



Hacettepe University Graduate School of Social Sciences

Department of Translation and Interpretation

**THE ROLE OF TRANSLATION IN CONSTRUCTING THE INSTITUTIONAL
DISCOURSE IN JOURNALISM:
THE CASE OF THE BBC TURKISH SERVICE**

Aslı POLAT

Master's Thesis

Ankara, 2015

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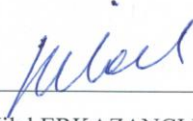
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KABUL VE ONAY

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Aslı POLAT

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ÖZET

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Günümüzün teknoloji ve bilgi çağında iletişim yadsınamaz bir öneme sahiptir. İletişim, zaman ve mekanlar boyunca bilgilerin ve iletilerin dil vasıtasıyla paylaşılmasını kapsar. Bugün iletişimi sağlayan en önemli unsurlar medya ve basın kuruluşlarıdır. Yerel ve kültürlerarası düzlemde etkili olan bu yapılanmalar iletişim çağının yapı taşlarıdır. Ancak toplumlar arasında gerçekleşen iletişimde ortaya dil engeli çıkmaktadır. Dil engeli, çeviri uygulamaları sayesinde aşılmaktadır. Bugün uluslararası medya ve basın kuruluşları farklı yerlerdeki daha çok insana ulaşabilmek için çeviri faaliyetlerine başvurmak zorundadır. Çoğu 1900'lü yıllarda Avrupa'da ortaya çıkmış uluslararası medya ve basın kuruluşlarından biri de İngiliz Yayın Kuruluşudur (BBC). BBC, biri de Türkçe olan 27 farklı dilde yayın yapmakta ve farklı alanlarda güncel haberler ve bilgiler sunmaktadır. BBC Türkçe Servisi de, Türkiye'deki okurlara güncel bilgileri internet üzerinden sunmaktadır. BBC Türkçe Servisi'nin BBC İngilizce Servisi ile ortak yönleri bulunmakla beraber kendine has söylemi ve uygulamaları da vardır. Başka bir deyişle, BBC Türkçe Servisi çeviri faaliyetleri yürütmekle beraber, çevrilen içeriği, hedef kitleye uyarlamaktadır. Bu uyarlama sırasında haberlerin okuyucular tarafından anlaşılması amacı öne çıkmaktadır. Haber metinlerinin farklı kitleler için çevrilip uyarlanması bir tür yeniden bağlamaştırma faaliyetidir. Kaynak metinlere dayalı olarak yeni bağlamlarda haber üretirken, geleneksel çeviri stratejileri habercilik alanına uyarlanıp farklı boyutlar kazanmaktadır. Bu bağlamda, BBC Türkçe Servisi'nin BBC İngilizce Servisi'ndeki haberlere dayanarak Türkiye'deki okurlar için hazırladığı haberlerin incelendiği bu çalışma, çeviri faaliyetlerinin BBC Türkçe'nin kurumsal söylemine ne ölçüde katkıda bulunduğunu ve bu faaliyetler sonunda BBC Türkçe'nin ne ölçüde hedef kitle odaklı metinler ürettiğini ortaya çıkarmayı amaçlamaktadır. Bu amaçlar doğrultusunda, Christina Schäffner ve Susan Bassnett (2010) tarafından derlenen haber metinlerine özgü mikro çeviri stratejilerinden faydalanılarak ve Venuti

(1995)'nin çeviride yerleştirme ve yabancılaştırmaya yönelik savları ışığında hedef ve kaynak metinler karşılaştırmalı olarak incelenmiştir. Analizler sonucunda, BBC Türkçe'nin BBC İngilizce'den uyarladığı haberlerde başvurduğu çeviri stratejilerinin, BBC Türkçe'nin kurumsal söylemine kendine has özellikler kattığı ve hedef kitle odaklı bir kurumsal söylem ortaya çıkardığı saptanmıştır.

Anahtar Sözcükler: Kültürlerarası iletişim, habercilik, haber çevirisi, haber çevirisi stratejileri, yerleştirme, BBC Türkçe.

ABSTRACT

POLAT, Aslı. *The Role of Translation in Constructing the Institutional Discourse in Journalism: The Case of the BBC Turkish Service*. Master's Thesis, Ankara, 2015.

Communication plays a key role in today's technology and information age. Communication involves sharing information and messages across time and space, which is realized through language. Today media and press institutions are the most important platforms where communication is realized. Such locally and interculturally influential structures are the building blocks of the communication age. During the intersocietal communication, language constitutes a barrier which is overcome through translational practices. Today international media and press institutions need to use translation to reach more people in various places. One of the international media institutions, most of which were founded in Europe in 1900s, is the British Broadcasting Corporation (the BBC). The BBC broadcasts in 27 languages, one of which is Turkish. It presents current news and information in various fields. The BBC Turkish broadcasts online, transferring up-to-date information to the Turkish readers. Although the BBC Turkish has common news content with the BBC English, it has also idiosyncratic discourse and practices. The news prepared on the basis of the news of the BBC English is translated and adapted to the target audience. During the adaptation, comprehension on the part of the target readers stands out as the overriding purpose. Translation and edition of news for a different audience mean re-creating news in a new context. During news production based on source texts, conventional translational strategies are adjusted to the field of journalism and gain new dimensions. With this point in mind, this study, which analyzes the news of the BBC Turkish on the basis of the news of the BBC English, aims at finding out to what extent translational practices contribute to the institutional discourse of the BBC Turkish, as well as to what extent the BBC Turkish produces texts that are oriented towards the target audience. In line with these aims, making use of a range of micro translation strategies for news texts compiled by Christina Schäffner and Susan Bassnett (2010) and in the light of the postulations of the

domestication and foreignization approach to translation proposed by Venuti (1995), a comparative analysis of the source and target texts has been conducted. In line with the findings of the analysis, it is postulated that the strategies for news translation adopted by the BBC Turkish add idiosyncratic features to its institutional discourse and create a target-oriented institutional discourse.

Key Words: Intercultural communication, journalism, news translation, strategies of news translation, domestication, BBC Turkish.

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INTRODUCTION

I. GENERAL REMARKS

Communication is the transfer of information by means of verbal or written messages. The fast advance in technological developments and the spread of the internet use have both eased the communication process and made it more and more prominent for the communities of the world. One of the platforms where information and messages are communicated to people is the media. Today the media has a great role in shaping values, attitudes, and points of view of people. Not only local but also global and international media institutions contribute to social and political formation of societies through their regularly-used statements, i.e. their discourse. By means of these statements and expressions, they also reveal the stance of their institutions.

The globalization of international media outlets has gained momentum after the 1950s. The first outlets, having been established in 1800s, have increased their influence and started to reach more and more people after the 1950s. The BBC World Service, being one of the global media institutions, was founded in London in 1922 with the principles of objectivity and impartiality. After several temporary disruptions of its broadcasts, the BBC World Service became a monopoly operating in several languages in the 1950s. The increasing competition in this area and the emergence of new outlets have made it necessary for the BBC to enrich its products and to reach more people in even far corners of the world. To this end, it has increased the number of its language services, and as of 2015, it operates in 27 language sections, one of which is the BBC Turkish Service.

The BBC Turkish Service started its broadcasting in 1939. The launch of the service was triggered by the World War II, and the purpose was to frame the public opinion during the war years. Over the years, the BBC Turkish Service has kept pace with the developments in the competitive global market and enriched its products. It has become

more and more independent of the BBC World Service, and after the 1980 coup in Turkey, this independence has become more apparent (Sükan 2011, cited in Yanardağoğlu, 2014: 24). Although the BBC Turkish Service sticks to the principles and values of its parent company (Yanardağoğlu, 2014: 22) and shares some of its content, it also carries out its own practices and structures its own discourse. In terms of the common contextual issues, the BBC Turkish Service resorts to translation and edition strategies and adapts the content in line with the function it serves for the Turkish population.

Translation strategies in the context of journalism merge with editorial methods, and a distinct range of strategies emerge. For such a distinction, Karen Stetting (1989) has introduced a term, **trans-editing**, which has gained acceptance in some circles. Stetting (1989) emphasizes that in the context of journalistic translation, pure translational strategies cannot be mentioned. Since editorial requirements also come to the fore, journalistic translation could be explained on both scales, i.e. translation and edition. Although certain scholars have favored the coinage, some scholars such as Christina Schäffner (2012) finds it unnecessary to coin a distinct term for journalistic translation. Schäffner (2012) explains this area of translation in the light of the functionalist approaches proposed by Vermeer and Reiss and further developed by Holz-Mänttari. Functionalist approaches regard translation as a means of intercultural communication and translators as communication experts (Vermeer, 2000: 222). With this point in mind, whether they call themselves translators or not, journalists carrying out translational activities contribute to the intercultural communication fulfilled through translation.

Assuming the original text as a source of information, functionalist approaches acknowledge translation as a form of producing a new text based on the original text in line with the intended purpose of the target text (ibid., p. 221). Thus, news translation with various translational as well as editorial strategies responds to this description. In this regard, news text production is one of the 'translatorial actions', a term put forward by Holz-Mänttari (1984). During this process, translation is only of the actions carried

out by translators. That is to say, translators could carry out practices other than translation such as editing or original text writing.

In the BBC Turkish Service, trans-edited news texts are prepared by means of the micro translation strategies such as omission, addition, explication, naturalization, substitution with cultural equivalents and idiomatic phrases. These strategies lead to domestication or foreignization, depending on the context of the news text. Therefore, it can be argued that these strategies contribute to the formation of the institutional discourse of the BBC Turkish Service. As an area that has not yet been explored enough, especially in Turkey, news translation deserves attention. Hence, throughout this thesis, translational practices in the context of journalism in general and their contribution to the creation of the institutional discourse of the BBC Turkish in particular will be handled by means of the comparative analysis of the BBC English news texts and the corresponding target texts in the BBC Turkish.

II. PURPOSE OF THE STUDY

The BBC Turkish Service is structured through both the news adapted from its parent company, namely the BBC English Service, and reporting prepared by its own staff independently. In this regard, it constitutes an interesting journalistic platform that deserves a closer analysis. Moreover, research on news translation has not attained the position it deserves. Offering a rich content adapted from its English parent institution, the BBC Turkish Service has been considered a fruitful source for the study of translational practices in the context of journalism.

Drawing on the strategies for news translation proposed by Schäffner and Bassnett (2010) as well as Bassnett (2005), the inspiring ideas of Bielsa and Bassnett (2009) regarding translation in the context of global news, and the domestication and foreignization approach by Venuti (1995), this thesis aims at revealing the trans-editing

practices adopted by the BBC Turkish Service and exploring the extent of the contribution of such practices to the construction of its institutional discourse.

III. RESEARCH QUESTIONS

In line with the purpose of the study, the questions to be answered through the thesis are as follows:

- In what way does translation influence the practices of news presentation in the BBC Turkish Service?
- What are the discursive differences between the political and non-political trans-edited news stories presented in the BBC Turkish Service?
- Which micro strategies are generally used in the trans-edited news texts of the BBC Turkish?
- Do the micro strategies generally used in the trans-edited news texts of the BBC Turkish give rise to a target-oriented (domesticated) or a source-oriented (foreignized) institutional discourse?

IV. METHODOLOGY

In order to reach the objectives of the thesis, a comparative and descriptive analysis has been carried out. Throughout the period between October 2014 and June 2015, the websites of the BBC English and the BBC Turkish have been visited daily. The news stories that were posted daily were more accessible than the old-dated news. From October 2014 on, attention has been paid merely to the BBC English and Turkish news, since the BBC is one of the few media institutions operating in a multitude of languages, one of which is Turkish. It is also a media outlet that resorts to translational practices across its language services.

In order to carry out the analysis, 240 English news stories on the BBC World Service and 240 corresponding Turkish stories on the BBC Turkish Service have been studied. A comparative analysis section has been spared for the headlines to define the differences between the BBC English and Turkish headlines as well as the differences between political and non-political headlines. As to the news stories, source texts and target texts have been compared to find out the dominant trans-editing strategies in the context of both political and non-political news. The data analysis has led to the discovery of the mostly used trans-editing strategies in the BBC Turkish, which can be summarized as follows: omissions, additions, explications, naturalizations, substitution with cultural equivalents, and preservations in the political news stories; omissions, explications, substitution with cultural equivalents and idiomatic phrases, and preservations in the non-political news stories; omissions in the political as well as non-political headlines; and re-writing of the non-political headlines on the basis of the news stories. By describing and exemplifying the aforementioned strategies, the different aspects in the discourse of the BBC English and in that of the BBC Turkish have been found out. The trans-editing methods have been analyzed by having recourse to the strategies proposed by Schäffner and Bassnett (2010) as well as Bassnett (2005) and the strategies identified by Venuti's (1995) concept of domestication and foreignization. As a result, the discursive differences between political and non-political trans-edited news stories have been brought to light. Through the findings of the whole analysis, the institutional discourse of the BBC Turkish Service has been explored in terms of the translational practices.

V. LIMITATIONS

Firstly, the analysis has been carried out by relying on the comparative study of the source and target texts collected from the BBC English and the BBC Turkish websites. It is important to note here that the interviews made by several other researchers at the London center of the institution have been referred to during the description of the data collected. However, it was not possible to reach the first-hand information regarding the

institutional discourse of the BBC Turkish Service, since the BBC Turkish Service is based in London.

Moreover, news translation has not drawn as much attention as the other areas of study within Translation Studies. Hence, there is scarcity of source books regarding this area. Among translation scholars, Christina Schäffner and Susan Bassnett have paid special attention to news translation, and the works of these scholars have been abundantly cited.

VI. ORGANIZATION OF THE STUDY

This thesis includes six parts. In the first part, i.e. the Introduction, the topic, purpose, and methodology of the thesis are introduced. The first chapter covers a comprehensive review on the features of institutional discourse, news discourse, and news structure.

In the second chapter, after mentioning the globalization of journalism and outstanding global media institutions, the features of the BBC World Service are outlined, and a comprehensive literature review on the discursive practices of various language sections of the BBC is carried out.

In the third chapter, translational practices in the context of journalism are explained in a detailed manner. After describing the common points between translation and intercultural communication, features pertaining to news translation as well as the strategies of news translation are discussed. In this chapter, news translation is handled from such perspectives as mediation, rewriting, and functional translation.

In the fourth chapter, the general features of the BBC Turkish Service are introduced. Then the general characteristics regarding the discursive practices of the BBC Turkish Service are introduced, and it is broadened through the data analysis. First of all, political and non-political headlines are analyzed, and the analysis is conducted through

the comparative analysis of examples of source and target headlines. Later, news stories are analyzed, and the examples are categorized according to strategies. Lastly, a brief discussion is made on the findings of the analysis.

In the last chapter, i.e. the Conclusion, the study is summarized briefly. This is followed by the discussion of the results revealed by the data analysis in line with the research questions proposed in the Introduction.

CHAPTER - 1

A GENERAL REVIEW OF NEWS DISCOURSE WITHIN THE FRAME OF NEWS INSTITUTIONS

1.1. INSTITUTIONAL DISCOURSE

Societies are made up of individuals who have common needs, and they form institutions to meet their needs. Thus, institutions function according to the needs of societies. Institutions help to ‘create and perpetuate acceptable modes of behavior’, and in this way they stabilize the society (Mediatexthack, 2013). The major areas where institutions are formed are related to ‘governance, control and education’ (Koskinen, 2011: 54). Koskinen (2011) describes institutions as abstract institutions such as ‘religion’ from which formal institutions such as ‘the church’ are reproduced, which are in turn made up of more concrete institutions such as ‘local parishes’ (p. 54). Institutions, ranging from abstract to concrete formations, are regulated by ‘role expectations, norms, values and belief systems’ (ibid, p. 54). Thus, institutions are legitimized through the shared values of societies, and their practices are analyzed in the social and historical context of societies.

Discourse, on the other hand, is widely-used statements and expressions that reflect values and principles of institutions. Thus, it is closely related to practices of institutions. Institutions create their own discourse according to shared values of the society. According to Miller (1994), ‘institutional discourses are made up of the assumptions, concerns, and vocabularies of members of socially organized settings, and the ways in which they interact’ (p. 280). Discourses of institutions construct receptors whose interpretation of those discourses are also determined by the common ground and values they share with those institutions.

Discourse is a part and parcel of institutions since it is discourse that fleshes out institutions, and it is texts, involving discourse, that correspond actions of institutions (Phillips, Lawrence & Hardy, 2004: 635). Thus, institutions are ‘products of the discursive activity that influences actions’ (ibid, p. 635). Texts and discourse play a major role in institutionalization processes of organizations. When organizations complete their institutionalization processes, they contribute values, principles, and beliefs shared by societies in which they function. That is to say, they shape the mindset of societies. As discourses are building blocks of institutions, a challenge on discourses leads to an institutional change and in turn ‘changing values in a society’ (Mediatexthack, 2013).

Institutions never operate in a vacuum, rather they have to abide by principles and a certain code of conduct. While shaping the discourse and contributing to the communicative process, institutions draw on the restrictions the code of conduct imposes upon them. Discourses that institutions produce could be not only written and spoken modes of language but also other forms or signs of communication.

In the context of global partners such as global media institutions, discourse makes use of more communicative practices, and it is suited to broader masses of receptors. Just as national institutions contribute to the formation of the discourse of their nations, global institutions help to shape a global discourse. As Machin and Van Leeuwen (2007) underline, it is the news agencies that first started to communicate global media discourse (cited in Iqani, 2009: 16). The global discourse disseminated by global institutions is adopted and adjusted by both their national affiliates and other separate national institutions. Global media discourse entails the fact that global media agencies influence ‘the visual and linguistic modes’ that form the media products belonging to different cultures (Iqani, 2009: 17). They have a control over the global information flow to different corners of the world.

While creating their discourses, institutions, especially global ones, contribute to discourses at national, cultural, and global levels. They have a significant role in the globalization process, which in turn shapes the cultural convergences of different communities. In case of language barriers during the culture-making process on the part of global agencies, translation and localization step in the process as a facilitator of communication. Thus, global institutions need to resort to translation and localization practices to reach many more individuals in different parts of the world.

1.2. NEWS DISCOURSE

Language is a powerful social phenomenon by means of which we communicate our feelings, intentions, thoughts, ideas and experiences. The social and cultural context, from which language emanates, gives the discursive power to language. Language and discourse are closely-related in that ‘language provides names for categories, and so helps to set their boundaries and relationships; and discourse allows these names to be spoken and written frequently, so contributing to the apparent reality and currency of the categories’ (Fowler, 1991: 94). In this sense, it could be said that discourse is an instrument that enables and adds to the representation of linguistic categories. Fowler (1991) defines discourses as ‘systematically-organized sets of statements which give expression to the meanings and values of an institution’. Thus, ‘not only individuals, but also institutions and social groupings have specific meanings and values that are expressed in language in systematic ways’ (Kress, 1989). Discourse is produced through the structures of language yet is never limited to linguistic tools. As van Dijk (1988a) puts forth, discourse is an intricate event built through a social context with its participants and their production and reception processes (p. 2).

Genres are ‘conventionalised forms of texts’ that serve the function of mirroring the functions and goals embedded in certain occasions belonging to the society as well as the aim of the individuals taking part in those occasions (Kress, 1985: 19). News texts

are a kind of genre in that receptors in a society categorize them according to their previous knowledge of stylistically and formally similar texts written for similar occasions. Discourse and genre have a very close relationship. Social occasions are embedded in genres, and as a result of historical processes, genres are inscribed in the conventions of a society (Hatim and Mason, 1990: 73). While genre is conventional and serves to perform a social activity, discourse is attitudinal, and ‘every genre has its own discourse structure’ (Halliday and Hasan, 1976: 327). Members of a society inherit attitudes from events and cases embedded in the history of that society, and as a result of this process, discourses emerge and gain their independent nature. The genre of news reports has its own discourse created by institutions. Each genre forms its discourse structure which is realized in texts. This kind of genre reflects events happening worldwide, and we gain our social and political knowledge and beliefs about the world through these reports (van Dijk, 1991: 110). For van Dijk (1988b), news is ‘a frame through which the social world is routinely constructed’ (p. 8).

News reports are mainly written to inform the public about world affairs. These reports should be up-to-date to provide readers with precise information. Thus, they are both produced and consumed quickly. Apart from hot political and economic agenda of the world, news reports cover a variety of themes. Other subjects such as science, magazine, sports, health, and technology, all of which form a part of the social world, comprise a remarkable amount of news coverage. Each of these sections in a newspaper or on the website of a news outlet represents a genre. As Fowler (1991) mentions

‘[...] there exist within newspapers distinct genres of writing: editorials, reviews, financial reports, sports, accounts of parliamentary proceedings, etc. Presumably, each genre employs certain textual strategies which cue readers to expect a particular kind of discursive experience, a particular view on some specialized portion of the represented world’. (p. 227)

Adapting from Bell (1991: 14), Elbadri (2010) categorizes the news genre into four groups:

‘- hard news: this is the prime product of news journalism, including elements such as reports of accidents, conflicts, crimes, announcements, discoveries and other events which have occurred or come to light since the previous issue of the paper or a news bulletin broadcast.

- feature articles: these are longer articles, they are usually not time-bound and carry more direct opinion and comment.
- special-topic news, such as sports, economy/business, arts, technology.
- peripheral materials, such as headlines, crossheads or subheadings, bylines and captions. These appear as adjuncts to the news story, usually separated by blank space or presented in a different font size in newspapers.' (p. 52)

News reports are products of institutions which have their own agenda and strategies shaped in line with social and cultural dynamics of the society in which news is created.

Fowler (1991) states in this regard that

‘news is not a natural phenomenon emerging straight from ‘reality’, but a *product*. It is produced by an industry, shaped by the bureaucratic and economic structure of that industry, by the relations between the media and other industries and, most importantly, by relations with government and with other political organizations. From a broader perspective, it reflects, and in return shapes, the prevailing values of a society in a particular historical context’. (emphasis in the original, p. 222)

One important constituent of news reports is the agents who create them. News reports pass through a series of production processes contributed by journalists, reporters, correspondents, editors, translators, and chief editors before they reach readers. All these agents have to comply with the regulations and policies adopted by their institutions. From the very beginning of the process, namely the collection of news stories, to the last stage of publishing news, the aforementioned agents make decisions in line with the organizational constraints. Thus, news reports rarely reach the audience in their original forms; that is to say, they go through transformation.

