial of power control agendas and ideologies, and in most cases, they contain selective real news that were broadcasted during certain times and events. The analysis of such movies can be both technical and ideological and can reveal important and valuable issues and findings. The analysis can also contribute to the genres of Political Translation and (AVT) at the same time.

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