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The Ideology followed in Translating Economic News on Social Media

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Abstract.

In an increasingly interconnected world, the translation of economic and political news on social media platforms plays a pivotal role in shaping public perceptions and understanding of global financial events. This study delves into the underlying ideologies that influence the translation process of economic and political news on social media. By examining the intricate interplay between language, culture, and ideology, this research aims to shed light on how translators navigate the challenges of conveying complex economic and political concepts while considering the preferences, beliefs, and biases inherent in both the source and target languages. Through a comprehensive analysis of translated economic and political news articles, this study aims to uncover the various strategies employed by translators to align the content with the ideologies prevailing in the target audience's culture. The findings of this research contribute to a deeper understanding of the intricate relationship between translation, ideology, and social media communication, with implications for enhancing the accuracy and effectiveness of economic and political news dissemination across linguistic and cultural boundaries.



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المخلص.

مع تزايد التواصل العالمي، تلعب ترجمة الأخبار الاقتصادية والسياسية على منصات وسائل التواصل الاجتماعي دورًا حيويًا في تشكيل تصورات الجمهور وفهمه للأحداث المالية العالمية. تتعمق هذه الدراسة في الأيديولوجيات التي تؤثر في عملية ترجمة الأخبار الاقتصادية والسياسية على وسائل التواصل الاجتماعي. من خلال تفحص التفاعل المعقد بين اللغة والثقافة والأيديولوجيا، يهدف هذا البحث إلى إلقاء الضوء على كيفية تجاوز المترجمين تحديات نقل المفاهيم الاقتصادية والسياسية المعقدة مع النظر في التفضيلات والمعتقدات والتحيزات الكامنة في كل من لغة المصدر ولغة الهدف. من خلال تحليل شامل لمقالات الأخبار الاقتصادية والسياسية المترجمة، تهدف هذه الدراسة إلى الكشف عن مختلف الاستراتيجيات التي يستخدمها المترجمون لمزامنة المحتوى مع الأيديولوجيات السائدة في ثقافة الجمهور المستهدف. تسهم نتائج هذه البحث في فهم أعمق للعلاقة المعقدة بين الترجمة والأيديولوجيا والتواصل عبر وسائل التواصل الاجتماعي، مع تأثيرات تعزيز دقة وفعالية نقل أخبار الاقتصاد عبر الحدود اللغوية والثقافية.



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✓ **Introduction:**

- ✓ In recent years, the proliferation of social media platforms has revolutionized the way information is disseminated and consumed. This transformation has significantly affected the field of journalism, particularly in the domain of economic and political news reporting, including those articles about Covid-19 virus.
- ✓ As societies have become increasingly interconnected and globalized, an important aspect of economic journalism lies in its translation across languages to reach a wider audience.
- ✓ The overarching objective of this study is to explore the ideology followed in translating economic and political news on social media.

Statement of the Problem :

- ✚ Social media play an influential role in selecting the economic and political news they wish to communicate to the public
- ✚ There are many terms' interpretation which can be problematic because their connotations are extremely related to the economic contexts in which they are employed.



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Purpose of the Study:

- **The Study attempts to :**
- Explore the functions of ideologies in the translation of economic and political news in media.
- Analyze the change might be made according to the purposes of the ideologies.
- Explore the textual representation of ideology in economic and political news and unveiling the potential ideological symbolizations.
- Highlight the exposition of economic language in media.

Scope of the Study:

Different kinds of problems may affect the translation process of modality in many ways. This study highlights translated auxiliaries in selected texts. The economic and political news in social media portrays its attitudes and ideologies concerning its conception of reality. Moreover, it investigates the translation of economic and political news used in the social media outlets. Tymoczko (2003) stated that —the ideology of a translation resides not simply in the text translated, but in the voice and stance of the translator, and in its relevance to the receiving audience (183).



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Significance of the Study:

- This study:
- reveals the important role of ideology in the translation of selected samples of economic news.
- analyze some translated texts to identify their ideologies.
- attempt to trace these ideologies through the comparison and analysis of the translations.

Literature Review :

- The Role of Ideology in Translating News Media: The Case of the Syrian War
- Translation and Ideology : a case study of pronouns
- New Media Translation Theory
- Media Ideology
- Translating News
- News Translating Strategies
- The Influence of Culture on Translating News
- Ideological representations of news



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Methodology of the Research:

- This study will employ a **qualitative methodology** to gain a deeper understanding of the ideologies followed in translating economic and political news on social media
- This study follows a **descriptive-qualitative** method in order to examine the ideologies in translating economic and political news in social media
- The qualitative research is viewed as an attempt to make sense and interpret different phenomena in terms of meanings that are brought by people. Also, the qualitative approach has been viewed as an effective way of exploring modern, uncharted phenomena (Dornyei, 2007).

The Research Questions :

- What are the linguistic strategies used in the translation of economic, political, and Covid-19 related texts through social media?
- In what way ideology is expressed through the translation of economic, political, and Covid-19 related news in social media?
- What is the impact of ideology on the target texts of economic news?
- What is the role of technology in assisting the analysis of economic and political news data?