Another characteristic of news discourse is that it ‘*construct[s]* readers’ (italics in the original, Fowler, 1991: 232). As mentioned before, the social context paving the way for the formation of discourse involves participants, which involve producers as well as consumers of news texts. News formation processes have one major aim, which is to reach as many readers as possible. When the audience reads and interprets news stories, both cognitive and social processes are at stake. News interpretation is realized ‘in social situations, featuring norms, values, goals, and interests that are socially

shared' (van Dijk, 1988b: 140). Once the audience is drawn to news outlets and regularly follows their news stories, they unnoticeably comply with the values and world views of those institutions. That is to say, news outlets create their own readership to whom they address their discursive practices.

In a nutshell, news texts constitute a kind of genre that is written to inform readers about the current affairs and the novelties in various fields. News is not produced in a vacuum, rather in a social context that has its own structures and agents. Producers of news texts bear in mind the shared knowledge and values of the institution as well as the society in which they operate. As a result of institutional news formation processes, a target readership is created, which then becomes participants of the context in which news is produced and consumed.

1.3. NEWS STRUCTURE

News stories are formed of various parts. There is a hierarchy in the structure of news in that the most important information is located in the first place and is followed by details supporting the main focus of events. The news schema outlined by van Dijk (1988b) is comprised of 'headline and lead (together form the summary), main events, context and history (together form the background), verbal reactions, and comments'. Headline and lead together precede the other information in a news text; thus, it could be stated that they contain the most outstanding information of the text. Headlines summarize the news events as well as serve the purpose of drawing readers' attention (Bell, 1991: 189-90, cited in Vald on, 2007a: 157). There is a main headline and a sub-headline; leads generally appear in separately printed bold characters; and main events are the part where the relevant details of the news story are presented and evaluated. Main events are generally followed by context and history. As van Dijk (1988b) argues, context denotes 'the actual situation, consisting of other concrete news events, and not a general structural situation' (p. 54). Whereas context is generally the main event of the

previous related news report; the background part, including context as well as history, is more comprehensive; hence, it could be said that background has also a historical dimension. For van Dijk (1988b), history is ‘the section of a news text that deals with non-recent past history of actual situations and their events’ (p. 54). While verbal reactions could be defined as the ideas put forth by prominent figures (van Dijk, 1988b: 54), comments are generally remarks and evaluations of journalists or newspapers as institutions (van Dijk, 1988b: 56).

News stories are structured through various transformative procedures. Space and time constraints as well as institutional policies force producers of news texts to alter stories before publishing them. Allan Bell (1991) mentions three types of media text transformations: information deletions, lexical substitutions, and syntactic editing rules (cited in Vald eon, 2007b: 101). According to Bell (1991), editors delete certain sections parts of a news story, add explanation where necessary, and revise stylistic problems in order to produce precise and newsworthy stories (cited in Kuo and Nakamura, 2005: 399). On the other hand, van Dijk (1988b) speaks of a broader category of transformative practices. These include ‘selection, reproduction, summarisation, local transformation (addition, deletion, permutation, substitution), stylistic and rhetorical formulation’. Van Dijk (1988b) states that stylistic formulation is the most effective way of reflecting the institutional values in news texts, and rhetorical reformulation enables producers of news texts to ‘a story more effective by the use of understatements or exaggerations, comparisons, and suggestive metaphors’ (p. 118). Transformations during the production of news texts are made in accordance with the models of producers of news texts who have to comply with the discourse of the institution where they work; thus, transformations ‘must involve subjective or group-based [...] norms and values’ (van Dijk, 1988b: 118).

The audience reads news texts after transformations are made in those texts. Most of the time transformations ease comprehension. Just as transformations are based on the values and experiences of producers of news texts and their institutions, comprehension

of readers is also influenced by their own values, world views, and experiences. For van Dijk (1988b), comprehension of news texts is realized in several steps such as 'perception and attention; reading; decoding and interpretation; representation in episodic memory; the formation, uses, and updating of situation models; and the uses and changes of general, social knowledge and beliefs (frames, scripts, attitudes, ideologies)' (p. 141). Apart from beliefs and social knowledge, expectations of readers from institutions whose news they read also influence their reception. As mentioned before, news texts of media outlets create their own readers, and their discourses shape the expectations of readers. Thus, norms and values of both sides meet and form the overall institutional discourse of media outlets.

CHAPTER - 2

INSTITUTIONAL DISCOURSE IN THE CONTEXT OF THE BBC WORLD SERVICE

2.1. GLOBALIZATION OF JOURNALISM

Technological developments in the recent decades have eased the communication process in every corner of the world. What we experience today is the globalization of the information technology and the media. This development brings forth ‘the accumulation of knowledge’, which is further applied to ‘information processing and knowledge generation’ (Cronin, 2003: 11). Thanks to the globalized media today it is much easier to learn about anything happening in another part of the world than it was 30 years ago. This has increased the consciousness and knowledge of people, which has led to ‘cultural globalization’ (Bielsa and Bassnett, 2009: 32). As Castells (2000) puts it, the end of the twentieth century is a time when we started to experience in the real sense a communication boom as a consequence of our continuous interaction with the media, which has been globalized and diversified thanks to computers (cited in Bielsa and Bassnett, 2009: 33). Investments in the media sector have also been initiated to give more voice to the public and increase their ‘participation in the public sphere’ (Bielsa and Bassnett, 2009: 37).

The globalization of journalism started in the middle of the nineteenth century with the advent of the telegraph. The first newspapers started to be produced at those times. It was the Western imperial powers that started the news gathering process (Bielsa and Bassnett, 2009: 34). They gathered news around the world from national news agencies, enabling the internationalization of the media, which ‘started to be challenged in the 1970s in the context of decolonization in what came to be known as the New World Information and Communication Order (NWICO) debate, in which the creation of

national news agencies in Third World countries was promoted' (ibid, p. 35). Despite this order, the global media market is still dominated by a few agencies such as Reuters, Associated Press, CNN, BBC. As Bielsa and Bassnett (2009) argue, these news agencies work in accordance with 'the Western media model', which promotes 'impartiality, objectivity and neutrality across the globe' and determines perspectives regarding newsworthiness (p. 35). As there are a few dominant news agencies, there is an ongoing competition among them.

The globalization process in the context of the news agencies has its roots in the middle of the nineteenth century. France and Britain were the forerunners in publishing the products of modern journalism. *La Presse* was first published in France in 1836 and then followed by *Le Petit Journal*, which was published again in France in 1863 and became the emblem of the popular press (Bielsa and Bassnett, 2009: 38). In Britain, the first newspapers were the *Daily Telegraph*, *The Times*, and the *Daily Mail* (founded in 1896) (ibid, p. 39). In the course of the time, the newspaper industry, led by businessmen, gained a commercial aspect, the dissemination of information becoming a commodity. Today the situation is not different since the major news agencies are owned by businessmen who are influential in shaping the political and economic situations in their countries.

The foundation of other important news agencies dates back to the same period. Reuters was established in London in 1851 by Julius Reuter, 'who worked as sub-editor in Agence Havas in 1848' (Bielsa and Bassnett, 2009: 39). Associated Press, an American agency, was founded in 1848 (ibid, p. 39). Havas and Reuter started enlarging their agencies in the middle of the 1850s (at the time of the Crimean War) by sending their agents to St Petersburg, Vienna and Constantinople (ibid, p. 39). Thus, the practices of the news report and the interview, which 'emphasize factual description and provide a sense of immediacy to the narrated events' were initiated (ibid, p. 39). The end of the nineteenth century was the period, when practices in gathering and disseminating news shifted, and the era of the reportage and correspondent commenced (ibid, p. 40). By that

time, the dominance of the British and French agencies had still been in question, and it was at the beginning of the twentieth century when this dominance started to be challenged ‘by the American agencies, especially after the creation of United Press International in 1907’ (ibid, p. 43).

The enlargement in news circulation brought with itself a growing demand for information on world affairs. As a response to this growing demand, Reuters inaugurated its ‘Special India and China Service’ in 1859, which was a practice hinting at the globalization of the news market (Bielsa and Bassnett, 2009: 42). This globalization also enabled the news agencies to spread not only the news but also their values, style, and discursive practices (ibid, p. 43).

New stakeholders of the media industry such as the BBC (British Broadcasting Company) (founded in 1922), IPS (Inter Press Service) (founded in 1964), and CNN (Cable News Network) (founded in 1980) came to the fore in the twentieth century. The broadcasting of such institutions contributed further to the globalization as well as democratization process since these organizations provided audiences who were subjected to the oppressive practices of their states with the access of information in a more free manner (Sreberny, 2000: 107, cited in Yanardağoğlu, 2014: 18). By contributing to the “international public opinion”, these institutions started to play a role in international relations (emphasis in the original, Yanardağoğlu, 2014: 19). One more global participant in the media industry, Al Jazeera, commenced its services in 1996, which is again a step taken towards shaping the public opinion in the Arab world. Al Jazeera, being a challenge to Western dominance in the media sector, ‘profited from the closing down of the BBC’s Arabic Television network, from which it drew technical infrastructure and personnel’ (Bielsa and Bassnett, 2009: 53). The September 11 attacks marked a turning point in the broadcasting practices of international media institutions. The institutions such as the BBC started to reach out the audience living in Muslim countries. To this end, the BBC launched television channels broadcasting in Arabic and Persian (Yanardağoğlu, 2014: 19).

As Castells (2000) mentions, the second half of the 1990s witnessed a style of communication which is aided more through the Internet, paving the way for conjoining of different media (cited in Bielsa and Bassnett, 2009: 44). The use of the Internet in the media industry is a breakthrough that has enabled customization of information (Bielsa and Bassnett, 2009: 44). As a result of these globalization and customization processes, such channels as CNN and BBC have eliminated the boundaries between national and international events, creating a global perspective (ibid, p. 53).

2.2. A GLOBAL JOURNALISTIC INSTITUTION: THE BBC WORLD SERVICE

The BBC (British Broadcasting Corporation) is an international mass media outlet. It is based in the United Kingdom and its headquarter is located in London. It runs under the Royal Charter and through the financial support from the state, yet it works independently. The BBC World Service operates internationally with its services in 27 languages (Arabic, Azeri, Bangla, Burmese, Chinese, French, Hausa, Hindi, Indonesian, Kinyarwanda, Kirundi, Kyrgyz, Nepali, Pashto, Persian, Portuguese, Russian, Sinhala, Somali, Spanish, Swahili, Tamil, Turkish, Ukrainian, Urdu, Uzbek, Vietnamese).

The BBC was founded in 1922 by John Reith as a private company. Having been closed out in 1925, it was replaced with a publicly owned company in 1927. It started its television broadcasting in 1936. During the Second World War between 1939 and 1946, its television broadcasting was suspended. It was in January 1948 when the first news service was broadcast as a filmed sequence of short reports (“History of the BBC - 1940s,” n.d.). During the 1950s and 1960s, the BBC was one of the few institutions that operated in several languages ‘in order to promote “fundamental concepts of free speech, free press and democracy”’ (emphasis in the original, McPhail 2006, cited in Yanardağoğlu, 2014: 17). Until 1954, the BBC was a monopoly in the field of television broadcasting and until 1970 in radio broadcasting.

Today the BBC provides television, radio, and online services under the body of the BBC World Service. It has 24-hour English language news service, which is broadcast globally. In 2011 The BBC World Service authorities made decisions regarding full and partial closures of several language services in order to cut in the budget of the World Service (Yanardağoğlu, 2014: 16). Accordingly, Albanian, Macedonian, Portuguese for Africa, Serbian languages, English for the Caribbean regional service were to be closed; while Azeri, Mandarin Chinese, Russian, Spanish for Cuba, Turkish, Vietnamese, and Ukrainian were to undergo partial closures (cited in Yanardağoğlu, 2014: 16). As of January 2015, the online websites of 27 language services go on broadcasting. In addition to the English TV channel, the BBC has also Arabic and Persian TV channels, which are the outcome of the efforts made to reach Muslim audiences and inform them on world affairs after 9/11 attacks on the World Trade Organization buildings in the USA.

The BBC is not only a news service, rather a very rich outlet producing numerous products related to the media. From English teaching lessons to travel columns, from weather forecasts to articles related to history, from cultural articles to scientific news the online service provides audiences from many corners of the world with an enriched content and up-to-date information. Having a big share and impact on the global media sector, the BBC World Service covers diversified topics and informs audiences on various events and happenings in even very small parts of the world.

The BBC World Service provides multilingual services; thus, it could address audiences speaking other languages than English. It has journalists not only based in the UK but in other parts of the world as well. Its Central Newsroom, based in London, is comprised of regional editors as well as journalists/editors responsible for the global newswire (Yanardağoğlu, 2014: 21). Apart from these, journalists from all over the world, working under the body of the BBC, use ‘their own sources’ as well as the ‘news provided by the English-language chief editorial office’ (Cheesman, Nohl & The BBCWS US Elections Study Group, 2010). Since BBC is an international institution, it

is to consider the expectations of “an assumed ‘world public’ “ (emphasis in the original, *ibid.*). Although the BBC World Service creates a global image, it transfers global news in to ‘local’ contexts through its services operating in different languages (emphasis in the original, *ibid.*). Through the language services, stories are adjusted ‘on the basis of assumptions made about the knowledge, comprehension, and cultural reference points of the target audience’ (*ibid.*). This process is called localization of news stories. On the other hand, as mentioned before, in addition to such adjusted stories, the specific language services also draw on their own reports. In this case, these language services of the BBC World Service ‘re-localizes’ the stories (*ibid.*). Thus, the major processes in question in the BBC World Service could be counted as globalizing, localizing, and re-localizing news.

The principles of the BBC; objectivity, impartiality, and balance of the broadcasts, were laid in 1942 in the BBC Charter and License Agreement (Yanardağoğlu, 2014: 19). In line with these principles, the BBC adopted a stance towards reflecting ‘a balanced view of events’, views not only defending but also opposing its national values (*ibid.*, p. 19). Its mission was defined in 2007 in the operating agreement between the BBC management and the foreign ministry ‘as “to provide a trusted, relevant and high quality international news service” which can offer “independent analysis and explanation” of complex issues in order to sustain citizenship around the world’ (emphasis in the original, McCarthy and Jenner 2011: 3, cited in Yanardağoğlu, 2014: 20). Yanardağoğlu (2014) states during the interviews conducted with the editors of the BBC World Service in 2011, they claimed that the news culture and the editorial principles were passed onto the other language services (p. 22).

2.3. THE DISCURSIVE PRACTICES IN THE LANGUAGE SERVICES OF THE BBC

The transnational broadcasting of the BBC is funded by the Foreign and Commonwealth Office (Walker 1982: 14, cited in Yanardağoğlu, 2014: 20).

Nonetheless, language services display different characteristics and have different practices from each other. They adapt news according to the features and expectations of their target readers. Thus, their products are composed of tailored news stories which involve translated parts as well as adapted items and original stories. The fact that language services are not merely translations of the BBC World Service has been proven through different practices of presenting news stories. Every language section has common and unique tendencies in line with the institutional values of that language section as well as the global values of the BBC World Service. In a study comparing the presentation of the 2008 US presidential elections on the Arabic, Persian, Tamil, and Turkish services of the BBC (Cheesman, Nohl & The BBCWS US Elections Study Group, 2010), Obama's assembling the White House team and its transference into four languages; namely Arabic, Persian, Tamil, and Turkish, has been analyzed. While the English text has around 550 words over 23 segments, the Arabic text has around 600 words over 18 segments, the Persian text has 400 words over 15 segments, the Turkish text has around 320 words over 16 segments, and the Tamil text has around 120 words over 4 segments. Thus, it is clear that the Turkish and Tamil texts are shorter than the original text as well as the Arabic and Persian texts.

The strategies of deletion have been mostly resorted to in the Tamil text, whereas such strategies as addition and re-ordering have made the Arabic and Persian texts relatively longer (Cheesman, Nohl & The BBCWS US Elections Study Group, 2010). Another feature of the Tamil text is that it enables readers to reach the core information instantly; thus, it anticipates more impatient readers. The researchers mention that the relatively shorter version of the Tamil language section could be explained by the assumed lack of interest in US politics on the part of the Tamil reader (*ibid.*). On the other hand, the Arabic and Persian versions with a structure of 'general to detailed and back to general information' are assumed to address a more patient readership (*ibid.*).

Word choice is also determined by the institutional tendencies of the specific language services. For example, the word 'administration', referring to the governmental style in

the USA, is not used in the Persian headline since it is assumed to be uncommon with regard to the Persian governmental practices (Cheesman, Nohl & The BBCWS US Elections Study Group, 2010). Another example is regarding the word 'inauguration', which is rendered as 'coronation', a word more familiar to Arabic readers, in the Arabic text. Moreover, it has been observed that the item 'the first lady' is omitted in all the versions. The Arabic researcher of the study states that it 'may have been thought unsuitable for a generally serious report' (ibid.). It has been concluded that the trans-editorial practices are related to the budgets of the language services. While the Arabic and Persian services have richer budgets and thus provide more details, the Tamil opts for a less detailed account due to its low budget (ibid.).

The analysis of the discursive practices of the BBC and its Arabic language service has revealed that the BBC English service opts for less religious elements in the translations from the Arabic content (Al-Hejin, 2012). Al-Hejin (2012) analyzes a news story that was about several Saudi women aged between 17 and 27. The stories of the women as well as their pictures and audio files of their autobiographical talks were presented by the BBC Arabic website. On the other hand, the English BBC website presents the translations of the women's stories without audio files. Al-Hejin (2012) suggests that the display of the pictures as well as audio files hints at a 'mostly educated young and middle-aged' Arabic readership (p. 323). The ideas of one woman and their translation into English stand out in the study. The woman's ideas draw on religion, her mother, and marriage, which are very important notions not only to her but also in social lives of all Muslims.

In the English translation of the Saudi woman's story, there are elements of 'dereligiousisation'. Changing 'according to religion' into 'as they say', the author of the target text replaces religious discourse with non-religious discourse (ibid., p. 325). The insertion of the words 'commitment', 'love', and 'comfort' into the English text points to a domestication strategy since these are terms mostly found 'in Western personal ads' (ibid., p. 327). By using these terms, the English author positions the

Saudi woman closer to the Western audience. Apart from non-religious elements, there are also some stylistic omissions as well as organizational changes. As an example to organizational changes, it has been pointed at a section in which the details regarding the woman's nanny have been moved to a position subsequent to her siblings. Al-Hejin (2012) argues the reason could be that 'the author deemed it "inappropriate" to mention the nanny before the siblings' (emphasis in the original, p. 325).

On the other hand, the BBC Arabic service does not operate independently from the English service. The editor-in-chief of the BBC Arabic service has claimed that the BBC Arabic service is not 'independent from the BBC values and guidelines'; however, they have to take different audiences into account (Barkho, 2008: 138). Barkho (*ibid.*) observes a dissociation from Arabic religious and cultural symbols in the practices of the BBC Arabic service (p. 126). He argues that the BBC, trying to comply with the institutional principles adopted in all language services, does not refer to religious and cultural practices of the Arabic audience especially when dealing with the Israeli-Palestinian conflict (*ibid.*, p. 126). For example, while the BBC makes use of expressions from the Bible when accounting on Israel, it draws less on the Islamic discourse in the matters related to Palestine (*ibid.*, p. 155). In the study it has been concluded that the Arabic service of the BBC operates 'within the orbit of [its] mother English [channel]', and a major part of its products rely heavily on translation (Barkho 2006; 2007, cited in Barkho, 2008: 141).

As for the institutional practices of the BBC Spanish service (BBC Mundo), Spanish headlines 'follow the same structural patterns as in the standard variety of the language', whereas English headlines follow patterns unique to English news writing style such as the deletion of auxiliaries and articles, the change in the verb tense, and the use of outstanding words (Vald on, 2005b: 109). Moreover, the English headlines related to the US-Iraq relations give prominence the US, while the Spanish ones shift the focus to Iraq (*ibid.*, p. 110). Vald on (2005b) observes overall four strategies in the translated and edited headlines, which are changing the focus of the news item, using a direct

quotation by the actor in the news item, completely changing the source headline, and mitigating the political value through substitution or omission of some elements.

The translational and editing practices adopted by the BBC Mundo in the main news stories are omissions of items to meet the space requirements as well as to avoid using elements irrelevant for target readers, additions to make target readers familiar with foreign events, and permutations to adapt the source texts to the requirements imposed by the company (Vald on, 2005b). Vald on (2005b) concludes that the target Spanish texts are ‘an anomaly’ from the perspective of translation studies since they ‘are commissioned within the source culture’ and the Spanish-speaking translators are situated in the source culture (p. 115). He also adds that the BBC benefits from its global and prestigious position in the news market during the (re)production of news texts (ibid., p. 116).

As mentioned before, the language services of the BBC are not direct translations of the English service. Having analyzed headlines and textual organization, register, grammatical deficiencies, and lexical choices in the Spanish news texts of the BBC Mundo, Vald on (2005a) concludes that the BBC Mundo is ‘partly’ a translated service. It has been observed that 82% of the news articles have matching sets in the BBC News (Vald on, 2005a: 210). Omissions, additions, and permutations (similar to the study mentioned above) are the most frequently encountered translational and editorial strategies. According to Vald on (ibid.), in some cases omissions may not impede the rendition of the message, while in other cases (when essential information is omitted) they may cause misunderstanding (p. 211). In some other cases, on the other hand, omissions may lead to ‘poor textual structuring’ (ibid., p. 211). As Vald on (ibid.) discusses, permutations are mostly realized through omissions, and they make the target news texts more efficient and economical (p. 212). The last category, additions, stems mostly from the efforts of text producers to supply explanations for target readers (ibid., p. 213.).

Vald on (2005a) also points to incorrect lexical choice as evidence to translational processes, arguing that such choices may be due to too literal translation of the source texts (p. 214). One more strategy observed in the target texts is the use of reported speech which helps to change the original words of speakers (ibid., p. 214). Vald on concludes that text production in the BBCMundo is constrained by external forces ‘that do not consider the specific nature of the target readership’ (ibid., p. 216). He also adds that the target texts that appear in the BBCMundo reflect the values of the source culture, and in some cases they lead to vagueness and misrepresentation (ibid., p. 217).

All in all, the language services of the BBC operate according to the guidelines and principles of the BBC World Service. However, they also have to adopt domestic strategies to meet the needs of their target readers. Linguistic, social, and cultural issues play a major role in shaping the news content since the aim of the language services of the BBC is to address specific target audiences speaking languages other than English. In this process of news production there could be cases where trying to establish a balance between the global principles and values of the BBC World Service and cultural, social, and linguistic dimensions of target audiences to whom they address imposes challenges and constraints on the staff of the language services.

CHAPTER - 3

TRANSLATIONAL PRACTICES IN THE CONTEXT OF JOURNALISM

3.1. TRANSLATION AND INTERCULTURAL COMMUNICATION

Communication is the act of exchanging information and messages across space and time by using various means. Agents in the communication process, namely the sender and the receiver, share a message via a medium, and this process is completed when the receiver fully understands the message. There should be a common point for the receiver to comprehend the message. Thus, the key player in the communication process is language. However, language is not independent from culture. Language and culture interact with and complement each other. Neither of them could exist without the other. Linguistic elements both shape and are shaped by experiences of individuals belonging to a society. These experiences create contexts in which linguistic signs acquire meanings, and they form the core of culture. As Katan (2009) puts it

[...] culture has to be understood not only as a set of levels or frames but as an integrated system, in a constant state of flux, through which textual signals are negotiated and reinterpreted according to context and individual stance. (p. 88)

Language and culture form the basis of communication process. However, human beings do not speak the same language. When the sender and the receiver do not share the same language and culture, then it is impossible for them to communicate. It is translation that makes this communication possible. Translation creates the common ground that is necessary for the transfer of messages between the sender and the receiver speaking different languages. Thus, translation could be viewed as an activity that eliminates boundaries between different languages and cultures. Hatim and Mason (1997) state translation is ‘an act of communication which attempts to relay, across

cultural and linguistic boundaries, another act of communication (which may have been intended for different purposes and different readers/hearers)' (p. 1).

It is impossible to talk about a language without taking the culture which surrounds it into account. As Bassnett (2002) puts it, the relation between language and culture is similar to that between the heart and the body in that they function together to facilitate communication (p. 23). Hence, as a linguistic activity, translation may not strip itself off the notion of culture. Translation is not only the transfer of language but also a 'form of cultural transfer' (Wolf, 2002: 189). It is 'a multi-layered process of action and communication taking place within complex cultural and social networks' (ibid., p. 189). Translation as a cultural transfer means bringing 'the other' and 'the alien' closer to domestic domains. As Wolf states, 'translating between cultures' is a way of carrying 'other' meanings to cultural conventions that are themselves nested in foreign institutions and customs (emphasis in the original, ibid., p. 183). By transferring cultural elements, translation becomes a means of contributing to linguistic and cultural practices of societies. According to Diop (1991), translation is 'a means of enriching language and enabling intercultural communication', and it is more powerful than creating novel elements specific to cultures (cited in Bandia, 2009: 224).

The importance of intercultural communication has been increased by globalization. When globalization and intercultural communication come into question, translation becomes more visible since translational activities are most necessary in the age when humans need to interact more than ever. As Pym (2008) states,

[t]he more globalized we become, the more cultural hybridity we create and encounter, and the more we must translate, to the extent that translation is now all around us, everywhere, all the time. All language-use becomes translation; there is no fully available origin. (p. 70)

The fast pace of globalization has made shifts in the nature of translation studies. While 1960s and 1970s marked the era of 'linguistic turn' in translation studies, 1980s and 1990s were the period of 'cultural turn'. However, translation studies has faced an

‘intercultural turn’ with the advent of globalism (emphasis in the original, Cronin, 2009: 129).

One of the biggest platforms where intercultural communication is realized is the mass media. Communication draws on signs and codes that are formulated in such a manner that renders meaning and that are disseminated by means of media sources that exist in a culture (Fiske, 2011 [1982]: 2, cited in Vald on, 2012: 68). And translation could be said to be one of the key players in the global communication through the mass media. This role of translation across the media is strengthened by their similar features: Both are mechanisms of communication. Bielsa and Bassnett (2009) state that translation has become more meaningful from the beginning of the twenty-first century on, a century marked with an amazing scale of movement of peoples (p. 4). Movement of information is also a crucial factor that increases the importance of intercultural communication and translation. With the emergence of international media outlets, most of which originated in Europe, translational practices have become more and more meaningful. Global media outlets, offering services in various languages, have started to resort to translational practices to reach people in far corners of the world. This is the point where cultural elements gain importance since cultural constraints of societies should be considered during translational practices.

Translation is connected with information rather than knowledge in the global mass media (Vald on, 2012: 67). With the globalization of the mass media, it was the information industry that was first internationalized by means of the news agencies which ‘needed to have recourse to translation as a means of communicating with the actors of the news events, on the one hand, and their readership, on the other’ (ibid., p. 67). The fact that Havas, the first news agency, was a translation agency (Bielsa and Bassnett, 2009: 39) stresses the role of translation in the dissemination of news. With the acceleration of globalization, translational practices become more and more necessary in facilitating communication and bridging between cultures. As Holland (2006) affirms, ‘processes of ‘globalisation’ necessarily involve a significant and

increasing degree of interlingual and intercultural mediation’, a role that is fulfilled by translation (emphasis in the original, p. 230).

Translation constitutes the interface between globalization and localization which are nested within each other. **Localization**, in its most general sense, is adapting global products to the needs of local communities. While passing from the global stage to the local one, products, information, or knowledge are exposed to translational practices due to the difference in languages. As Cronin (2003) states, there is a bond between localization and translation needs generated by the circumstances of the information age and the era of global markets (p. 13). Since native languages are still favored for the access to information (ibid., p. 16), the need for translators and translation services increases. In such an age, when the accumulation of information is the core target, translators still remain ‘indispensable intermediaries’ (ibid., p. 16).

The informational economy necessitates the simultaneous visibility of a product or information in target markets with different languages, which brings the issue of multilingualism forward. Schäler (2010) also emphasizes the aspect of multilingualism in the global information flow and states that translation is a part of localization activities, the goal of which is the supply of services and technologies (p. 209). In this regard, Cronin (2010) also argues translation facilitates not only the transfer of information but also the provision of goods with features being adapted to local cultures (p. 135). In this process, translation has recourse to localization strategies that are not homogeneous but rather an amalgamation of domestication and foreignisation (Bielsa and Bassnett, 2009: 31). On the one hand, information and products acquire new cultural elements according to the needs of target buyers, but on the other hand, they preserve foreign aspects regarding the culture and language from which they originate. In localization processes, similar products with different elements are created through translation. Hence, we could talk about ‘the homogenizing effects of translation’ (Cronin, 2003: 87). While both adding cultural elements to target products

and at the same time retaining the foreign, translation becomes ‘a powerful agent of economic and cultural homogenization’ (ibid., p. 87).

3.2. NEWS TRANSLATION

Today processes of news collection and production are mainly limited to a handful of global mass media institutions that are mostly located in Europe. Communities living outside this scope need to rely on translation services to reach international information and news. Furthermore, global news institutions have to make use of news from local wires, and similarly local news industries have recourse to international news from global outlets. All these areas necessitate the intersection between news and translation. In this respect van Doorslaer (2010) states

[v]arious aspects of translation can thus be found at several levels in the news process: during the initial news gathering stage (correspondents, news agencies), but also during the handling stage (editing and writing) at news agencies, (national or local) news organizations and newsrooms. (p. 181)

Schäffner and Bassnett (2010) define news production process as recontextualisation. As they state, recontextualisation entails transformations which become more complicated when news or media reports travel across cultures, namely when they pass through translational processes (Schäffner and Bassnett, 2010: 2). Transformations such as selection, reproduction, summarisation, local transformation (addition, deletion, permutation, substitution), stylistic and rhetorical formulation proposed by van Dijk (1988b) are the common ground in both production and translation of news reports. Valdéon (2012) also highlights transformational processes such as selection, omissions, adaptations, additions, etc. as effective tools in both interpretations and translations in the media (p. 69). Some points made by Lambert (1989, 1991a, 1993a, 1994, 1995a and 1995b; also Lambert & Delabastita 1996) regarding the overlap between mass communication and translation studies could also be applied to news translation. Accordingly, fragmentary translations are produced through the ‘combination of partial translation and original text production’ (Lambert, 1989, 1991a, 1993a, 1994, 1995a and

1995b; also Lambert & Delabastita 1996, cited in Hermans, 1999: 122). Moreover, since translations are produced through several stages, there is no clear line between translation and practices such as adaptation, edition, imitation and so on (ibid., p. 122). Due to such transformations, Schäffner and Bassnett (2010) question the applicability of term 'translation' to such texts since they do not comply with traditional interlingual translational practices, and in such texts it is 'the goal of the transaction' that matters more than the concept of equivalence (p. 9).

Practices in news translation are very much determined by the expectations of the target readers and time constraints. The main goal in news production and translation is to provide readers with the most up-to-date information without making any concessions to truthfulness in the content of news items. While doing so, the expectations of the readers from different communities tend to be given utmost importance. In this vein Bassnett (2005) states differing stylistic practices are adopted in line with expectations of readers from different countries (p. 124). For instance, news reports containing direct speech are much appreciated in some contexts, while in some other reported speech is preferred (ibid., p. 124). According to Bassnett, reshaping news stories for another community requires '**acculturation**', which carries a text to target readers without any knowledge of any other system (ibid., p. 120). During this process, various transformational strategies such as addition, omission, summarization are adopted to meet cultural conventions of target readers. Bassnett argues such transformations are vital in the process of news translation, and thus, it is almost meaningless to talk about the freedom of the translator (ibid., p. 125). Furthermore, news translation could be placed somewhere between translation in the strictest sense of the word and interpreting (ibid., p. 125) since in such contexts what is to be achieved is the communicative rather than the aesthetic goal. According to Bassnett,

[a]n interpreter, rendering a speech into another language, reshapes, alters emphases, adds and subtracts where necessary, seeks to maintain a suitable linguistic register, in short recreates a version for the target audience. New reporters appear to operate in the same way, with the emphasis on the destination of the story. (ibid., p. 125)

News translation has a different nature which is much debated in the realm of translation studies. Some researchers have even made efforts to find a name for this area of translation. Karen Stetting (1989) coined a new term, **transediting**, which has gained acceptance in some circles. While introducing the new term, Stetting (1989) emphasizes the expectations of the target text addressees which necessitate cultural adaptations in news texts (cited in Schäffner, 2012: 867). Furthermore, according to Stetting (1989), the expectations as well as the needs of the target text addressees are based on the function fulfilled by the target text (cited in Schäffner, 2012: 869). However, Schäffner (2012) argues that this new term coined by Stetting and her efforts to legitimize it conform to the arguments in functionalist approaches to translation studies (p. 869). She states both functionalist approaches and news translation put special emphasis on the expectations of target receivers, which are guided by the function of the target text (ibid., p. 869). Moreover, the greater freedom attributed to the trans-editor by Stetting is in line with ‘professional expertise’ proposed by Holz-Mänttari, who legitimizes interventions on the part of the translator (ibid., p. 869).

Bielsa and Bassnett (2009), not using the term ‘transediting’, speak of the process of news ‘translation’ with similar transformational practices proposed by Stetting. They state ‘information that passes between cultures through news agencies is not only ‘translated’ in the interlingual sense, it is reshaped, edited, synthesized and transformed for the consumption of a new set of readers’ (emphasis in the original, Bielsa and Bassnett, 2009: 2). Acknowledging that the processes in news translation are very complex, Schäffner (2012) emphasizes that language change is fused and integrated in such processes and thus, news agencies regard translation as one of the journalistic tasks (p. 874). She also discusses that avoiding the use of the term ‘translation’ due to the intense transformational processes in news translation reduces this term to ‘a more narrow understanding of translation as literal translation’ (ibid., p. 875). She further suggests such transformations occur not only in news translation but also in other areas such as subtitling or screen translation (ibid., p. 876). She views micro- and macro-level shifts as ‘an integral part of any translation process’ (ibid., p. 876) and stresses that news

translation, like any other form of translation, is ‘a textual and a sociocultural process which involves transformations’ (ibid., p. 881).

The freedom of the translator and the interventions made by the translator in the target text have always aroused great attention among translation scholars. When the purpose is literal translation, there is not much discussion; however, it is not always the case. Translators mostly have to comply with some norms imposed on them either by the societies or by the institutions in which they work. They have to produce their texts in line with the power relations, dominant ideologies, or economic conditions surrounding them. Therefore, they usually have to deviate from the standard text production norms and make conscious decisions to adapt to the needs of target readers, the institutions, or the societies in general. To this end Tymoczko and Gentzler (2002) state that

[t]ranslation thus is not simply an act of faithful reproduction but, rather, a deliberate and conscious act of selection, assemblage, structuration, and fabrication – and even, in some cases, of falsification, refusal of information, counterfeiting, and the creation of secret codes. In these ways translators, as much as creative writers and politicians, participate in the powerful acts that create knowledge and shape culture. (p. xxi)

When all these practices are taken into account, translators need to make shifts at various levels in texts such as adding explanatory details or deleting irrelevant parts. These two shifts are mostly practiced in news translation to meet the needs of local cultures. Bielsa and Bassnett (2009) once again reiterates that the prevailing strategy in news translation is domestication, structuring the material according to the needs of target readers (p. 10). Emphasizing the importance of the new context into which source news texts are transposed, they acknowledge that shifts occur in target texts ‘to such a degree that any clear distinction between source and target ceases to be meaningful (ibid., p. 11). Such a new context involves the expectations and norms in target cultures that could vary greatly. For example, shifts of register may indicate a change in the meaning in English, whereas they are rather unproblematic in Arabic and Farsi (ibid., p. 12). Another example is the use of direct speech. In English news, direct speech is preferred to contribute to credibility and factualness; however, in Turkish news the tendency is generally towards the use of indirect speech or direct speech with a certain

amount of transformation. Such norms in different cultures determine the presentation of news texts (ibid., p. 13) and thus the transformations to be performed in the translation process.

In the case of the global news production, translation contributes to the bridging between homogeneity and diversity (ibid., p. 31). International media outlets present ‘a multitude of local versions and narratives’ of the same global events (ibid., p. 72). The websites of the international news agencies operating in a multitude of languages are localized in such a way that it generally requires a comparison of local websites to understand the translational practices and different versions of the same event. In this regard, Bielsa and Bassnett state

[n]ews agencies have responded with the creation of new customized and multimedia online products characterized by their high flexibility and adaptation to clients’ needs and also, significantly, by the production of their own websites in a variety of localized versions, which also multiply the visibility of translated texts. (ibid., pp. 115-116)

Translation, assuming a significant role in localizing news products, not only highlights cultural elements but also contributes to globalization by enabling more and more target readers to reach global events. In this sense translation is ‘an analytic borderland where the global and the local are articulated’ (ibid., p. 28).

Although the dominant strategy in news translation is domestication, there are also instances of foreignization strategies, especially in the dissemination of the political discourse where ideological constraints are more apparent. Such instances are rare opportunities which make translational practices visible in global news, which in turn contributes to a better understanding of the status of translation in cultural globalization (ibid., p. 28). Cultural globalization necessitates translation in many areas since today’s lingua franca of the world is English; however, translation also feeds cultural globalization through its role of homogenizing cultural elements between different communities.

Apart from the intense focus on target readers as well as its outstanding contribution to cultural globalization, another feature of news translation is its invisibility among other journalistic practices. Van Doorslaer (2010) define these journalistic practices as ‘a complex, integrated combination of information gathering, translating, selecting, reinterpreting, contextualizing and editing’ (p. 181). The fast-paced dissemination of news in various languages makes translation an integral part of news production. Translation is even not regarded as distinct from common journalistic practices of writing and editing news (Bielsa and Bassnett, 2009: 57).

Similarly, journalists performing translating and editing tasks generally avoid calling themselves translators. According to Bielsa and Bassnett, it is ‘the need for instantaneous communication in real time’ that necessitates ‘the need for simultaneous real-time translation’, which in turn fades the role of humans in news translation (ibid., p. 29). Global news agencies generally employ experienced journalists who are fluent in foreign languages, and it is mostly the news editor who is responsible for the organization of news reports translated and edited by a specific desk (ibid., p. 57). The responsibility of this desk is to transfer the news to target readers effectively, precisely, and quickly. Thus, journalist-translators have to use a clear language, to take space and time limitations into account, and to fulfill the requirements emanating from specific geographical, temporal, and cultural contexts (ibid., p. 63, based on Tapia quoted in Hernández Guerrero, 2005: 157-158). In a way, journalists working for global agencies could be said to ‘engage in cultural translation’ (Conway, 2012: 24). And efforts to meet cultural requirements entail the tasks of ‘selection and prioritization of information as well as changing news angles and nuances’ (Bielsa and Bassnett, 2009: 93).

3.2.1. News Translation as Mediation

Translation is more than carrying words in one language into another language. It is a means of negotiating meanings in different languages and cultures. This role of translation has to do with mediation, which enables parties to the communication

process to reach an agreement. In the case of news translation, mediation refers to infusing cultural values to news stories and furnishing them with local elements. Hatim and Mason (1997) differentiate between three types of mediation in translation: minimal mediation, maximal mediation, and partial mediation. In minimal mediation, source text elements are rendered as visible as possible (Hatim and Mason, 1997: 148). On the other hand, by means of maximal mediation, target cultural elements are highlighted; and values and norms of the target culture are infiltrated into target texts. Lastly, partial mediation is ‘of a less extreme and more neutral kind’ than maximal mediation (*ibid.*, p. 159).

In news translation, where textual transformations such as additions and omissions abound, there is generally a tendency towards high degree of mediation. Vald on (2007b) states that media text writing is a sort of mediation, since news stories and audiences of the different media are brought together (p. 99); and he further relates mediation to transformative acts during the translation and edition processes (*ibid.*, p. 103). In the same vein Fairclough (1995) also states that relating news events to audiences is mediation, which is realized through the translation of the official discourse into the discourse of the audience (p. 62). In Fairclough’s terms, newsgivers become *mediators* who do not speak on their behalf (emphasis in the original, *ibid.*, p. 62). In the context of news translation, news events are filtered through the perspectives of both writers and translators. Thus, translators, as rewriters, also contribute to the mediation of news stories between cultures. Then translators (journalist-translators in the case of journalism) assume the role of ‘intercultural mediators’ (Wolf, 1995: 127; Campbell, 1998: 3; cited in Vald on, 2007b: 103). As intercultural mediators, translators facilitate communication between cultures, and they try to handle the conflicts regarding ‘ideologies, moral systems and socio-political structures’ (Hatim and Mason, 1990: 223).

Journalist-translators in international news agencies broadcasting in various languages perform a mediating role as media writers as well as translators (Vald on, 2007b: 115).

During the mediation process, mediators need to take into consideration the sensitivities reflected through lexical and textual elements they use in their texts. In the case of translation, they should also pay attention to the level of equivalence rendered by their choices in texts that are adapted and transformed according to target cultural values. It is generally values and norms of the target culture that determine the relation between the source and the target text, and translators as mediators could be said to ‘operate first and foremost in the interest of the culture into which they are translating’ (Toury, 1995: 12). Different cultures require different mediating processes, and thus the same event may be represented in different ways in various language versions of the same international media outlet. The divergence in the representation of the same event depends on the nature and level of mediation during translation and edition processes.

3.2.2. News Translation as Rewriting

Since the beginning of the 1990s, the nature of translation studies has passed through radical changes, and the notion ‘literal translation’ has begun to be questioned more frequently. Translation is now appraised at a level beyond the transfer of only linguistic signs. Cultural, social, and political issues have also come into play. Thus, translated texts are even treated as texts on their own with their intrinsic features. As a consequence, the term ‘rewriting’ is used more and more to refer to translation processes. Bassnett and Lefevere (1992) state translation is ‘a rewriting of an original text’, and introducing ‘new concepts, new genres, new devices’, rewritings shape the cultures (p. vii). Although what Bassnett and Lefevere state is related to literary translation, it could also be applicable to all sorts of translation where social and cultural elements are most visible.

News translation is rewriting in the journalistic area. In the context of news, translation is only one of the several stages of text production. Translation is integrated in the rewriting process to such an extent that ‘any clear distinction between source and target ceases to be meaningful’ (Bielsa and

Bassnett, 2009: 11). Lefevere (1992) describes translation as ‘the most obviously recognizable type of rewriting’ as well as ‘the most influential’ since translation reflects the view point of another author coming from a different culture (p. 9). When news translation is at stake, rewriting process doubles due to the nature of news writing and translation. In international media outlets such as the BBC, the same news story is ‘rewritten’ in many languages according to cultural requirements imposed by communities. Thus, it could be said that news translation is a rewriting process in real terms. For van Doorslaer (2010), translating and writing are two inseparable parts of the journalistic text production process which is ‘creative and re-creative’ (p. 183).

Rewriting entails recontextualization, namely creating texts in new contexts. All rewritings such as translations, literary histories, reference works, and anthologies involve manipulation and adaptation (Lefevere, 1992: 8). As is the case in literary translation, news translation also hosts adaptation, edition, and thus manipulation. Journalist-translators or editors apply transformative strategies to source news and rewrite news stories according to the guidelines and principles of the institution in which they work and in line with the context and norms of the target culture. As a consequence, stylistic and content-related changes occur in target texts. These changes range from addition or elimination of information to alteration of the order of paragraphs, from contextualization of information to even shift of the news angle (*ibid.*, p. 115).

In the rewriting process, including translation, texts are manipulated in line with certain external factors. Lefevere (1992) defines such external factors as ‘patronage’; namely persons or institutions such as a religious body, a political party, a social class, publishers, the media, newspapers that exert influence on the writing and reading of texts (p. 15). In news rewriting, whether it is translation or writing of original news, the principles of media institutions, social and cultural factors surrounding institutions and receivers of texts as well as shared knowledge and values of the audience are the

decisive powers. Thus, institutional authorities and the public are the chief elements of patronage in the media context.