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Data Collection :

The qualitative methods used in the current study depends on the language translation software and corpus analysis software which can both be useful tools for studying the ideologies followed in translating economic and political news (Katan, 201; Baker, 2019; Macenry &Hardie 2012; Sinclaire, 2004; O'sullivan, 2014)

Limitations of the Study:

Every research has its own limitations which can be solved at later studies and future researches. The main limitations of this study are:

1. This study needs a considerable amount of time in order to reach the desired results. The constraint of time actually is a limitation here.
2. It was not easy to reach the translators of the chosen economic and political news text which could have enriched the data a lot.

Analysis And Discussion :

The purpose of this study is to explore the functions of ideologies in the translation of economic and political news in media, and the denotation of language in the media. This chapter discusses the research findings based on the data gained from examining a diverse range of social media platforms and analyzing linguistic and discursive aspects. In addition, identifying patterns and



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discourses prevalent in the translation of economic and political news will play an important role in getting accurate results. Furthermore, this study attempts to answer the research questions.

Practical section:

corpus analysis software:

Software used to analyze big corpora—collections of textual data—is referred to as corpus analysis software. These software programmes offer a variety of characteristics and abilities to examine, handle, and glean information from textual material.

One of the most important corpus analysis software programmes is **AntConc**.

AntConc is an inexpensive and free and open-source corpus analysis programme. A variety of characteristics are available, including concordance, collocation, and analysis of keywords. Users can create statistical reports and explore and visualise patterns in the corpus.

AntConc Corpus analysis software:

Concordance , frequency of words analysis, collocation analysis, keyword analysis, and other features are only a few of the tools and capabilities AntConc provides for corpus analysis. With the use of these functionalities, researchers can look at patterns, correlations, and trends within a corpus to learn more about how language is used and how texts are organised.



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The programme has a user-friendly interface and is frequently used in

disciplines including linguistics, computational linguistics, discourse analysis, and translation studies. Users can import text files or full corpora, do searches, and use it.

Stages and steps of work on the ANTCONC program:

1. Input the articles into ANTCON.
2. To determine the key ideas, vocabulary, and most common terms in each article, perform a frequency analysis.

Example:

economic data or articles during the Russian-Ukrainian war and analyzed it using the ANTCONC program.

Top Keywords:

Word Distribution, Geographical References, Military Terminology, International Involvement, Economic Terms, Industry References, Financial Indicators, Humanitarian Crisis, Political and Diplomatic Discourse.

By comparing the frequency analysis of vocabulary and terms in different articles on the Russian-Ukrainian war using ANTCON, You may learn a lot about the numerous facets and viewpoints surrounding the war. This analysis can help in comprehending the language used, spotting recurring themes, and monitoring how the situation has changed over time.



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Results of the Study:

- ❖ Dominant Ideological Bias: The analysis revealed a prevalent ideological bias in the translation of economic and political news on social media.
- ❖ Cultural Adaptation: Cultural adaptation was observed as a significant factor in the translation of economic news.
- ❖ Linguistic Strategies: Translators employ various linguistic strategies, such as euphemism, omission, and emphasis.
- ❖ Market Influence: The analysis highlighted the impact of market forces on the translation of economic and political news on social media.
- ❖ Role of Technology: The utilization of corpus analysis software such as AntConc, Wordsmith Tools.

Recommendations :

1. Translator's Training: Enhancing translator training programs including a focus on ideology and cultural adaptation.
2. Ethical Guidelines: Media organizations should develop and implement ethical guidelines for translation practices on social media to ensure transparency.
3. Collaborative Efforts: Encouraging collaboration between translators, media organizations, and scholars specializing in economics and linguistics can yield more accurate and nuanced translations.



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4. Linguistic Analysis Tools: Further exploration and development of linguistic analysis tools, particularly those capable of detecting ideological patterns and biases in translations.
5. Research on Target Audience: Conducting research on the target audience's perception and understanding of translated economic and political news
6. Comparative Studies: Comparative studies between different languages and cultures can provide insights into the variations in ideological representation of economic and political news
7. Industry Standards: Establishing industry standards or guidelines for the translation of economic and political news on social media platforms can promote consistent and unbiased translation practices across various media organizations.
8. Using other analysis tools that were mentioned previously, studying and comparing the results.

Suggestions for Future Studies:

- The Influence of Social Media Algorithms: Investigating the impact of social media algorithms on the dissemination of translated economic and political news and their potential effect on ideological biases.



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- ❑ User's Perception and Response: Analyzing how the audience perceives translated economic and political news on social media and how this perception shapes their opinions and decision-making processes.
- ❑ Multi-modal Translation Analysis: Exploring the integration of multi-modal analysis techniques, such as visual and textual analysis, to examine the ideological representation of economic and political news on social media platforms.
- ❑ Comparative Cultural Studies: Conducting comparative studies that delve into the cultural factors with influence the translation of economic and political news across different languages and cultures.
- ❑ Longitudinal Studies: Conducting longitudinal studies to track changes and developments in translation practices and ideological biases in translating economic and political news over time.



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