3.2.3. News Translation as Functional Translation

Functionalist approaches to translation consider translation as ‘a transcultural activity’ where the purpose of the process determines the end product (Schäffner, 2009: 115). Functionalist approaches to translation prioritize the purpose of the whole translational action. Skopos theory (a technical term of Greek origin for ‘purpose’) developed by Vermeer stipulates that ‘every action has a purpose’ or an aim, and translation is not an exception (Vermeer, 2000: 221). Moreover, every action leads to a result, and translational action leads to a target text (ibid., p. 221). As Vermeer (1987) puts, translating is ‘to produce a text in a target setting for a target purpose and target addressees in target circumstances’ (p. 29, cited in Schäffner, 2009: 117). Thus, translation is treated as a process of text production in its own right in the target culture. According to Skopos theory, the target text and the source text may have differing functions in the cultures in which they are produced. However, there must be some relationship between the two, which is explained as ‘intertextual coherence’ (Vermeer, 2000: 223). According to Vermeer, ‘the target text is oriented towards the target culture’, and the adequacy of the target text is determined by this condition (ibid., p. 222). For Vermeer (1978), translation strategies are also specified according to the designated purpose of the target text (p. 100, cited in Schäffner, 2009: 117). This purpose should be defined separately according to the circumstances of each translation case. Since translation is an intercultural communication process, it is highly important to organize the manner and medium of addressing target text receivers, which are again determined according to the purpose of each translation case.

Functionalist approaches to translation draw mostly on communication theories. Translators are assigned the role of intercultural communication experts, and translational action is viewed as a process of interaction with many participants such as

clients, initiators, and translators. Functionalist approaches regard translation as ‘a mediated intercultural interaction’ based on a text which is considered by Vermeer as an offer of information (Nord, 2010: 122). It is the receivers who attribute a text its meaning, and each receiver may interpret a text differently. Thus, as Nord postulates, different purposes assigned to the target text in the target culture may generate different translations of the same source text (*ibid.*, p. 122). Furthermore, culture and culture-specificity fulfill a crucial role in the interaction between the participants of a translational action. Being a dynamic and complex system, culture is decisive on the human action and behavior including language (Vermeer, 1987: 28, cited in Nord, 2010: 123). In the translational action, which is a ‘transcultural action’, cultural differences have to be prioritized in each communicative situation (Nord, 2010: 123). Drawing on the ideas of Vermeer, Vuorinen (1999) states that culture-specificity may have three dimensions, which are culture-specific information, culture-specific ideology, and culture-specific manner of presentation. These culture-specific dimensions are closely connected to certain cultures and may be found unfamiliar by members of other cultures.

Functionalist approaches to translation developed by Vermeer and Reiss were further enriched by Holz-Mänttari, who proposed the idea of ‘translational action’ by associating the notions from communication and action theories. According to Holz-Mänttari (1984), the aim of the translational action is to produce a message conveyor to be used in superordinate configurations of actions, the function of which is to guide communicative action (p. 17, cited in Schäffner, 2009: 119). Holz-Mänttari (1984) views translation and text production as parts of the translational action, not as major constituents of it. Taking account of translation in a larger perspective of interdependent interaction between clients and experts (Schäffner, 2009: 118), Holz-Mänttari attributes translators a more comprehensive role which involves more than translation. The expert in the intercultural communication should be the translator who may also write a new text on the basis of information provided to him/her (Pym, 2010: 51). Such tasks as reviewing, desk-top publishing, and project management could also be carried out by

the translator, enabling the translation process to move beyond the source text (*ibid.*, p. 52).

In the context of global news agencies, functionalist approaches could be applied to news translation in the language services. In language sections, news texts pass through translation and editing processes in line with the needs of the specific target audience, which in turn depend on the function that news texts serve in the target culture. Skopos theory could be applied to strategies for news translation in general, rather than translation decisions in each specific case since these strategies are conditioned by several general features of news translation (Schäffner, 2012: 878): The aim of news translation is to disseminate information, it addresses a mass audience situated in a specific geographical, temporal, and cultural context, and it is subject to time and space limitations (Bielsa and Bassnett, 2009: 63, based on Tapia quoted in Hernández Guerrero, 2005: 157-158).

According to functionalist theories, translators as professionals in intercultural communication perform various tasks, translation being only one of those tasks. Similarly, journalist-translators are experts in intercultural communication as well as journalism, and while they design texts, they have recourse to several text production strategies, one of which is translation. As experts, journalist-translators ‘pursue their own communicative aims, although not as individuals but as representatives of the news agency or newspaper they are working for’ (Schäffner, 2012: 877). Moreover, since they are professionals in both intercultural communication and journalism, they may produce target news texts in a more creative manner (*ibid.*, p. 878).

The theory of Holz-Mänttari (1984) stipulates that translation is an activity that is surrounded by situation-specific constraints influenced by many factors. One of the situational factors is actors, namely the producer of the source text, the source text itself, the initiator of the translation, the requester of the translation job, the user of the target text, and the recipient of the target text (Vuorinen, 1999: 66). In the process of news

translation the actors could be correspondents, journalists, news agencies, media institutions, media audiences, etc. (ibid., p. 67). Another factor that affects the translational situation is knowledge regarding the source text and target text production. According to Vuorinen, in news translation, this knowledge could be about the strategies to shape news stories in source and target cultures as well as stylistic and rhetorical characteristics of news texts (ibid., p. 67). Transfer medium, another situational factor, could be the newspaper or the online website of a news agency in the context of news translation. The last situational factor, 'the anticipated setting of target text use and reception', involves 'the functional field of the target text', which is related to functionally similar texts in the target culture, and 'the characteristics of reception' (ibid., p. 67). In the context of news translation, 'the functional field of the target text' could be news and similar materials produced by the media, and newspaper reading could be a good example to the reception on the part of the target audience (ibid., pp. 67-68).

3.3. STRATEGIES FOR NEWS TRANSLATION

The area of news translation has its own intrinsic features which have common as well as differing points with the other areas of translation. Cultural and ideological constraints, norms and values of target readers as well as institutional discourse practices are the decisive aspects in all translation processes. However, in news translation these constraints are more conspicuous due to the nature of journalistic practices. Globalization of media outlets also contributes to this complicated process; thus, requirements of globalization, journalism, and translation all overlap at the same time. For instance, globalization requires a standardization of news websites. Journalistic practices have their own purposes such as communicating unbiased news to readers as quickly as possible. In the case of foreign news, journalistic practices need to ensure the comprehensibility of the news on the part of the readers. At this stage, the crucial responsibility falls on the translator/editor. Hence, the translator/editor should take both translational and journalistic as well as institutional discourse requirements

into account. ‘The constraints of time and space as well as regulatory constraints’ contribute to unique properties of news translation and further complicate the process (Xiaojuan, 2010: 133). In such conditions, micro translational strategies such as addition, omission, and substitution come into more prominence since these strategies are intensely used. Thus, the area of news translation gains idiosyncratic properties.

Transformations occurring in news translation may reach to such an extent that it could become hard to trace the common points between the source and target news. Producing a text in line with such constraints imposed by the institutional discourse; the function that news reports have to serve, i.e. informing readers as quickly as possible of the most up-to-date affairs happening around the world; the points of view and values of target readers; and the competitive atmosphere in the globalized media world adds to the level of transformations in news translation. Therefore, Schäffner and Bassnett (2010) prefer to use the term ‘recontextualisation’ for this area of translation. They discuss that such strategies as addition, deletion (omission), rearrangement, substitution could readily be exploited for the interpretation of translated news (*ibid.*, p. 4). Moreover, there are additional micro methods in the area of news translation such as making the elements that may cause confusion explicit, adapting words of foreign origin to the spelling and pronunciation of the target language (naturalization), and retaining foreign names (preservation). The strategies of addition, omission, substitution, explication, and naturalization contribute to the acculturation process in which the target readers’ comprehension of the foreign news stories is smoothed. However, it is necessary to note that preservation of foreign names highlights the foreign image of the source news.

3.3.1. Macro Strategies: Domestication and Foreignization

Venuti (1995) proposes two types of translation strategies: foreignization and domestication. While foreignization retains the “foreign” features of the source text, domestication helps to reproduce the source text author’s ‘intended meaning in an idiomatic and natural style appropriate to the TL’ (Xiaojua, 2010: 136). In news

translation, material needs to be altered and adapted to the needs of the target culture, since comprehension of news stories on the part of the target reader is the priority. Thus, ‘the dominant strategy is absolute domestication’ (Bielsa and Bassnett, 2009: 10). Although Venuti (1995: 17) claims domestication in translation is an insidious process which ‘decreases the cultural capital of foreign values’, it minimizes foreignness for target readers, which is necessary in the context of news translation. Venuti (1995) favors foreignization, discussing that it ‘register[s] the linguistic and cultural difference of the foreign text, sending the reader abroad’ (p. 20). Yet on the other hand, he acknowledges that domestication creates fluent translation (ibid., p. 78). Foreignization enables information and values of one culture to ‘be transmitted to another without losing its original meaning’, and it helps to enrich expressions in languages by ‘absorbing fresh elements’ from different language systems (Yin, 2012: 63). On the other hand, foreignization may obscure the meaning due to alien cultural images and impair ‘the norm of the target language (ibid., p. 63). On the contrary, domestication reduces the difficulty in reading and understanding texts. According to Shuttleworth and Cowie (1997), ‘domestication designates the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for target language readers’ (p. 59).

What Venuti advocates, namely foreignizing translation, is more applicable and appropriate in literary texts, the translation of which provides a foreign taste for readers in another culture. However, in the transfer of foreign news, different textual practices such as addition, omission, clarification, paraphrasing take place, which result in ‘reshaping in accordance with target culture conventions’ and ‘rewriting in a particular house style’ (Bassnett, 2005: 125). Bassnett (2005) further states that

‘[...] what happens to news stories is that they undergo a series of textual transformations, all of which are underpinned by acculturation strategies. However and wherever a text originates, the objective is to represent that text to a specific audience, on their terms. Debates about the freedom of the translator do not have any relevance in such a context’. (p. 125)

In the sense of Venuti (1995), domestication may refer to ‘an ethnocentric reduction of the foreign text to target-language cultural values (p. 20), yet as Bassnett (2005) discusses, in the field of news reporting, domestication or acculturation does not make the same meaning since in this case, ‘foreignisation is detrimental to understanding’ (p. 127). Bassnett (2005) further suggests that the prevailing criteria in news translation need to be based on the function of the translation, namely on the aim that it is foreseen to fulfill (ibid., p. 128).

The aim of news translation is the dissemination of information, which is possible through complete comprehension by the target reader. Thus, retaining all foreign elements in target news stories will only hinder the understanding of the reader, and news circulation will not achieve its main goal, which is to inform the reader in various parts of the world. During this dissemination process, it is inevitable that some foreign elements are retained since globalization of information allows societies to become familiar with terms and expressions that are internationally recognized. However, domestication in news translation contributes to smooth understanding of the target reader. Gambier (2006) also suggests ‘an international news agency cannot pack its news copy with too culture-specific allusions or metaphors’ (p. 13) since this may obstruct the reading process. Culture-specific information is defined by Vuorinen (1999) as such:

[t]he factual information expressed in a source text which may be considered unfamiliar, unintelligible, unusual, irrelevant, etc., when looked at from the point of view of the general knowledge of the world assumed to exist in a given (target) culture among a given audience at a given time. (p. 69)

The presence of such culture-specific elements may create an exotic taste in the translation of literary texts; however, they may cause news texts to deviate from their aim, which is to inform the public of realities. News texts need to be as explicit as possible in order to fulfill the function of informing the public on the current affairs effectively. An explicit translated news text becomes ‘easy to read’ and thus ‘domesticated’ (Judickaitė, 2009: 36).

3.3.2. Micro Strategies

Transformations in the news texts during the translation process are carried out through such micro strategies as addition, omission, and substitution (Schäffner and Bassnett, 2010: 4). Moreover, making the obscure elements explicit, i.e. explication; adapting the foreign names to the spelling and pronunciation system of the target language, i.e. naturalization; and retaining foreign proper names, i.e. preservation are also observed during the transformation process of the news texts. Of these strategies, omission, addition, explication, substitution with cultural equivalents, and naturalization lead to domesticating translation, while preservation contributes to the foreign image of the texts.

3.3.2.1. Omission

This is the most adopted micro strategy in the production of target news texts. As Vald on (2005a) states, when omission is supported through clear contextual elements, they may not hamper the understanding of the reader (p. 211). Omissions are performed due to several reasons, one of which is the space and time constraints. According to Vald on (2005b), thanks to omissions, the trans-editor could transform the text in line with ‘the space requirements of the website’ (p. 111). However, in this study, another reason for omissions is highlighted: the irrelevant nature of the information for the target reader. The redundancy could stem from the lack of a source-cultural element in the target culture or from the distance of the region where the event takes place. As Xiaojuan (2010) mentions, gaps between the source and target cultures necessitate the loss of information (p. 137), which is also valid in the area of news translation. Irrelevant information is omitted in order to meet the particular needs of target readers (*ibid.*, p. 140). Aktan and Nohl (2010) also discuss in their study, which analyzes the practices of the BBC World Service Turkish Radio towards the translated news regarding the US 2008 presidential elections, that two compliments of Obama to McCain, the presidential candidate, about his contributions in the past are omitted in the

Turkish text since they are not relevant culturally and historically for Turkish readers. These statements are as follows:

"He praised the former Vietnam prisoner-of-war as a 'brave and selfless leader'"

"He has endured sacrifices for America that most of us cannot begin to imagine".

They further exemplify an omission due to the redundancy of the information stemming from the distance of the region. The news title **"The long queues for the historic US vote"** is omitted altogether and conveyed as **"The voters have the say in the USA"** (Aktan and Nohl, 2010).

Valdeón (2005b) also demonstrates in his study analyzing the ideological bias in the translated news of the BBC Spanish Service (BBCMundo) that the location of a summit and the fact that it is the first time such a meeting has been organized after the enlargement of the EU are omitted since they are not directly relate to non-English speakers (p. 112).

To sum up, omission is an obligatory strategy adopted in news translation due to the space and time requirements as well as the irrelevancy of the information for the target reader in terms of the region, culture, or history.

3.3.2.2. Addition

Addition is another micro strategy that is largely adopted in news translation. Additions are generally used since 'news writers attempt to familiarize their readers with foreign institutions, norms, history or events' (Valdeón, 2008: 310) which may otherwise be foreign to 'the reality surrounding the text consumer' (Valdeón, 2005b: 112).

Moreover, introductory additions are frequently inserted in target news texts. Valdeón (2005b) gives an example regarding this situation in one of the news analyses he has carried out. He states that in one of the source news texts, it is assumed that the reader is familiar with Bill Gates (“**Bill Gates, the world’s richest man.**”); however, in the Spanish news, additional information regarding Bill Gates is supplemented (“**Bill Gates, the founder of the Microsoft and the world’s richest man.**”) (ibid., p. 113).

Another group of additions is elements that describe details or concepts in the source news that have ‘a unique reference in the source culture’ (Hursti, 2001). This is exemplified by Hursti (2001) in a study comparing the news texts in English and Finnish as such:

ST: But after the auction of bottles at Christie’s in London...

TT: Christie’s-*huutokauppakamari* [‘auction house’] kauppaasi torstaina 24 samppanjapulloa

Furthermore, details regarding specific events such as an opening ceremony, an auction, a meeting, or a summit including ‘time, place, the course of events, the characteristics of objects and actors, the type and manner of action’ (Vuorinen 1996: 210) could also be supplemented as additional information in target news texts. Thus, it could be suggested that such event-specific details as well as culture-specific additions and extensions of information introducing foreign institutions or historical elements are the major types of additions in news translation, which serve the function of enlightening the reader about the foreign events happening elsewhere in the world.

3.3.2.3. Explication/Clarification

Another strategy adopted to a large extent in news translation is explications or clarifications of information. According to Xiaojuan (2010), cultural gaps between the source text and the target text are brought closer through the explanations provided by

trans-editors by means of ‘adding further details within brackets or footnotes, or by transplanting cultural aspects into the translation itself’ (p. 137). This is exemplified by Xiaojuan (2010: 137) in her socio-cultural study analyzing strategies for trans-editing as such:

Source: (*zhong qiu jibe*) **Gloss:** mid autumn festival

Translation: *Mid-Autumn Festival: A Time for Reunion*

Aktan and Nohl (2010) suggest that comprehensibility could be ensured by giving explanations regarding a meaning that could otherwise be ‘indexical’ in Garfinkel’s (1967) terms. The indexicality of words refers to varying degrees of meaning within one language ‘from one "conjunctive experiential space" (Mannheim, 1997:194, cited in Aktan and Nohl) to the other’. This is exemplified in the same study (Aktan and Nohl, 2010) as such: In the Turkish text, the news element reads as **”International Atomic Energy Institution has announced that it had removed the seals and surveillance cameras which inhibit the usage of the nuclear power plant of Yongbyon”** (the function of "seals and surveillance cameras” is explained), while the corresponding English text does not describe the function of the **"seals and surveillance cameras”**.

All in all, the function of explication is enhancing the meaning in the target text and thus enabling better comprehension on the part of the target reader.

3.3.2.4. Substitution with cultural equivalents

In Newmark’s (1988) terms, it refers to an ‘approximate translation where a SL [source language] cultural word is translated by a TL [target language] cultural word’ (p. 82). This is exemplified by Xiaojua (2010) as such:

(qi xi)

Gloss: seven night

Translation: Chinese Valentine's Day

“**Qi xi**” is the traditional Chinese festival, which is held on the seventh day of the seventh month of the Chinese lunar calendar. It is translated as “**Chinese Valentine's Day,**” which, according to Xiaojua (2010), is an example of domestication (p. 136). She further explains it and states that

[s]ince the purpose of the website is to attract tourists and provide some basic cultural information, the partial mapping between the traditional Chinese festival and the Valentine's Day of the West will help the target readers respond to the text in a similar way as Chinese readers do. In that way, the otherwise unfamiliar Chinese festival will be brought closer to the target audience because it has been acculturated to suit its readership. (ibid., p. 136)

3.3.2.5. Naturalization

It is a strategy that adapts words to the phonological rules of the target language (Judickaitė, 2009: 37). According to Newmark (1988), naturalization ‘succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL’ (p. 82). In the news texts, foreign names that might make the reading difficult and thus might hamper the comprehension process may be re-written according the pronunciation and spelling rules of the target language. For instance, in the BBC news, the name of an Algerian official “**Ouarda Youcef Khodja**” (*Building the world's tallest minaret, 27 January 2015*) does not match the Turkish pronunciation system. Thus, it has been re-written as “**Varda Yusuf Hoca**”, which conforms to the both spelling and pronunciation rules of Turkish (*Dünyanın en yüksek minaresi Cezayir 'de olacak, 27 January 2015*).

3.3.2.6. Preservation

Preservation is to retain proper names such as names of local institution, journals, and applications or projects developed by institutions or centers during the translation process. This is a foreignizing strategy, and according to Pedersen (2005), it is the strategy that is the most oriented towards the source language (p. 116). For example, “**Key Resolve**”, the name of a computer-simulated drill, in the news item of the BBC regarding the retaliation missiles by North Korea against the US and South Korea missiles (*North Korea fires missiles as US-S Korea drills begin*, 2 March 2015) has been preserved in the Turkish version of the news story. Thus, the foreign element has been introduced to the Turkish reader as it is in the source culture.

All in all, there might be more micro strategies which contribute to the acculturation and recontextualisation in another culture; however, within the scope of this study, the strategies of omission, addition, explication, substitution with cultural equivalents, naturalization, and preservation will be frequently referred to in the data analysis section, since these are the most frequently used strategies in the collected news data.

CHAPTER - 4

CASE STUDY: TRANSLATIONAL STRATEGIES IN THE BBC TURKISH SERVICE

4.1. GENERAL FEATURES OF THE BBC TURKISH SERVICE

The BBC Turkish Service is one of the 27 language sections of the BBC, and it is based in London. It has its own staff and website operating under the institutional principles of the BBC. The language sections of the BBC began broadcasting as radio services before the Second World War. The Arabic service was the first foreign language service that began its broadcasting in January 1938 (“History of the BBC - 1930s,” n.d.). The Turkish service, the second foreign language broadcast, began its radio service on the 20th November 1939 (Yanardağoğlu, 2014: 23). It was the Second World War that influenced the opening of the Turkish service. As Nohl (2010) states, the broadcasting of the Turkish service started in order to shape the public opinion during the Second World War (cited in Yanardağoğlu, 2014: 23). To this end, the transmissions of the Turkish service were increased in 1940, rising to five-minute bulletins a day in 1942 and then becoming one hour a day in 1946 (Nohl, 2010: 175, cited in Yanardağoğlu, 2014: 23). Andrew Mango was the founder of the Turkish service, and later in 1980s Gamon McLellan became the head (Yanardağoğlu, 2014: 23).

In the early days, the language services, including the BBC Turkish service, were dependent on the BBC World Service in selecting and broadcasting the news. This strict dependency of the BBC Turkish service lasted until 1980s. The coup on the 12th September 1980 in Turkey was a turning point in the development of the BBC Turkish Service. The former head of the BBC Turkish service Hüseyin Sükan (2011) states in an interview that during the early period of the 1980s, when the news was censored in Turkey, the service worked to amplify the news of the national broadcasting service

TRT and collaborated with journalists coming from Turkey (cited in Yanardağoğlu, 2014: 24). Sükan (2011) further adds that the service was first allowed to produce news of its own (cited in Yanardağoğlu, 2014: 24). Until that time, the service operated ‘more like a “translation service”’ (emphasis in the original, Yanardağoğlu, 2014: 24). This changing practice enabled the BBC Turkish service staff to improve themselves in original news writing. As a result, the products of the BBC Turkish Service started to range from direct translations of the BBC World Service to news that is completely their own production (Sükan, 2010, cited in Aktan and Nohl, 2010).

In the 1990s with the flourish of FM radios and the emergence of several news and media outlets, the BBC Turkish service started to face a competition. It had to go for changes in its practices, and as a result, it began providing more in-depth analysis than the other outlets, and it searched for partners for its broadcasting services (Yanardağoğlu, 2014: 25). At the beginning of the 2000s the service started its online services and TV packages broadcast by the NTV channel in Turkey (ibid., p. 25). This partnership was suspended by the BBC in June 2013, when NTV decided not to broadcast a TV program prepared by the BBC (my translation, "BBC, NTV'yle ortaklığını askıya aldı," 2013).

In the 2000s the advance in information technology, diversity, and globalization affected the practices the BBC World Service. The global economic situation after 2005 had a further impact on the budget of the World Service, forcing it to seek ways of cutting public expenses. To this end, the BBC closed down several of its language sections and stopped the radio service of the BBC Turkish section (Yanardağoğlu, 2014: 26). Now the BBC Turkish service operates only through its website. Thus, it could be said due to the technological advances after the mid-2000s, the focus of global media outlets, including the BBC, have shifted from public diplomacy to ‘meeting the demands of a competitive global news production environment’ (Yanardağoğlu, 2014: 29).

Being customized according to the requirements of a globalized journalistic environment, the website of the BBC Turkish Service is similar to the website of the BBC World Service. However, due its larger budget, the BBC English Service has a richer diversity of topics and journalistic products. Furthermore, its content is organized in a more professional manner. As to the news content, the BBC Turkish allows for more news from Turkey and its neighboring countries. As its name implies, the BBC World Service includes more coverages from a larger area of the world insomuch that there are more categories which are labelled according to the names of the world continents under the world news section. On the other hand, the world news category of the BBC Turkish covers stories from different parts of the world under only one section.

On the website of the BBC Turkish, there are also other sections such as news, videos, photographs, magazine, sports, finance, science-technology, health, English lessons, life, and special files. In the central part of the website, there are the most recent news items from Turkey as well as the world. On the right side, there are news items specially chosen by the editorial team, the section called “Social Area”, which presents topics of hot discussion in Turkey, and “Mostly Read News” section. Thus, on one hand, the BBC Turkish Service adapts its products in line with the principles and features of the BBC World Service; on the other hand, it takes the local demands in Turkey into account. As a result, it creates a nonhomogeneous image with both local and foreign features.

4.2. A GENERAL REVIEW OF THE DISCURSIVE PRACTICES IN THE BBC TURKISH SERVICE

The BBC Turkish Service is one of the 27 language sections of the BBC media institution. Its target audience is mostly a well-educated class in Turkey taking an interest in local as well as foreign issues. Furthermore, the news content of the service consists of not only political but also non-political topics such as health, science, and magazine issues as well as not only translations but also originally written news stories. As Yanardağoğlu (2014) observes, news stories from the BBC World Service are

‘covered in the same order of significance’, yet a special prominence is given to stories from places that are geographically and culturally close to Turkey (p. 22). Thus, transmitting information from diverse parts of the world and on a variety of current topics, the BBC Turkish Service could be said to occupy a prominent place in the lives of the educated class in Turkey.

The BBC Turkish Service has a heterogeneous formation with a range of topics. A closer analysis of the content reveals that there are three types of news items produced by the BBC Turkish Service: translations from the BBC World Service, news items that pass through both translational and editorial processes, and news items that are complete productions of the BBC Turkish service. The first group, namely translations, is generally composed of news stories regarding issues in the fields of health, life, science and technology as well as some news analyses called “features”. The second group, namely trans-edited news stories, is generally regarding international issues of political importance. And news stories regarding Turkish political and financial issues constitute the third group, namely complete productions of the BBC Turkish team. There is the least trace of translational practices especially in news items under the finance section, and these news items are mostly related to financial issues in Turkey. The adapted news stories that are based on the ones in the BBC World Service, namely trans-edited or translated news stories, are prepared and posted on the BBC Turkish website either on the same day or a day later.

As mentioned before, including domestic and imported elements, the discourse of the BBC Turkish Service is not homogeneous. The service does not translate all news stories on the BBC World News website. Furthermore, it does not apply total translation strategies on the trans-edited news. Hence, trans-editors or journalists act as mediators and take the initiative of creating target news stories based on source ones. To put it differently, they use source news items as guides and make necessary changes on those news items. Especially the non-political news stories have more common points with source ones than political stories do. Hence, it could be said that trans-editors/journalists

act more independently as for translational strategies while dealing with political news. As to the non-political news stories such as the ones in *Health*, *Technology*, or *Science* sections, more translational than editing traces stand out. It is these practices that unveil the institutional discourse of the BBC Turkish Service.

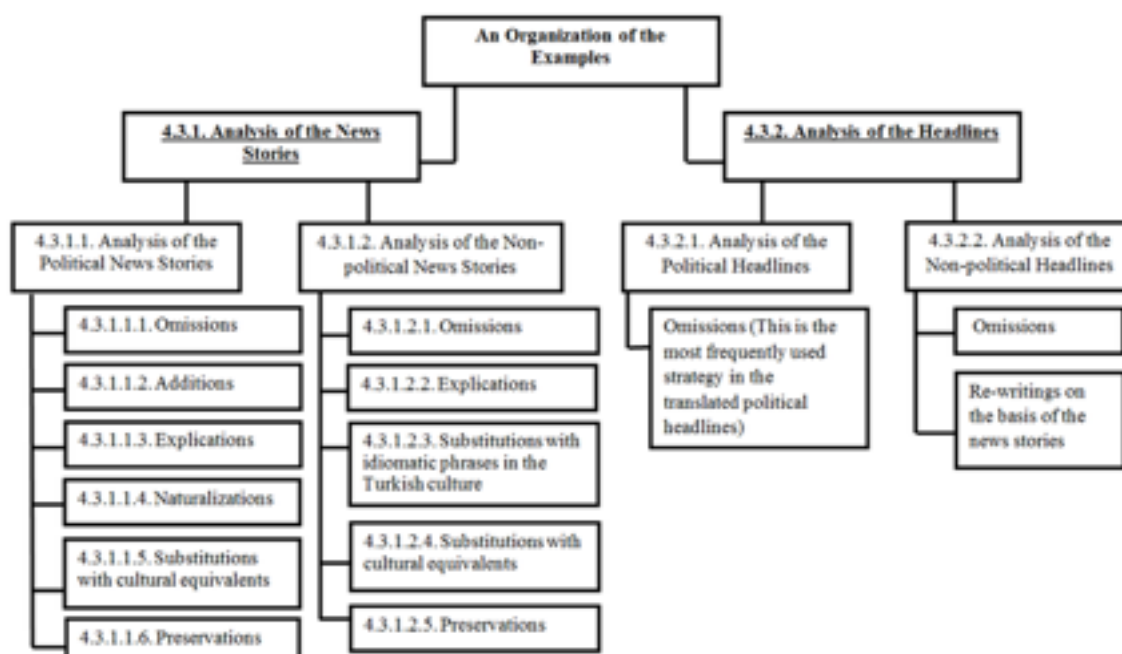
The BBC Turkish Service strives to attract the audience with its headlines. Headlines are an important element for news content since readers decide on reading news stories by first looking at headlines. Headlines of the trans-edited news stories in the BBC Turkish Service generally tend to be more concise than the English headlines of the BBC World Service. Thus, the overriding strategy in trans-edited headlines is omission. Headlines should also be attractive to appeal to readers. By achieving conciseness, the BBC Turkish Service mostly tends to create appealing headlines. As mentioned before, there is a variety of topics presented by the BBC media outlet. Similarly, the BBC Turkish Service includes various news stories ranging from political issues to magazine news. The analysis of the political trans-edited headlines reveals that they are mostly shorter than the original headlines. Details that are already mentioned within news stories are generally omitted. On the other hand, there are two outstanding strategies in the headlines other than political ones: creating a distinct headline based on the news story and omission of details as is the case in political headlines.

As to the news stories, the BBC Turkish service mostly strives towards creating comprehensible news stories for Turkish readers in the trans-edited and translated pieces of news. Comprehensibility of news stories depends upon the use of domestic and local cultural elements. Thus, one approach to structuring trans-edited news is using strategies of domestication or acculturation in Bassnett's (2005) terms. The strategies such as using cultural equivalents, adapting proper names to spelling and pronunciation rules of the target language, or creating new elements in the target language based on the foreign items in source texts contribute to the acculturation process in the BBC Turkish Service. Although some foreign elements, such as foreign proper names, also appear in the news stories from time to time, they could not be said to profoundly affect

the dominant approach. Moreover; omission, addition, and explication are the other overriding strategies in the trans-edited news stories of the BBC Turkish Service. The analysis of the trans-edited political news stories in the BBC Turkish Service reveals that omissions, additions, explications, naturalizations (adaptations of words to spelling and pronunciation rules of the target language), and use of equivalents of institutions and institutional positions in the Turkish culture as well as retentions of the foreign proper names are the dominant strategies. As for the trans-edited or translated non-political news stories in the BBC Turkish; omissions, explications, substitution of culture-specific elements with the equivalents in the Turkish culture, use of idiomatic Turkish expressions for certain elements in the source texts as well as preservation of the foreign proper names are the prevalent strategies.

4.3. DATA ANALYSIS

The analysis of the political and non-political news stories and headlines has revealed the mostly used strategies in the trans-edited news of the BBC Turkish Service, which are shown in categories in the diagram below:



4.3.1. Analysis of the News Stories

Trans-edited/Translated news stories in the BBC Turkish Service have been grouped into two categories: the political and the non-political news stories. Whereas the political news stories pass through a trans-editing process, the non-political issues pass through more of a translational process. That is to say, there are traces of translational processes as well as independent practices such as adding details from news reports compiled by the journalists of the institution in the political news stories. On the other hand, details of the non-political news stories carry more translational signs due to the information intended to be transmitted to the audience. These news reports are mostly on very specific issues such as scientific research conducted by an institution or a new product or application introduced by a firm. Hence, the BBC Turkish Service prefers to rely more on the information provided by the BBC World Service for such issues.

Trans-editing strategies in the political news stories largely include omissions and additions. Furthermore, explications constitute an outstanding group in the BBC Turkish news stories. Creating news products that appeal to the local culture requires substituting certain foreign elements with domestic ones. Foreign institutional positions are mostly replaced with their domestic equivalents. In addition, the names of the foreign personalities are generally transformed to suit the spelling and pronunciation of the Turkish language, and the names of the foreign institutions, journals, centers are retained in the Turkish news.

The non-political news stories display elements that are more dependent on the original news stories. Thus, it could be said that there is a more translational bond between English and Turkish news stories. Omission and explication are the common strategies in both the political and the non-political news stories. In addition to omissions and explications, substitution of culture-specific elements with cultural equivalents in Turkish and use of the Turkish idiomatic phrases also prevail in the non-political news

stories of the BBC Turkish Service. Retention of the names of the foreign institutions, journals, centers is also observed in the translated non-political news stories.

4.3.1.1. Analysis of the Political News Stories

4.3.1.1.1. Omissions

Example 1

EN: [...] The two missiles, with a range of **490km (305 miles)**, were fired from the western city of Nampo into the sea east of the Korean peninsula, the South Korean military said. [...] (**North Korea fires missiles as US-S Korea drills begin, 2 March 2015**)

TR: [...] Güney Kore askeri yetkilileri batı kenti Nampo'dan Kore yarımadasının doğusunda denize **490 km** menzilli iki füze ateşlendiğini söyledi. [...] (**Kuzey Kore denize iki füze ateşledi, 2 March 2015**)

Since **mile** is not used as a unit of measurement in the Turkish culture, it has been omitted, and only **kilometer** has been preserved. Through the omission micro strategy, the domestication macro strategy is implemented.

Example 2

EN: [...] When he was seized in 2013, Mr Liby had been on the FBI's most wanted list for more than a decade, with a \$5m (**£3.1m**) bounty on his head. He had been indicted by a New York grand jury in 2000. [...] (**Libya terror suspect Anas al-Liby dies before US trial, 3 January 2015**)

TR: [...] Libi yakalandığında, 10 yıldan fazla süredir FBI'nin en çok arananlar listesinde yer alıyordu ve başına **5 milyon dolar** ödül konmuştu. [...] (**Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015**)

The amount of money in pound sterling has been omitted in the Turkish version since this detail does not interest the Turkish reader. The omission of the amount of money in pound sterling has led to the domesticating rendition of the news item.

Example 3

EN: [...] However, in August documents were submitted to the Israeli Supreme Court by the Israeli government that alleged he had confessed during interrogation to organising the abduction of the teenagers by obtaining \$50,500 (**£33,200**) in funding from Hamas and purchasing weapons. [...] (**Palestinian jailed for murder of Israeli teenagers, 6 January 2015**)

TR: [...] Ancak Ağustos ayında İsrail hükümetince Yüksek Mahkeme'ye sunulan belgelerde, Hussam Kawasme'nin, "Hamas'tan 50 bin dolar temin edip silah satın aldığı ve gençlerin kaçırılarak öldürülmesini örgütlediğini" itiraf ettiği öne sürülmüştü. [...] (**İsraili gençleri öldüren Filistinliye üç ömür boyu hapis, 6 January 2015**)

The amount of money in pound sterling has been omitted in the Turkish version since this detail does not interest the Turkish reader. The omission of the amount of money in pound sterling has led to the domesticating rendition of the news item.

Example 4

EN: Mr Liby was seized in a US raid in Tripoli in **October** 2013. [...] (**Libya terror suspect Anas al-Liby dies before US trial, 3 January 2015**)

TR: Libi, 2013 yılından Libya'nın başkenti Trablus'ta ABD güçleri tarafından gerçekleştirilen bir baskında yakalanmıştı. [...] **(Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015)**

The term of address, **Mr**, has not been conveyed in the Turkish version since rendering such a term does not sound natural in a Turkish sentence. Such terms are mostly used in Turkish when only addressing someone. Through the omission of this item, the natural use of language has been achieved. Moreover, **October** has been omitted in the Turkish version, since it is a detail that is not directly related to the Turkish reader. In this way, the Turkish reader's mind has not been overloaded with an irrelevant detail.

Example 5

EN: [...] The speech is the centrepiece of the US political diary and may shape both **Mr** Obama's legacy and the 2016 election. [...] **(State of the Union: Obama to seek tax raises on wealthy, 18 January 2015)**

TR: [...] ABD'de tüm kesimlerce merakla beklenen bu konuşmanın Obama'nın siyasi mirasını şekillendirebileceği ve 2016 seçimlerinde ekonomi gündemini tayin edebileceği kaydediliyor. [...] **(Obama'nın zenginden alıp orta sınıfa verme planı, 18 January 2015)**

The term of address, **Mr**, has not been conveyed in the Turkish version since rendering such a term does not sound natural in a Turkish sentence. Such terms are mostly used in Turkish when only addressing someone. Through the omission of this item, the natural use of language has been achieved.

Example 6

EN: [...] Visits by Kim Jong-un's father Kim Jong-il, the former leader **who died in December 2011**, were never announced ahead of his departure. [...] (**North Korea's leader Kim Jong-un to visit Russia, 28 January 2015**)

TR: [...] Kim Jong-un'un babası ve ülkenin bir önceki lideri olan Kim Jong-il'in ziyaretleriyle ilgili önceden bilgi verilmiyordu. [...] (**'Kuzey Kore lideri Rusya'yı ziyaret edecek', 28 January 2015**)

The specific detail, the time when the former leader of North Korea died, has not been rendered in the Turkish version of the news, since it is a foreign and specific detail that does not interest the Turkish reader. The omission of this item has simplified the news information for the Turkish reader and lightened the comprehension process.

Example 7

EN: [...] His wife, **Um Abdullah**, accused the US government on Saturday of "kidnapping, mistreating and killing an innocent man," according to the Associated Press news agency. [...] (**Libya terror suspect Anas al-Liby dies before US trial, 3 January 2015**)

TR: [...] Fransız haber ajansı AFP'nin bildirdiğine göre, Libi'nin eşi Cumartesi günü yaptığı açıklamada ABD'yi, 'masum bir adamı kaçırmak, kötü muamele etmek ve öldürmekle' suçladı. [...] (**Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015**)

The name of the wife of the terror suspect who died before the trial in the US has been omitted in the Turkish version of the news since it is a too specific detail that does not

have any direct relation with the Turkish reader. Through the omission of this item, the Turkish reader's mind has not been overloaded with an unnecessary detail.

Example 8

EN: [...] The absolute prohibition on abortion **was introduced in 1989**, in one of the last acts of Gen Augusto Pinochet's 17-year-long military rule. [...] **(Chile's President Bachelet proposes end to total abortion ban, 31 January 2015)**

TR: [...] Ülkede kürtajin tamamen yasaklanması, Şili'yi 17 yıl boyunca askeri düzenle yöneten Augusto Pinochet'in son icraatlarından biri. [...] **(Şili'den kürtaj yasağını kaldırma adımı, 1 February 2015)**

The year when abortion was introduced in Chile has not been mentioned in the Turkish version, which could be due to the assumption of the trans-editor that it is not a very relevant detail for the Turkish reader. It seems that the trans-editor has chosen not to overload the readers with too much foreign information.

Example 9

EN: [...] His brother Raul, who succeeded him as president in 2008, made his demands **at the summit of Community of Latin American and Caribbean States in Costa Rica**. [...] **(Castro demands Guantanamo Bay in return for US-Cuba diplomatic deal, 28 January 2015)**

TR: [...] Devlet başkanlığı görevini 2008'de Fidel Castro'dan devralan kardeşi Raul Castro, **Costa Rica ziyareti** sırasında yaptığı açıklamada, [...] **(Küba, ABD'den Guantanamo'yu geri istedi, 29 January 2015)**

The information **the summit of Community of Latin American and Caribbean States in Costa Rica**, does not serve any function for the Turkish reader, since it is a foreign detail; thus, the trans-editor has opted for omitting it and has replaced it concisely with **the visit in Costa Rica**.

Example 10

EN: Mr Carter told CNN's **State of the Union** the Iraqis "vastly outnumbered" the IS forces but chose to withdraw. [...] (**Iraqi forces lack will to fight - Ashton Carter, 24 May 2015**)

TR: CNN yayınına katılan Carter, Irak güçlerinin IŞİD militanlarına göre sayıca çok üstün olmasına karşın geri çekilmeyi tercih ettiğini söyledi. [...] (**ABD: Irak ordusunun IŞİD'le savaşmak için iradesi yok, 24 May 2015**)

The specific name of the broadcast by the CNN, **State of the Union**, is not directly related to the Turkish reader; thus, it has been omitted in the Turkish news. Through the omission of the foreign detail, the reading and comprehension process has been simplified for the Turkish reader.

4.3.1.1.2. Additions

Example 1

EN: [...] Mr Pohamba, a former rebel who fought for his country's independence, has served two terms as Namibian president. [...] (**Mo Ibrahim prize: Namibia President Pohamba gets \$5m award, 2 March 2015**)

TR: [...] İki dönem devlet başkanlığı yapan Pohamba, daha önce de ülkesinin bağımsızlığı için **silahlı mücadele veren** bir isyancıydı. [...] **(Namibya'nın eski liderine 5 milyon dolarlık 'başarı ödülü', 2 March 2015)**

Fought in the source news has been translated as **engaged in the armed struggle**. Thus, the armed nature of the struggle has been added, and in this case, the target news has become more informative. It seems that the trans-editor has thought that this feature of the former president may be interesting for the Turkish reader.

Example 2

EN: [...] Foreign ministers from Ukraine, Russia, France and Germany were expected to take part in the meeting in the German capital. [...] **(Russia has 9,000 troops in Ukraine - President Poroshenko, 21 January 2015)**

TR: [...] Ukrayna, Rusya, Fransa ve Almanya Dışişleri Bakanları, **Ukrayna krizini görüşmek üzere** Berlin'de de bir araya geliyor. [...] **(Poroşenko: Ukrayna'da 9 bin Rus askeri var, 21 January 2015)**

The occasion for the meeting of the foreign ministers has been added in the Turkish version: **to discuss the Ukrainian crisis**. The trans-editor has made use of his/her role of being a mediator and provided more information for the Turkish reader. The reason could be the regional proximity to Turkey.

Example 3

EN: [...] "The bailout failed," Mr Tsipras said on Sunday, in his first major speech to parliament since becoming prime minister. "The new government is not justified in asking for an extension... because it cannot ask for an extension of mistakes." [...] **(Greece's Tsipras defiant over economic plans, 8 February 2015)**

TR: [...] Yunanistan Başbakanı, **Troyka'yla (Avrupa Merkez Bankası, Avrupa Komisyonu ve Uluslararası Para Fonu) imzalanan anlaşmalara gönderme yaparak** "Yeni hükümetin (yardım programında) uzatma istemeye hakkı yok. Çünkü yanlışların devam etmesini isteyemez. [...] (**Tsipras: Kurtarma paketi barbarlığına son, 9 February 2015**)

The detail **Tsipras, referring to the agreements signed with the Troika (the European Central Bank, the European Commission, and the International Money Fund)** has been added, and thus, more information has been given to the Turkish reader. The reason for the addition might be the regional proximity to Turkey.

Example 4

EN: [...] Abortion is punishable in Chile by up to five years in jail. [...] (**Chile's President Bachelet proposes end to total abortion ban, 31 January 2015**)

TR: [...] **Ülkede kürtaj yaptırmak hiçbir koşulda serbest değil** ve beş yıla kadar hapisle cezalandırılıyor. [...] (**Şili'den kürtaj yasağını kaldırma adımı, 1 February 2015**)

The sentence **Abortion is in no circumstances legal in the country** has been added in the Turkish version. It gives further information on the situation in Chile. It seems that the trans-editor has preferred to provide the foreign information for the Turkish reader, which might be due to the commonality of the practice in both countries. The trans-editor might have thought that this detail may interest the Turkish reader.

Example 5

EN: [...] The speech is the centrepiece of the US political diary and may shape both Mr Obama's legacy and the 2016 election. [...] **(State of the Union: Obama to seek tax raises on wealthy, 18 January 2015)**

TR: [...] ABD'de tüm kesimlerce merakla beklenen bu konuşmanın Obama'nın siyasi mirasını şekillendirebileceği ve 2016 seçimlerinde **ekonomi gündemini tayin edebileceği** kaydediliyor. [...] **(Obama'nın zenginden alıp orta sınıfa verme planı, 18 January 2015)**

A specific detail regarding the 2016 election has been added in the Turkish news story: **set the financial agenda during the 2016 election.** While providing this additional piece of information, the trans-editor might have taken the importance of the US elections for all the countries in the world into consideration.

Example 6

EN: [...] Liu is believed to have had links to former security tsar Zhou Yongkang, who is currently being investigated. [...] **(China executes 'mafia-style' mining tycoon Liu Han, 9 February 2015)**

TR: [...] Liu'nun, **eski Politbüro üyesi** ve eski emniyet sorumlusu Zhou Yongkang ile yakın ilişkileri olduğuna inanılıyor. Zhou, **Aralık ayından bu yana, yolsuzluk soruşturması çerçevesi altında gözaltında tutuluyor.** [...] **(Çinli maden patronu idam edildi, 9 February 2015)**

The information that Zhou Yongkang was **a member of the former Politburo** has been given as additional information in the Turkish news. Moreover, the detail regarding **the current investigation** carried out towards Zhou Yongkang has been expanded in the

Turkish version and rendered as **has been detained for the corruption probe since December**. The trans-editor might have thought that the further information might help the Turkish reader to comprehend the news story and context better.

Example 7

EN: Russia has more than 9,000 soldiers and 500 tanks, heavy artillery and armoured personnel carriers in eastern Ukraine, President Petro Poroshenko has said. **(Russia has 9,000 troops in Ukraine - President Poroshenko, 21 January 2015)**

TR: Davos'taki Dünya Ekonomik Forumu'nda konuşan Ukrayna Cumhurbaşkanı Petro Poroşenko, Rusya'nın Ukrayna'nın doğusunda 9 bin asker, 500 tankı, ağır toplar ve zırhlı personel taşıyıcıları konuşlandırıldığını söyledi. **(Poroşenko: Ukrayna'da 9 bin Rus askeri var, 21 January 2015)**

The trans-editor has made an independent decision and added the context in which Poroshenko made his remarks: **Speaking at the World Economic Forum in Davos, ...** Thus, it could be said that the Turkish lead is more informative than the English one. The addition of the information might be due to the proximity of the region to Turkey and the fact that Turkey is also represented in the World Economic Forum.

Example 8

EN: [...] He said Greece, unable to service its debt, would instead seek a bridge loan. [...] **(Greece's Tsipras defiant over economic plans, 8 February 2015)**

TR: [...] Tsipras, borçlarını ödemeyecek durumda olduklarını ve köprü kredisi aradıklarını kaydetti. **Köprü kredisi, uzun vadeli kredi bulununcaya kadar alınan kısa vadeli krediler olarak tanımlanıyor.** [...] **(Tsipras: Kurtarma paketi barbarlığına son, 9 February 2015)**

The explanation of bridge loan has been given as additional information for the Turkish reader. It has been defined as **short-term credits that are received until the long-term credit is found**. Through the addition of this foreign detail, the Turkish reader may have a better grasp of the economic situation in Greece.

Example 9

EN: The UK-based Syrian Observatory for Human Rights and local officials said Kurdish units gained control of the hill after fierce clashes. [...] (**Kobane battle: Kurdish fighters ‘capture strategic hilltop’, 19 January 2015**)

TR: Merkezi İngiltere'de bulunan ve **Beşar Esad rejimi karşıtı gruplara yakınlığıyla bilinen** Suriye İnsan Hakları Gözlemevi, tepenin şiddetli çatışmalar ardından Kürt güçlerinin eline geçtiğini belirterek, [...] (**‘Kobani’de Kürtler Miştenur tepesini aldı’, 19 January 2015**)

The UK-based Syrian Observatory for Human Rights has been expanded through the information **known to be close to groups against Bashar al-Assad regime**. This piece of information has an explanatory nature, and it has been deemed necessary for the Turkish reader, since the region is very close to Turkey, and the events in Syria have a direct influence on Turkey.

Example 10

EN: [...] The proposals would raise \$320 billion (£211 billion) over a decade, to fund benefits such as tax credits. [...] (**State of the Union: Obama to seek tax raises on wealthy, 18 January 2015**)

TR: [...] Obama'nın vergi önerisinin hazineye 10 yıl içinde 320 milyar dolar **ek katkıda bulunabileceği ve bunun diğer kesimlere yapılacak vergi indirimi gibi**

yardımların finansmanında kullanılabileceği belirtiliyor. [...] (**Obama'nın zenginden alıp orta sınıfa verme planı, 18 January 2015**)

The feature and the benefit of the tax proposal have been explained in more details in the Turkish news story as **that may make a supplementary contribution which may fund benefits to other areas such as tax credits**. The information which is foreign for the Turkish reader has been considered necessary, which might be due to the effect of the US economic practices on the whole world.

4.3.1.1.3. Explications/Clarifications

Example 1

EN: [...] Liu's younger brother, Liu Wei and three other associates were also executed, **Xinhua** said, after China's top court **signed off on the move**. [...] (**China executes 'mafia-style' mining tycoon Liu Han, 9 February 2015**)

TR: [...] **Şinhua haber ajansı**, Çin yüksek mahkemesinin **idam cezalarını onaması** ardından, Liu'nun küçük kardeşi Liu Wei ve diğer 3 yardımcısının da idam edildiklerini bildirdi. [...] (**Çinli maden patronu idam edildi, 9 February 2015**)

The name **Xinhua** has been expanded, and its explanation as **the news agency** has been given. It seems that the trans-editor has preferred to provide this piece of information in order to smoothen the comprehension of the Turkish reader. Moreover, **signed off on the move** has been clarified for the Turkish reader and rendered as **upheld the death sentence**, since the literal translation might sound incomprehensible for the Turkish reader.

Example 2

EN: US prosecutors have recommended bringing charges against ex-CIA director David Petraeus for providing classified information to a former mistress, the New York Times reports. **(Petraeus case: 'Charges recommended' for ex-CIA boss, 10 January 2015)**

TR: Amerika Birleşik Devletleri'nde savcılar, sevgilisiyle gizli bilgileri paylaştığı suçlamasıyla, **Amerikan Merkezi Haberalma Teşkilatı CIA'nın eski başkanlarından David Petraeus hakkında dava açılması tavsiyesinde bulundu. ('Eski CIA Başkanı Petraeus yargılanmalı', 10 January 2015)**

CIA has been explained in the Turkish lead as **American Central Intelligence Agency**, since there might be Turkish readers who may not know the meaning of the acronym CIA.

Example 3

EN: [...] **FBI** agents discovered classified documents on her computer after he quit, according to the New York Times. [...] **(Petraeus case: 'Charges recommended' for ex-CIA boss, 10 January 2015)**

TR: [...] Gazeteye göre **Federal Soruşturma Bürosu FBI**, Petraeus'un istifasından sonra Paula Broadwell'in bilgisayarında gizli belgeler buldu. [...] **(Eski CIA Başkanı Petraeus yargılanmalı', 10 January 2015)**

FBI has been written with its full name in Turkish in case there are readers who may not know the meaning of the acronym.

Example 4

EN: [...] **Cuba's state-run newspaper** published a letter on Tuesday in which he wrote: "We will always defend co-operation and friendship with all the people of the world, including with our political adversaries." [...] **(Castro demands Guantanamo Bay in return for US-Cuba diplomatic deal, 28 January 2015)**

TR: [...] Castro **Komünist Partisi Merkez Komitesi'nin resmi yayın organı Grandma gazetesinde** yayımlanan mektubunda, "Dünyanın tüm halklarıyla işbirliği ve dostluğu savunacağız. Buna hasımlarımız da dâhil" demişti. [...] **(Küba, ABD'den Guantanamo'yu geri istedi, 29 January 2015)**

Cuba's state-run newspaper has been expanded (**Grandma, the official newspaper of The Central Committee of the Communist Party**) in the Turkish version of the news and has gained a more informative value. The trans-editor might have deemed that the further information may enable the Turkish reader to have a better grasp of the politic situation in Cuba.

Example 5

EN: [...] But the previous award was **the fourth in five years to have gone unclaimed.** [...] **(Mo Ibrahim prize: Namibia President Pohamba gets \$5m award, 2 March 2015)**

TR: [...] Ancak dünyada bireylere verilen en büyük para ödülü olarak bilinen Mo İbrahim ödülüne layık görülen bir lider **son beş yıldır seçilememiştir.** [...] **(Namibya'nın eski liderine 5 milyon dolarlık 'başarı ödülü', 2 March 2015)**

The fourth in five years to have gone unclaimed has not been translated literally since a literal translation may sound complicated for the Turkish reader. Thus, the trans-editor has resorted to mediation and explained it in the trans-editing process. It has been rendered as **a leader who deserved the prize has not been chosen in the last five years.**

Example 6

EN: [...] Although the intensity of the conflict subsided, the clashes never really ended and both sides used **the relative lull** to build up their forces. [...] (**Ukraine conflict: Why is violence surging?, 3 February 2015**)

TR: [...] Savaşın şiddeti azalmakla birlikte, çatışmalar hiçbir zaman tamamiyle sona ermedi ve her iki taraf, **çatışmaların yatıştığı dönemleri** kuvvetlerini pekiştirmek için kullandı. [...] (**Ukrayna'da savaş neden yine alevlendi?, 3 February 2015**)

The expression **the relative lull** has passed through an explication process in the Turkish version of the news. The trans-editor has chosen to convey it in more explanatory terms and rendered it as **the period when the clashes subsided.**

Example 7

EN: Mr Liby was seized in a US raid **in Tripoli** in October 2013. [...] (**Libya terror suspect Anas al-lily dies before US trial, 3 January 2015**)

TR: Libi, 2013 yılından **Libya'nın başkenti Trablus'ta** ABD güçleri tarafından gerçekleştirilen bir baskında yakalanmıştı. [...] (**Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015**)

Tripoli has been explained for the Turkish reader. It has been rendered as **the capital of Libya, Tripoli**. It seems that the trans-editor has aimed at reminding the Turkish reader of the fact that Tripoli is the capital of Libya.

Example 8

EN: [...] Foreign ministers from Ukraine, Russia, France and Germany were expected to take part in the meeting **in the German capital**. [...] **(Russia has 9,000 troops in Ukraine - President Poroshenko, 21 January 2015)**

TR: [...] Ukrayna, Rusya, Fransa ve Almanya Dışişleri Bakanları, Ukrayna krizini görüşmek üzere **Berlin'de** de bir araya geliyor. [...] **(Poroşenko: Ukrayna'da 9 bin Rus askeri var, 21 January 2015)**

Instead of the implicit expression, **the German capital**, the explicit name has been given in the Turkish version. Since it is assumed knowledge, the trans-editor may have wanted to refer to this assumed knowledge.

Example 9

EN: [...] Mr Nasheed, who was denied bail, was **later** seen with his arm in a sling. [...] **(Maldives ex-leader dragged into court by police, 23 February 2015)**

TR: [...] Kefaletle serbest bırakılma talebi mahkeme tarafından reddedilen Naşid, **mahkemeden ayrılırken** kolunun sarılıp askıya alındığı görüldü. [...] **(Maldivler'in eski lideri yerde sürüklenerek mahkemeye götürüldü, 24 February 2015)**

The time expression **later** in the source news has been rendered as **while leaving the court** in the target news. Here a more explicit detail has been given for the sake of

informativity. In this way, the comprehension process of the Turkish reader has been smoothened.

Example 10

EN: [...] In **last month's elections**, Syriza fell just short of an outright majority and formed a coalition government with the right-wing Independent Greeks. [...] (**Greece's Tsipras defiant over economic plans, 8 February 2015**)

TR: [...] **25 Ocak'ta yapılan seçimlerde**, az farkla parlamentoda çoğunluğu elde edemeyen Syriza, sağcı Bağımsız Yunanlılar partisiyle koalisyon kurmuştu. [...] (**Tsipras: Kurtarma paketi barbarlığına son, 9 February 2015**)

Last month's elections has been clarified for the Turkish reader, and the exact date, **the 25th of January**, has been mentioned in the Turkish news. In this way, the comprehension process of the Turkish reader has been smoothened.

4.3.1.1.4. Naturalizations

Example 1

EN: Chinese authorities have executed powerful **Sichuan-based** mining tycoon Liu Han, state media say. (**China executes 'mafia-style' mining tycoon Liu Han, 9 February 2015**)

TR: Çin'in **Siçuan** bölgesinde mafya tarzı faaliyetlerde bulunan holding patronu Liu Han idam edildi. (**Çinli maden patronu idam edildi, 9 February 2015**)

The name of the place **Sichuan** has been naturalized and re-written with Turkish letters. Thus, it has been domesticated for the Turkish reader.

Example 2

EN: Liu's younger brother, Liu Wei and three other associates were also executed, **Xinhua** said, after China's top court signed off on the move. [...] (**China executes 'mafia-style' mining tycoon Liu Han, 9 February 2015**)

TR: **Şinhua** haber ajansı, Çin yüksek mahkemesinin idam cezalarını onaması ardından, Liu'nun küçük kardeşi Liu Wei ve diğer 3 yardımcısının da idam edildiklerini bildirdi. [...] (**Çinli maden patronu idam edildi, 9 February 2015**)

The name of the newspaper **Xinhua** has been naturalized and re-written with Turkish letters. In this way, it has been domesticated for the Turkish reader.

Example 3

EN: An alleged **al-Qaeda** leader has died just days before going on trial in New York over the 1998 US embassy attacks in Africa. (**Libya terror suspect Anas al-Liby dies before US trial, 3 January 2015**)

TR: **El Kaide'nin** liderlerinden olduğu iddia edilen Libyalı Ebu Enes el-Libi, ABD'de yargılandığı davada hakim karşısına çıkmasına günler kala öldü. (**Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015**)

Al-Qaeda has been naturalized and re-written with Turkish letters, which has resulted in a domesticated version of the name.

Example 4

EN: Mr Liby, whose real name was **Nazih Abdul-Hamed al-Ruqai**, previously pleaded not guilty to terrorism charges. (**Libya terror suspect Anas al-Liby dies before US trial, 3 January 2015**)

TR: [...] Gerçek adı **Nezih Abdülahmed el-Rukai** olan Libi, hakkındaki terörizm suçlamalarını reddetmişti. [...] (**Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015**)

The name of the terror suspect has been re-written according to the Turkish pronunciation and spelling. Thus, it has been domesticated for the Turkish reader.

Example 5

EN: [...] **The Mishtenur hill** overlooks the embattled town. [...] (**Kobane battle: Kurdish fighters 'capture strategic hilltop', 19 January 2015**)

TR: [...] **Miştenur tepesi**, Kobani'ye baktığı için stratejik önem taşıyor. [...] (**'Kobani'de Kürtler Miştenur tepesini aldı', 19 January 2015**)

Mishtenur has been naturalized and re-written with Turkish letters. The name has been domesticated in the Turkish version of the news.

Example 6

EN: [...] Naftali Frenkel and Gilad **Shaar**, both aged 16, and 19-year-old Eyal **Yifrach** went missing at a road junction between Jerusalem and Hebron as they hitchhiked home on 12 June. **Their bodies were found almost three weeks later in a nearby valley.** [...] (**Palestinian jailed for murder of Israeli teenagers, 6 January 2015**)

TR: [...] 16 yaşındaki Naftali Frenkel ve Gilad **Şaar** ile 19 yaşındaki Eyal **Yifrah**, 12 Haziran'da Kudüs-El Halil yolunda evlerine gitmek için otostop yaparken kaybolmuştu. Gençlerin cesetleri 3 hafta kadar sonra yakındaki bir vadide bulunmuştu. [...] (**İsraili gençleri öldüren Filistinliye üç ömür boyu hapis, 6 January 2015**)

Shaar and Yifrah have been both naturalized and re-written according to the Turkish pronunciation and spelling, which has led to the domesticated renditions.

Example 7

EN: Russia has more than 9,000 soldiers and 500 tanks, heavy artillery and armoured personnel carriers in eastern Ukraine, President Petro **Poroshenko** has said. (**Russia has 9,000 troops in Ukraine - President Poroshenko, 21 January 2015**)

TR: Davos'taki Dünya Ekonomik Forumu'nda konuşan Ukrayna Cumhurbaşkanı Petro **Poroşenko**, Rusya'nın Ukrayna'nın doğusunda 9 bin asker, 500 tankı, ağır toplar ve zırhlı personel taşıyıcıları konuşlandırıldığını söyledi. (**Poroşenko: Ukrayna'da 9 bin Rus askeri var, 21 January 2015**)

The name **Poroshenko** has been re-written according to the Turkish spelling, which has resulted in a more natural name for the Turkish reader.

Example 8

EN: National police chief **Khalid Abu Bakar** said some of the graves, found since 11 May, may contain more than one body. [...] (**Malaysian police find 139 suspected migrant graves, 25 May 2015**)

TR: Emniyet Genel Müdürü **Halil Ebu Bekir** 11 Mayıs'tan bu yana buldukları mezarlardan bazılarında birden fazla ceset çıkarıldığını söyledi. [...] (**Malezya'da 'göçmenlere ait' 139 mezar, 25 May 2015**)

The name **Khalid Abu Bakar** has been naturalized and rendered according to the Turkish pronunciation and spelling. In this way, the name has been domesticated for the Turkish reader.

Example 9

EN: [...] "It's one of the projects of the century," said **Ouarda Youcef Khodja**, a senior official at the ministry of housing and urban planning, during a visit to the construction site. [...] (**Building the world's tallest minaret, 27 January 2015**)

TR: [...] Ülkenin Konut ve Şehir Planlama Bakanlığı'ndan **Varda Yusuf Hoca**, "Bu, yüzyılın (en önemli) projelerinden biri" diyor. [...] (**Dünyanın en yüksek minaresi Cezayir'de olacak, 27 January 2015**)

The name **Ouarda Youcef Khodja** has been adapted to the Turkish pronunciation and thus domesticated for the Turkish reader.

Example 10

EN: Iraqi Kurdish **Peshmerga** forces have crossed the Turkish border to help defend the Syrian town of Kobane from Islamic State. (**Syria IS: Iraqi Kurdish Peshmerga forces 'cross into Kobane', 31 October 2014**)

TR: Iraklı Kürt **peşmerge** gücü Kobane'nin IŞİD'e karşı savunmasına katılmak için Türkiye sınırını geçti. (**Peşmerge Türkiye'den Kobani'ye geçti, 1 November 2014**)

The name **Peshmerga** has been adapted to the Turkish spelling and thus domesticated for the Turkish reader.

4.3.1.1.5. Substitutions with Cultural Equivalents

Example 1

EN: [...] Liu is believed to have had links to former **security tsar** Zhou Yongkang, who is currently being investigated. [...] (**China executes 'mafia-style' mining tycoon Liu Han, 9 February 2015**)

TR: [...] Liu'nun, eski Politbüro üyesi ve eski **emniyet sorumlusu** Zhou Yongkang ile yakın ilişkileri olduğuna inanılıyor. Zhou, Aralık ayından bu yana, yolsuzluk soruşturması çerçevesi altında gözaltında tutuluyor. [...] (**Çinli maden patronu idam edildi, 9 February 2015**)

Security tsar does not have a corresponding post in the Turkish system. Thus, it has been replaced with the nearest equivalent in Turkish, **chief of police**. The term has been domesticated for the Turkish reader.

Example 2

EN: [...] **US Secretary of State** John Kerry was forced to defend the capture after Libya called on the US to explain the raid on its territory. [...] (**Libya terror suspect Anas al-Liby dies before US trial, 3 January 2015**)

TR: [...] **ABD Dışişleri Bakanı** John Kerry, Libya'nın kendi topraklarında yapılan bu ABD baskınının açıklanmasını istemesi üzerine kamuoyu önünde bu eylemi savunmaya zorlanmıştı. [...] (**Libyalı terör şüphelisi ABD'deki duruşma öncesi öldü, 3 January 2015**)

US Secretary of State has been translated as **US Minister of Foreign Affairs**, which is its equivalent in the Turkish society. Through the use of the cultural equivalent, the term has been domesticated for the Turkish reader.

Example 3

EN: [...] **A US Justice Department** investigation is focusing on whether Mr Petraeus gave Ms Broadwell access to his CIA email and other classified information while director of the organisation, the paper says. [...] **(Petraeus case: 'Charges recommended' for ex-CIA boss, 10 January 2015)**

TR: [...] New York Times'a göre **Adalet Bakanlığı'ndan** bir yetkili, Petraeus'un başkanlığı sırasında, Broadwell'in CIA e-postaları ve diğer gizli bilgilere erişimine izin verip vermediğinin araştırıldığını açıkladı. [...] **(Eski CIA Başkanı Petraeus yargılanmalı', 10 January 2015)**

US Justice Department has been replaced with its equivalent in Turkish, **Ministry of Justice**. In this way, the domestication macro strategy has been adopted.

Example 4

EN: [...] The recommendations to press criminal charges from the FBI and US Justice Department would leave **Attorney General** Eric Holder with a decision on whether to seek an indictment, which could see the former CIA chief jailed if found guilty. [...] **(Petraeus case: 'Charges recommended' for ex-CIA boss, 10 January 2015)**

TR: [...] FBI ve Adalet Bakanlığı'nın dava açılması tavsiyesinden sonra kararın Adalet Bakanı Eric Holder'a kaldığı belirtiliyor. Suçlu bulunması halinde Petraeus'un hapis cezasına çarptırılabilceği kaydediliyor. [...] **(Eski CIA Başkanı Petraeus yargılanmalı', 10 January 2015)**

Attorney General has been replaced with the equivalent decision maker authority in Turkey, **the Minister of Justice**. Thus, the trans-editor has taken on the role of a mediator and domesticated the position of the decision maker for the Turkish reader.

Example 5

EN: Former **Chancellor** Helmut Schmidt and retired footballer Oliver Bierhoff are among 80 figures to back a petition in German newspaper Bild. [...] (**Germany Pegida protests: 'Islamisation' rallies denounced, 6 January 2015**)

TR: Alman gazetesi Bild'de yayımlanan dilekçeyi destekleyen kişiler arasında eski **başbakan** Helmut Schmidt, sinema oyuncusu Karoline Herfurth ve eski futbolcu Oliver Bierhoff da yer alıyor. [...] (**Alman ünlüler İslam karşıtlığını kınıyor, 6 January 2015**)

Chancellor has been substituted with the equivalent post in the Turkish culture, which is **Prime Minister**. The post has been domesticated for the Turkish reader.

Example 6

EN: [...] US **Defence Secretary** Ashton Carter said on Sunday that the rout showed Iraqi troops lacked the will to fight. [...] (**Iraq will take back Ramadi from IS 'in days' - PM Abadi, 25 May 2015**)

TR: [...] ABD **Savunma Bakanı** Ashton Carter, dün, Ramadi'nin Irak Şam İslam Devleti'nin (İŞİD) eline geçmesiyle ilgili olarak "Irak ordusunun savaşma iradesi olmadığını gösteriyor" demişti. [...] (**Haydar el Abadi: Ramadi birkaç gün içinde geri alınacak, 25 May 2015**)

The equivalent of the post **Secretary**, unique to the US, is **Minister** in Turkish. Thus, **Defence Secretary** has been substituted with **Defence Minister**. Through the micro strategy of substitution with a cultural equivalent, the domestication macro strategy has been adopted for the official post.

Example 7

EN: National police chief Khalid Abu Bakar said some of the graves, found since 11 May, may contain more than one body. [...] (**Malaysian police find 139 suspected migrant graves, 25 May 2015**)

TR: Emniyet Genel Müdürü Halil Ebu Bekir 11 Mayıs'tan bu yana buldukları mezarlardan bazılarında birden fazla ceset çıkarıldığını söyledi. [...] (**Malezya'da 'göçmenlere ait' 139 mezar, 25 May 2015**)

National police chief has been rendered as **director general of public security**, the corresponding post in the Turkish culture. Thus, the domestication strategy has been used for the post, **national police chief**.

Example 8

EN: [...] **Police commander** Caleb Matoke told The Standard newspaper that 25 fighters were involved. [...] (**Kenyan mosque in Garissa briefly taken by al-Shabab, 21 May 2015**)

TR: [...] Caleb Matoke adlı bir **emniyet yetkilisi** cami eylemine 25 kadar militanın katıldığını söyledi. [...] (**Eş Şebab, Kenya'da cami basıp korsan vaaz verdi, 21 May 2015**)

The post, **police commander**, does not have a direct equivalent in Turkish; thus, it has been substituted with the nearest equivalent, **law enforcement authority**, which has led to domestication for the Turkish reader.

Example 9

EN: [...] Saleem Marwat, **the district police chief in Swat**, Pakistan, separately confirmed that only two men had been convicted. [...] **(Eight out of 10 Malala suspects 'secretly acquitted', 5 June 2015)**

TR: [...] Pakistan'da Malala Yusufzay'ın o dönemde yaşadığı **Swat'ın emniyet müdürü** Salim Marwat da ayrıca sadece iki kişinin suçlu bulunduğunu söyledi. [...] **(Pakistan: Malala'yı vuranlar serbest, 5 June 2015)**

The post, **district police chief**, does not have a direct equivalent in Turkish; thus, it has been substituted with the nearest equivalent, **commissioner of police**, which has led to domestication for the Turkish reader.

4.3.1.1.6. Preservations

Example 1

EN: [...] The public prosecutor has already ordered the arrest of the leaders of the **White Knights**. [...] **(Egypt suspends football league after Cairo stadium deaths, 9 February 2015)**

TR: [...] Zamalek'in "**White Knights**" (Beyaz Şovolyeler) adlı taraftar grubunun liderleri için tutuklama emri çıkarıldığı açıklandı. [...] **(Mısır'da futbol ligi maçları askıya alındı, 9 February 2015)**

The name of the group of football fans in Egypt has been rendered in the English news as **White Knights**. In the Turkish news, it has been preserved in quotation marks, and also, a literal translation has been provided in parentheses. It seems that the trans-editor has chosen to acquaint the Turkish reader with the foreign rendering of the name. Thus, through the preservation micro strategy, the macro strategy of foreignization has been adopted.

Example 2

EN: [...] There have been weekly protests by the Patriotic Europeans against the Islamisation of the West (**Pegida**) since October. [...] (**Germany Pegida protests: 'Islamisation' rallies denounced, 6 January 2015**)

TR: [...] **Pegida** (Batının İslamlaştırılmasına Karşı Yurtsever Avrupalılar) hareketi, Ekim ayından bu yana her hafta gösteri düzenlemekte. [...] (**Alman ünlüler İslam karşıtlığını kınıyor, 6 January 2015**)

Pegida is an acronym of the German name of the nationalist group, which organizes protests against the Islamization of Germany. The name of the group has recently been mentioned frequently throughout the world. It seems that the Turkish reader has been considered to be familiar with the name of the group. It has been preserved in the Turkish news. Moreover, the literal translation of the full name has been provided in parentheses. Through the retention of the foreign name, the macro strategy of foreignization has been implemented.

Example 3

EN: [...] The first breakdown of US costs, released by **the Pentagon**, show that two-thirds of the total bill has gone to the Air Force. [...] (**US spending on Islamic State fight totals \$2.7bn, 12 June 2015**)

TR: [...] **Pentagon'dan** yapılan açıklamada, ABD'nin şimdiye kadarki operasyon maliyetinin 2.7 milyar dolar olduğu belirtildi. [...] (**ABD IŞİD operasyonlarına günde 9 milyon dolar harcıyor, 12 June 2015**)

The name **Pentagon**, which refers to the US Department of Defense, has not been translated as “**ABD Savunma Bakanlığı**” in the Turkish news. It has rather been retained as it is. It appears that the trans-editor has assumed the Turkish reader to be familiar with the name of the institution. Through the retention of the foreign name, foreignization has been implemented.

Example 4

EN: Members of **Emanuel AME** church met again on Saturday in the room where their friends died on Wednesday. [...] (**Charleston shootings: Emanuel AME church to reopen, 21 June 2015**)

TR: **Emanuel AME** kilisesi cemaati Cumartesi günü arkadaşlarının hayatlarını kaybettikleri salonda tekrar biraraya geldi. [...] (**ABD'de saldırıya uğrayan siyah kilisesi ibadete hazır, 21 June 2015**)

In the Turkish version of the news, the name of the church in the US, **Emanuel African Methodist Episcopal Church**, where shootings took place on June 17, 2015, has been retained as it appears in the English news. Through the preservation of the name of the foreign institution, the macro strategy of foreignization has been adopted.

Example 5

EN: [...] **Key Resolve**, a largely computer-simulated exercise, lasts 12 days [...] (North Korea fires missiles as US-S Korea drills begin, 2 March 2015)

TR: [...] Büyük ölçüde bilgisayar simülasyonu olan **Key Resolve** isimli tatbikat 12 gün sürüyor. [...] (Kuzey Kore denize iki füze ateşledi, 2 March 2015)

In the Turkish news, the name of the North Korean military exercise, **Key Resolve** has not been translated literally, since it might sound unnatural for the Turkish reader. It has rather been retained in its original rendering, which has led to foreignization.

Example 6

EN: [...] **Foal Eagle**, which has ground, air and sea components, lasts eight weeks. [...] (North Korea fires missiles as US-S Korea drills begin, 2 March 2015)

TR: [...] Kara, hava ve deniz bileşenleri olan **Foal Eagle** ise sekiz hafta. [...] (Kuzey Kore denize iki füze ateşledi, 2 March 2015)

In the Turkish news, the name of the North Korean military exercise, **Foal Eagle** has not been translated literally, since it might sound unnatural for the Turkish reader. It has rather been retained in its original rendering, which has led to foreignization.

Example 7

EN: US prosecutors have recommended bringing charges against ex-CIA director David Petraeus for providing classified information to a former mistress, the New York Times reports. (Petraeus case: 'Charges recommended' for ex-CIA boss, 10 January 2015)

TR: Amerika Birleşik Devletleri'nde savcılar, sevgilisiyle gizli bilgileri paylaştığı suçlamasıyla, Amerikan Merkezi Haberalma Teşkilatı **CIA**'nın eski başkanlarından David Petraeus hakkında dava açılması tavsiyesinde bulundu. (**'Eski CIA Başkanı Petraeus yargılanmalı', 10 January 2015**)

Although **CIA** has been explained in the Turkish lead as American Central Intelligence Agency, the acronym has also been retained. It seems that the trans-editor has assumed the Turkish reader to be familiar with the acronym.

Example 8

EN: [...] **FBI** agents discovered classified documents on her computer after he quit, according to the New York Times. [...] (**Petraeus case: 'Charges recommended' for ex-CIA boss, 10 January 2015**)

TR: [...] Gazeteye göre Fedaral Soruşturma Bürosu **FBI**, Petreaus'un istifasından sonra Paula Broadwell'in bilgisayarında gizli belgeler buldu. [...] (**Eski CIA Başkanı Petraeus yargılanmalı', 10 January 2015**)

Although the full name of **FBI** has been given in the Turkish lead, the acronym has also been retained. It seems that the trans-editor has assumed the Turkish reader to be familiar with the acronym.

Example 9

EN: [...] Sony was embarrassed after a group calling itself **Guardians of Peace** leaked data from its computers, exposing emails and personal details. [...] (**Sony cyber-attack: North Korea faces new US sanctions, 2 January 2015**)

TR: [...] Filme tepki gösteren ve kendilerini "Barışın Koruyucuları" (**Guardians of Peace**) olarak adlandıran bir grup bilgisayar korsanı, filmi nedeniyle Sony'ye siber

saldırıları düzenlemişlerdi. [...] (**ABD'den Kuzey Kore'ye yeni yaptırımlar, 2 January 2015**)

The name of the group, **Guardians of Peace**, has been retained in parentheses in the Turkish version of the news. Through the preservation of the name of the foreign group, the macro strategy of foreignization has been adopted.

4.3.1.2. Analysis of the Non-political News Stories

4.3.1.2.1. Omissions

Example 1

EN: The landlord, who was seeking €1,900 (**£1400; \$2,200**), claimed the marble floor had been damaged by urine. [...] (**German court rules that men can urinate while standing, 22 January 2015**)

TR: Düsseldorf'ta görülen davada, ev sahibi yere sıçrayan idrar nedeniyle mermer zeminin hasar gördüğünü belirterek 1900 Euro tazminat istemişti. [...] (**Mahkeme kararı: Kiracı ayakta işeyebilir, 23 January 2015**)

The amounts of money in pound sterling and in dollars have been omitted in the Turkish version since these details do not directly concern the Turkish reader. This time the amount of money in dollars has also been deemed unnecessary, since the event took place in Germany, and the amount has already been mentioned in euros, the currency with which the Turkish reader is more familiar.

Example 2

EN: At one end will be the do med prayer room of the Great Mosque of Algiers. At the other, the world's tallest minaret will tower 265m (**870ft**) into the sky. [...] (**Building the world's tallest minaret, 27 January 2015**)

TR: Bir uçta Büyük Cezayir Camisi'nin kubbeli harimi inşa ediliyor. Diğer uçta ise 265 metre uzunluğuyla dünyanın en yüksek minaresi yükselecek. [...] (**Dünyanın en yüksek minaresi Cezayir'de olacak, 27 January 2015**)

The unit of measurement **870 feet** has been omitted in the Turkish reader since it is not used in the Turkish measurement system. The news item has been rendered in a way that creates a familiar image for the Turkish reader.

Example 3

EN: [...] The mosque's scale, its location, and its price tag - estimated at \$1-1.5bn (**£1bn**) - show that it is a priority for the government. [...] (**Building the world's tallest minaret, 27 January 2015**)

TR: [...] Caminin ebatları, yeri ve 1,5 milyar doları bulması beklenen inşaat maliyeti, bu projenin hükümetin öncelikleri arasında olduğunu gösteriyor. [...] (**Dünyanın en yüksek minaresi Cezayir'de olacak, 27 January 2015**)

The amount of money in pound sterling has been omitted in the Turkish version since this detail does not directly interest the Turkish reader. The omission of the amount of money in pound sterling has led to the domesticating rendition of the news item.

Example 4

EN: [...] Some toilets have red traffic-style signs forbidding the standing position - but those who choose to sit are often referred to as a “**Sitzpinkler**”, implying it is not masculine behaviour. [...] (**German court rules that men can urinate while standing, 22 January 2015**)

TR: [...] Bazı tuvaletlerde ayakta işemenin yasak olduğunu belirten, trafik işaretlerine benzeyen uyarı levhaları var. Ancak bazı kişiler de oturarak işemeyi "erkeksi bir davranış" olarak görmüyor. [...] (**Mahkeme kararı: Kiracı ayakta işeyebilir, 23 January 2015**)

Sitzpinkler is a highly culture-specific German word. It has been omitted in the Turkish version since it does not have any equivalent in Turkish. It has rather been rendered in more general terms, **some people**. It seems that the foreign item has been excluded in order not to complicate the Turkish reader’s mind.

Example 5

EN: [...] Although everyone who flies is exposed to a slight increase in radiation, there is no evidence that flying causes miscarriage, early labour or **a woman's waters to break**. [...] (**Pregnant travellers offered new flight advice, 6 February 2015**)

TR: [...] Uçağa binen tüm yolcuların bir miktar radyasyona maruz kaldığı bilirse de, uçak yolculuklarının hamilelerde düşüğe ya da erken doğuma neden olduğunu gösteren kanıtlar bulunmuyor. [...] (**Hamilelikte uçak yolculuğu için yeni tavsiyeler, 6 February 2015**)

A woman's waters to break has not been translated in the Turkish version most probably because it is a scientific explanation, and the previous two terms already give

the sense of this expression. It seems that the trans-editor has chosen not to overload the Turkish reader's mind with too many scientific details.

Example 6

EN: [...] These include swelling of the legs **due to a build-up of fluid**, nose and ear problems caused by changes in air pressure and motion sickness making any pregnancy nausea a little bit worse. [...] (**Pregnant travellers offered new flight advice, 6 February 2015**)

TR: [...] Uçak yolculuğunun neden olabileceği yan etkiler ise herhangi bir insanın karşılaşılabileceği türden: Bacaklarda ve ayaklarda şişme, kulak ve burun sorunları ve taşıt tutması... [...] (**Hamilelikte uçak yolculuğu için yeni tavsiyeler, 6 February 2015**)

Due to a build-up of fluid has not been conveyed in the Turkish version. It is a scientific detail which most probably the trans-editor has deemed unnecessary for the Turkish reader.

Example 7

EN: [...] His technique, which he has modified over the years, involves injecting pigment directly into the eyeball so it rests under the eye's thin top layer, or **conjunctiva**. [...] (**Why would anyone want an eyeball tattoo?, 16 January 2015**)

TR: [...] Cobra'nın yıllar içinde oluşan tekniği pigmentleri direk olarak göz küresine enjekte etmek. Böylece pigmentler gözün en üstündeki ince tabakasının altında kalıyor. [...] (**Kim gözüne dövme yaptırmak ister?, 16 January 2015**)

Conjunctiva, which is a scientific term, has been deemed unnecessary and omitted in the Turkish version. The reason might be that it has already been explained in more colloquial terms, **the eye's thin top layer**, in the same sentence.

Example 8

EN: All eight were picked out by Nasa's Kepler space telescope, taking its tally of such "exoplanets" past 1,000. But only three sit safely within the "habitable zone" of **their host star - and one in particular is rocky, like Earth, as well as only slightly warmer**. [...] (**'Alien Earth' is among eight new far-off planets, 7 January 2015**)

TR: Amerikan Uzay ve Havacılık Dairesi'nin (NASA) uzay teleskopu Kepler ile tespit edilen 'Güneş sistemi dışındaki' bu gezegenlerden yalnızca üçünde yaşam koşulları gözlemlendi. [...] (**Dünya'ya en çok benzeyen gezegen keşfedildi, 7 January 2015**)

Their host star - and one in particular is rocky, like Earth, as well as only slightly warmer is too detailed scientific information. It seems that the trans-editor has opted for not overburdening the Turkish reader's mind with the intricate scientific details.

Example 9

EN: [...] Teenagers are typically better at using technology than their parents, and apps such as these can create a cat-and-mouse game of kids **trying to avoid prying eyes**. [...] (**Child watch: The apps that let parents 'spy' on their kids, 29 January 2015**)

TR: [...] Gençler, yetişkinlere göre teknoloji bilgisinde çok daha iyi. Bu casusluk uygulamaları nedeniyle çocuklarla ebeveynleri arasında köşe kapmaca oynanması da mümkün. [...] (**Ebeveynler için çocuklara casusluk uygulaması, 29 January 2015**)

Trying to avoid prying eyes has been omitted in the Turkish version, which might be due to the fact that the name of the game already implies the intention to the Turkish reader.

Example 10

EN: [...] Since 1985, when the University of Reading took over the job **from the Royal Botanical Gardens in Kew**, all new cocoa seeds and plants have passed through a facility **in Shinfield**, a few miles from the university. [...] **(Facility opens to safeguard the future of chocolate, 2 January 2015)**

TR: [...] Reading Üniversitesi 1985'te bu işi üstlendiğinden bu karantinaya alınacak olan bütün yeni kakao tohumları ve bitkiler üniversite yakınındaki tesise geçirildi. [...] **(Çikolata 'kakao karantinası' ile korunacak, 2 January 2015)**

The place from where the University of Reading took over the job, **the Royal Botanical Gardens in Kew**, is not considered to be a very important detail for the Turkish reader. Thus, it has not been rendered. Furthermore, the place where the new facility is located, **Shinfield**, is also considered to be an unnecessary detail for the Turkish reader. The exclusion of these details has smoothed the reading and comprehension process on the part of the Turkish reader.

4.3.1.2.2. Explications/Clarifications

Example 1

EN: [...] As a result, her body had a physical breakdown at the age of 25, and she found herself in intensive care. Whilst there, an Anglican chaplain led her through a meditation which changed her way of thinking. "I had a real **ah-ha moment**," she says.

"I thought wow, I have a mind that can help me manage my situation." [...] (**Managing pain with the power of the mind, 6 January 2015**)

TR: [...] Bunun sonucunda, vücudu, 25 yaşındayken, tam bir fizikî çöküş yaşamış. Burch, yoğun bakıma alınmış. O sırada bir Anglikan din görevlisi, meditasyon yoluyla düşünme şeklinde büyük bir değişim sağlamış. "**Nihayet anladım** dedim kendi kendime. İçinde bulunduğum durumu kontrol altında tutabilecek bir akla sahip olduğumu görmüştüm." diye anlatıyor Vidyamala Burch. [...] (**'Aklın gücüyle ağrıyı yenebilirsiniz', 6 January 2015**)

The trans-editor has translated the expression **ah-ha moment** by explaining it to the Turkish readers: **I understood finally**. Without the explication, the expression might be incomprehensible for the reader. By using an expression that sounds natural for the Turkish reader, the trans-editor has smoothed the comprehension on the part of the reader.

Example 2

EN: [...] The centre is called Breathworks because of the focus on breathing. She teaches students to acknowledge the tension which is causing pain and to "**breathe into it**", which she says reduces impact on the body. [...] (**Managing pain with the power of the mind, 6 January 2015**)

TR: [...] Merkezin *Breathworks* adının taşınmasının nedeni, kişinin soluk alma yöntemi üzerinde odaklanması. VidVidyamala Burch, öğrencilerine, ağrıya yolaçan gerilim noktasını bulup **o noktada odaklaşan şekilde soluk almayı** öğretiyor. Böylece sıkıntının vücuttaki etkisi azaldığını söylüyor Burch. [...] (**'Aklın gücüyle ağrıyı yenebilirsiniz', 6 January 2015**)

Breath into it requires clarification; thus, the trans-editor has opted for the explication micro strategy and rendered it as **breathing by focusing on that point**, a clear expression that might help the Turkish reader to grasp the intended meaning better.

Example 3

EN: [...] Then you have **a big flare-up** as a consequence.” She calls this the "over-activity, under-activity" cycle. "We get people to keep diaries of all their activities for one week, noting down what causes their pain to flare-up and what doesn't, and which ones improve the pain.“ [...] (**Managing pain with the power of the mind, 6 January 2015**)

TR: [...] Ama bunun sonucunda **ağrının çok keskinleştiği bir dönem** gelir." diyen Vidyamala Burch, bu iniş çıkışları, "aşırı faaliyet ve yetersiz faaliyet" diye tanımlıyor ve kendilerine başvuranların bir hafta süreyle günce tutarak ağrılarını artıran ve artırmayan faaliyetleri ve ağrılarına iyi gelen şeyleri yazmalarını istediklerini kaydediyor. [...] (**‘Aklın gücüyle ağrıyı yenebilirsiniz’, 6 January 2015**)

A big flare-up has been rendered in a casual manner (**a period when the pain has been sharpened**), enabling the reader to get a better grasp of the expression. The scientific equivalent of **flare-up** is **a recurrence, especially of a disease or condition** (**“hastalığın tekrar nüksetmesi” in Turkish**). However, the trans-editor has gone into more detail and conveyed the expression in more colloquial terms.

Example 4

EN: [...] Experts say campaigns could capitalise on this **"rubbing off"** effect. [...] (**Fitness 'rubs off on your partner', 19 January 2015**)

TR: [...] Uzmanlar bunu **karşılıklı 'etkilenmeye'** bağlıyor. [...] (**Kilolar paylaşınca daha kolay veriliyor, 20 January 2015**)

Rub off on someone is an idiomatic expression, meaning **be contaminated by** (“**bulaşmak**” in **Turkish**). The expression requires a more casual and explicit rendering for the Turkish reader to comprehend it. Therefore, it has been explicated and rendered as **interactive relation** in the Turkish version, which may sound more clear for the Turkish reader.

Example 5

EN: [...] Although Prof Hadley runs a large cocoa research programme within the university, the ICQC's precious collection is largely in the hands of “**two very green-fingered technicians**”, he said. [...] (**Facility opens to safeguard the future of chocolate, 2 January 2015**)

TR: [...] Prof. Hadley üniversitede geniş çaplı bir kakao araştırması yürütmesine rağmen, merkezdeki nadide koleksiyonun **'bitki yetiştirmede yetenekli iki teknisyenin'** ellerinde olduğunu söyledi. [...] (**Çikolata 'kakao karantinası' ile korunacak, 2 January 2015**)

“**Two very green-fingered technicians**” requires an explication. The literal Turkish translation may hinder the comprehension of the Turkish reader. Thus, it has been explicated as ‘**two technicians who are talented in growing plants**’.

Example 6

EN: All eight were picked out by Nasa’s Kepler space telescope, taking its tally of such “**exoplanets**” past 1,000. But only three sit safely within the “habitable zone” of their

host star - and one in particular is rocky, like Earth, as well as only slightly warmer. [...] (**'Alien Earth' is among eight new far-off planets, 7 January 2015**)

TR: Amerikan Uzay ve Havacılık Dairesi'nin (NASA) uzay teleskopu Kepler ile tespit edilen '**Güneş sistemi dışındaki**' bu gezegenlerden yalnızca üçünde yaşam koşulları gözlemlendi. [...] (**Dünya'ya en çok benzeyen gezegen keşfedildi, 7 January 2015**)

Since there is no direct equivalent of “**exoplanets**” in Turkish, the trans-editor has undertaken the mediator role and clarified the expression as **the planets outside the Solar system**.

Example 7

EN: Google has created a **doodle** to honour a Kenyan believed to be the oldest person to have enrolled in primary school. (**Google doodle honours oldest pupil, Kenyan Kimani Maruge, 12 January 2015**)

TR: Google, ilkokula başlayan en yaşlı kişi olduğu düşünülen bir Kenyalı için **tasarladığı çizimi (doodle)** Kenya'daki ana sayfasında yayınladı. (**Google'dan en yaşlı ilkokul öğrencisi için mesaj, 12 January 2015**)

The word **doodle** has been explicated for the Turkish reader as **a drawing that has been designed**. It seems that the explication has been provided in case the Turkish reader might not be aware of what a **doodle** is.

Example 8

EN: Rapid progress in genetics is making “**designer babies**” more likely and society needs to be prepared, leading scientists have told the BBC. (**'Designer babies' debate should start, scientists say, 19 January 2015**)

TR: İngiliz bilim adamlarına göre, son yıllarda kaydedilen hızlı gelişmeler, “**genetik yapısı değiştirilmiş bebek**” yapılmasının yolunu açabilecek düzeye geldi. Bilim adamları toplumun artık buna hazır olması gerektiğini söylüyor. (**‘İsmarlama bebekler’ yolda mı?, 19 January 2015**)

Designer babies requires a more explicit rendering; thus, it has been translated in a more clear manner as **genetically modified babies**, an expression with which the Turkish reader is familiar.

Example 9

EN: Think your kid's being bullied? Or sending **sexts**? Or dealing drugs? There's an app for that. (**Child watch: The apps that let parents 'spy' on their kids, 29 January 2015**)

TR: Çocuğunuzun okulda arkadaşları ile sorun yaşadığını mı düşünüyorsunuz? Ya da birbirlerine **uygun olmayan müstehcen mesajlar** gönderdiklerinden mi şüpheleniyorsunuz? Yoksa uyuşturucu mu kullanıyor? Şimdi tüm bu sorulara yanıt bulabileceğiniz bir akıllı telefon uygulaması var. (**Ebeveynler için çocuklara casusluk uygulaması, 29 January 2015**)

Sexts requires an explication in the Turkish version, since there is no other way of transferring its meaning. It has been rendered as **inappropriate obscene messages**, an expression with which the Turkish reader is familiar.

Example 10

EN: The first exercise, a staged attack on the financial sector, will take place later this year, **Downing Street** said. [...] (**‘Cyber attack war games’ to be staged by UK and US, 16 January 2015**)

TR: İngiltere’de Başbakanlık ofisinden yapılan açıklamaya göre, ilk olarak bu yıl henüz açıklanmayan bir tarihte finans sektörünü hedef alan bir saldırı tatbikatı hayata geçirilecek. [...] **(İngiltere ve ABD arasında siber savaş oyunları başlıyor, 16 January 2015)**

The literal translation of **Downing Street** would not fulfill the function that has been intended in the English news, since it is a highly culture-specific item. Thus, it has been clarified as **the office of the Prime Minister in the UK**, which sounds more comprehensible for the Turkish reader.

4.3.1.2.3. Substitutions with Idiomatic Phrases in the Turkish Culture

Example 1

EN: [...] “I’m aware of how insane that sounds, but I’ve been doing this type of thing for my whole life so **I wasn’t coming from nowhere with this**,” he says. [...] **(Why would anyone want an eyeball tattoo?, 16 January 2015)**

TR: [...] “Kulağa ne kadar çılgınca geldiğinin farkındayım, ama bu tür şeyleri tüm hayatım boyunca yaptım o yüzden **benim için damdan düşer gibi olmadı**” diyor. [...] **(Kim gözüne dövme yaptırmak ister?, 16 January 2015)**

Had **I wasn’t coming from nowhere with this** been translated literally, it would make no sense to the Turkish reader. Thus, the trans-editor has opted for a Turkish idiom giving the same sense, which means literally **it wasn’t like falling from a roof**. Through the micro strategy of substitution with an idiom, the domestication macro strategy has been adopted.

Example 2

EN: [...] “The priority is to say: 'Look how we're a Muslim country," says Amira Bouraoui, a member of the opposition movement Barakat. "It's another way to **keep the Islamists quiet** and butter them up.” [...] (**Building the world's tallest minaret, 27 January 2015**)

TR: [...] Muhalif Barakat hareketinden Amira Bouraoui, "Öncelik, 'Bakın biz Müslüman bir devletiz' demek. Bu İslamcılara **sus payı vermek için** izlenen bir yol" diyor. [...] (**Dünyanın en yüksek minaresi Cezayir'de olacak, 27 January 2015**)

Keep the Islamists quiet has been replaced with a culture-specific idiom in Turkish, **giving their shares for their silence**, which makes the same sense as the original. Thus, the expression has been domesticated.

Example 3

EN: [...] “Putting those two things together, I'm pretty confident. If we did nothing then there would be a crisis, but there's a lot of effort internationally. “**Nobody's sitting back.**” [...] (**Facility opens to safeguard the future of chocolate, 2 January 2015**)

TR: [...] Profesör, “Bu iki şeyi birleştirebilirsek, ben geleceğe oldukça güvenli bakıyorum. Hiçbir şey yapılmazsa bir kriz çıkabilir. Ama bu konuda dünya çapında büyük çaba sarf ediliyor. Herkes **elini taşın altına koyuyor**” diye ekliyor. [...] (**Çikolata 'kakao karantinası' ile korunacak, 2 January 2015**)

“**Nobody's sitting back.**” has not been translated literally. Instead, an idiomatic expression (**putting one's hand under the stone**) giving the same sense has been used, meaning **taking on responsibility**. The trans-editor has chosen to domesticate the expression for the Turkish reader.

Example 4

EN: Google has been **criticised** by Microsoft after the search giant publicised a security flaw in Windows - which some said put users at risk. **(Microsoft hits out at Google team over bug report, 12 January 2015)**

TR: Dünyanın önde gelen arama motoru Google, Microsoft'un güvenlik sorununu ilan edince **eleştiri yağmuruna tutuldu**. Şirket, kullanıcıları riske atmakla suçlanıyor. **(Microsoft'tan yazılım hatasını ifşa eden Google'a tepki, 13 January 2015)**

Criticise has been translated through an idiomatic expression in the Turkish culture, **exposed to a storm of criticism**. The domestication macro strategy has been used in the rendition of the expression.

Example 5

EN: [...] Those breeding programmes **rely on** the Reading facility to supply new genetic material - a critical link in the global network. [...] **(Facility opens to safeguard the future of chocolate, 2 January 2015)**

TR: [...] Yeni kakao üretiminin devamlılığının sağlanması için Reading'teki tesise **bel bağlıyor**. [...] **(Çikolata 'kakao karantinası' ile korunacak, 2 January 2015)**

Rely on has been translated through an idiomatic expression, the literal translation of which is **binding one's waist on something**, meaning **rely on** in Turkish. The translator has chosen to use a domestic element.

Example 6

EN: [...] “In the talk to the American Physical Society (APS), he explained: "Although it is a very wild idea, it would be interesting in surgery if you could swallow the surgeon. "You put the mechanical surgeon inside the blood vessel and it goes into the heart and 'looks' around. It finds out which valve is the faulty one and **takes a little knife and slices it out.**” [...] (**Micro-machines journey inside animal for first time, 19 January 2015**)

TR: [...] Feynman, Amerikan Fizikçiler Derneği'nde yaptığı konuşmada "Bu çok çılgınca bir fikir olsa da, cerrahı yutabiliyor olmak, cerrahi açısından gayet ilginç olur. Mekanik cerrahı kan damasının içine yerleştireceksiniz, oradan kalbe gidecek, şöyle bir etrafına bakacak. Hangi kapakçığın bozuk olduğunu görüp **işe girişecek.**" demişti. [...] (**Mikro-motorlar ilk kez bir canlı hayvan gövdesinde, 19 January 2015**)

Takes a little knife and slices it out (“küçük bir bıçağı alıp kesmek”) has been rendered through an idiomatic expression in Turkish, the literal translation of which is **set to work**. Through the idiomatic expression, a domesticated image has been created for the Turkish reader.

Example 7

EN: Sleep is a normal, indeed essential part of our lives. But if you think about it, it is such an odd thing to do. At the end of each day we **become unconscious** and paralysed. [...] (**Why do we sleep?, 15 May 2015**)

TR: Uyku yaşamın ayrılmaz bir parçası. Ama dikkatle düşünülürse, tuhaf bir şey: her akşam **kendimizden geçip**, hareketlerimizin kontrolünü bırakıyoruz. (**Uyurken vücudumuzda neler oluyor?, 20 May 2015**)

Become unconscious (“bilinçsiz hale gelmek”) has been substituted with an idiomatic saying in Turkish, the literal translation of which is **pass through oneself**. Thus, the domestication macro strategy has been implemented.

Example 8

EN: The recipient, Wolfgang Rangger, who lost his right leg in 2007, said: "It feels like I have a foot again. **It's like a second lease of life.**" [...] (**Artificial leg allows patient to feel, 8 June 2015**)

TR: Protez, 2007’de sağ bacağını kaybeden Wolfgang Rangger adlı bir kişiye takıldı. Rangger, “Tekrar ayağım varmış gibi hissediyorum. **Yeniden doğmuş gibiyim**” dedi. [...] (**Hisseden protez bacak yapıldı, 8 June 2015**)

The expression **It's like a second lease of life** has not been translated literally in the Turkish version of the news. It has rather been substituted with a more natural saying in Turkish, **I feel as if I were reborn**.

Example 9

EN: [...] “Although we are confident that **there is no merit to the [CPP]'s case**, we remain happy to work with them in an effort to resolve their concerns, through a dialogue with us at Facebook Ireland and with our regulator, the Irish Data Protection Commissioner.” [...] (**Facebook taken to court by Belgian privacy watchdog, 16 June 2015**)

TR: [...] Facebook’un sözcüsü 19 Haziran’da yapılacak görüşmeye rağmen neden dava açıldığını anlayamadıklarını belirterek, "**Davanın yersiz olduğundan** emin olmamıza rağmen kaygılarını gidermek için onlarla işbirliği yapmaya hazırız" dedi. [...] (**Belçika’da Facebook’a mahremiyet haklarını ihlal davası, 17 June 2015**)

In the Turkish version of the news, the expression **there is no merit to the [CPP]'s case** has not been translated literally. Rather, it has been replaced with an idiomatic expression that sounds more natural in Turkish, **the case is groundless**. In this way, the domestication macro strategy has been adopted.

4.3.1.2.4. Substitutions with Cultural Equivalents

Example 1

EN: [...] Although everyone who flies is exposed to a slight increase in radiation, there is no evidence that flying causes **miscarriage**, **early labour** or a woman's waters to break. [...] (**Pregnant travellers offered new flight advice, 6 February 2015**)

TR: [...] Uçağa binen tüm yolcuların bir miktar radyasyona maruz kaldığı bilirse de, uçak yolculuklarının hamilelerde **düşüğe ya da erken doğuma** neden olduğunu gösteren kanıtlar bulunmuyor. [...] (**Hamilelikte uçak yolculuğu için yeni tavsiyeler, 6 February 2015**)

Miscarriage and **early labour** have not been translated literally, since the literal translations, “**yanlış taşıma**” and “**erken ağrı**” respectively, do not make any sense to the Turkish reader. Thus, the trans-editor has had to find the Turkish equivalents of those terms, with which the Turkish reader is more familiar.

Example 2

EN: [...] These include swelling of the legs due to a build-up of fluid, nose and ear problems caused by changes in air pressure and **motion sickness** making any pregnancy nausea a little bit worse. [...] (**Pregnant travellers offered new flight advice, 6 February 2015**)

TR: [...] Uçak yolculuğunun neden olabileceği yan etkiler ise herhangi bir insanın karşılaşılabileceği türden: Bacaklarda ve ayaklarda şişme, kulak ve burun sorunları ve taşıt tutması... [...] (**Hamilelikte uçak yolculuğu için yeni tavsiyeler, 6 February 2015**)

Motion sickness has not been translated literally. The literal translation “**hareket hastalığı**” will most probably be meaningless in the Turkish context. Thus, it has been substituted with the domestic element in the Turkish culture.

Example 3

EN: [...] If more than 28 weeks pregnant, a woman should take **her medical notes and a GP's letter**. [...] (**Pregnant travellers offered new flight advice, 6 February 2015**)

TR: [...] Hamileliğin 28. haftasından sonraki uçuşlarda, anne adayının seyahat sırasında **doktor raporlarını** mutlaka yanında bulundurması da tavsiye ediliyor. [...] (**Hamilelikte uçak yolculuğu için yeni tavsiyeler, 6 February 2015**)

Since **GP (General Practitioner)** is a cultural item that is specific to the UK, it has not been rendered in the Turkish version. It has rather been substituted with the Turkish equivalent, **doctor reports**, with which the Turkish reader is more familiar.

Example 4

EN: [...] Teenagers are typically better at using technology than their parents, and apps such as these can create **a cat-and-mouse game of kids** trying to avoid prying eyes. [...] (**Child watch: The apps that let parents 'spy' on their kids, 29 January 2015**)

TR: [...] Gençler, yetişkinlere göre teknoloji bilgisinde çok daha iyi. Bu casusluk uygulamaları nedeniyle çocuklarla ebeveynleri arasında **köşe kapmaca** oynanması da mümkün. [...] (**Ebeveynler için çocuklara casusluk uygulaması, 29 January 2015**)

A cat-and-mouse game of kids has been substituted with an equivalent in the Turkish culture: **puss-in-the-corner game**, which serves the same function as **a cat-and-mouse game**. Thus, the name of the game has been domesticated for the Turkish reader.

Example 5

EN: [...] The first war game will involve **the Bank of England** and commercial banks, targeting the City of London and Wall Street, and will be followed by "further exercises to test critical national infrastructure", Downing Street said. [...] (**'Cyber attack war games' to be staged by UK and US, 16 January 2015**)

TR: [...] Başbakanlıktan yapılan açıklamada ilk siber savaş tatbikatının **İngiltere Merkez Bankası** ve ticari bankalarını da kapsayacağı, Londra Borsası ile ABD'de Wall Street borsasını hedef alacağı kaydedildi. [...] (**İngiltere ve ABD arasında siber savaş oyunları başlıyor, 16 January 2015**)

The Bank of England has not been translated literally as "**İngiltere Bankası**". It has rather been substituted with the equivalent institution in Turkish, **the Central Bank**, in order to ease the comprehension of the Turkish reader. Through the substitution with the cultural equivalent, the domestication macro strategy has been implemented.

Example 6

EN: [...] On the page, men are sharing verses from the Quran and posting photos of their family members wearing **conservative clothes**. They argue that the Islamic hijab

and other modest attire protects women from unwanted attention. [...] (**The battle between the veil and the miniskirt, 30 May 2015**)

TR: [...] Söz konusu sayfada Kur'an'dan ayetlere yer veren ve aile bireylerinin **tesettürlü** fotoğraflarını yayımlayan erkekler, peçe ve çarşafın "kadınları, istenmeyen ilgiden koruduğunu" savunuyor. [...] (**Facebook'ta tesettüre karşı mini etek kampanyası, 2 June 2015**)

Conservative clothes has been compensated with a domestic element in the Turkish culture, **modest dress** (“tesettür”), with which the Turkish reader is familiar.

Example 7

EN: [...] Another image compares a woman who **reveals "too much" of her body** to a peeled banana. [...] (**The battle between the veil and the miniskirt, 30 May 2015**)

TR: [...] Bir başka resimde **dekolte giyinmiş** bir kadın, soyulmuş muza benzetiliyor. [...] (**Facebook'ta tesettüre karşı mini etek kampanyası, 2 June 2015**)

Reveals “too much” of her body has been conveyed through the common saying in the Turkish culture, **wearing low-cut**.

Example 8

EN: [...] Instead, researchers at the Scripps Research Institute in California have altered the DNA of monkeys to give their cells HIV-fighting properties. The team describe it as **"a big deal"** and want to start human trials soon. [...] (**HIV vaccine that transforms cell DNA brings fresh hope, 18 February 2015**)

TR: [...] Ancak Kaliforniya Scripps Araştırma Enstitüsü'nden araştırmacılar, maymunların DNA'sını, değiştirerek, hücrelerin HIV'le savaşan özellikler kazanmasını sağladı. Araştırma ekibi elde edilen sonuçları "**büyük bir adım**" olarak niteliyor ve yakında insanlar üzerinde denemelere başlamak istiyor. [...] (**HIV virüsüne karşı savunma yerine saldırı taktiği, 18 February 2015**)

A **big deal** has not been translated literally. Instead, it has been rendered through its nearest equivalent in the Turkish culture, **a big step**, an expression with which the Turkish reader is more familiar.

Example 9

EN: A pet python in the Australian city of Adelaide has had surgery to remove a pair of **BBQ tongs** it accidentally ate, according to local media. (**Australian pet python has BBQ tongs surgically removed, 14 May 2015**)

TR: Avustralya'nın Adelaide kentinde evcil bir pitonun midesinden kazayla yuttuğu **mangal maşası** çıkarıldı. (**Evcil pitondan mangal maşası çıkarıldı, 14 May 2015**)

In the Turkish version of the news, **BBQ tongs** has been replaced with the equivalent that is mostly used in the Turkish culture. Had the trans-editor preferred the word **barbecue**, which is also used by some Turkish people, he/she would have adopted a foreign tone in the news item. However, it appears that the trans-editor has opted for using a more domestic equivalent of the word **barbecue**.

4.3.1.2.5. Preservations

Example 1

EN: Google has created a **doodle** to honour a Kenyan believed to be the oldest person to have enrolled in primary school. (**Google doodle honours oldest pupil, Kenyan Kimani Maruge, 12 January 2015**)

TR: Google, ilkokula başlayan en yaşlı kişi olduğu düşünülen bir Kenyalı için tasarladığı çizimi (**doodle**) Kenya'daki ana sayfasında yayımladı. (**Google'dan en yaşlı ilkokul öğrencisi için mesaj, 12 January 2015**)

The name of the special Google drawings, **doodle**, has been preserved in the Turkish news. Apparently, the trans-editor has preferred to acquaint the Turkish reader with the original name of the drawings. Thus, the macro strategy of foreignization has been adopted.

Example 2

EN: [...] The centre is called **Breathworks** because of the focus on breathing. She teaches students to acknowledge the tension which is causing pain and to “breathe into it”, which she says reduces impact on the body. [...] (**Managing pain with the power of the mind, 6 January 2015**)

TR: [...] Merkezin **Breathworks** adının taşınmasının nedeni, kişinin soluk alma yöntemi üzerinde odaklanması. VidVidyamala Burch, öğrencilerine, ağrıya yolaçan gerilim noktasını bulup o noktada odaklaşan şekilde soluk almayı öğretiyor. Böylece sıkıntının vücuttaki etkisi azaldığını söylüyor Burch. [...] (**'Aklın gücüyle ağrıyı yenebilirsiniz', 6 January 2015**)

The name of the center in the UK, **Breathworks**, has not been rendered through a literal translation in the Turkish news. It has rather been retained as it is in the English version, which has given rise to foreignization.

Example 3

EN: [...] New varieties are key to solving this problem, and the **International Cocoa Quarantine Centre** is the gatekeeper. [...] (**Facility opens to safeguard the future of chocolate, 2 January 2015**)

TR: [...] Yeni kakao türleri üretmek bu sorunun çözümü olarak kabul ediliyor ve çalışmalar da Uluslararası Kakao Karantina Merkezi'nde (**International Cocoa Quarantine Centre**) yoğunlaşıyor. [...] (**Çikolata 'kakao karantinası' ile korunacak, 2 January 2015**)

In the Turkish version of the news, the name of the center in the UK, **International Cocoa Quarantine Centre**, has been rendered both in its original form and through the literal translation. The original rendering of the name has led to foreignization.

Example 4

EN: [...] **TeenSafe** can work as a personal CIA spy for parents. [...] (**Child watch: The apps that let parents 'spy' on their kids, 29 January 2015**)

TR: [...] **TeenSafe** (Güvenli Gençlik) isimli uygulama ebeveynler için şahsi bir CIA gibi çalışıyor. [...] (**Ebeveynler için çocuklara casusluk uygulaması, 29 January 2015**)

TeenSafe is an application that enables parents in the US to spy their children. In the Turkish news, the trans-editor has opted for both rendering the name of the application

in its original form and providing a literal translation in parentheses. The retention of the foreign name has contributed to the foreign image of the news.

Example 5

EN: [...] The disclosure was part of Google's **Project Zero** initiative that seeks to pressure firms into dealing with security problems more quickly. [...] (**Microsoft hits out at Google team over bug report, 12 January 2015**)

TR: [...] Microsoft'un yazılım hatası, Google'ın yeni girişimi "**Project Zero**" kapsamında ifşa edildi. [...] (**Microsoft'tan yazılım hatasını ifşa eden Google'a tepki, 13 January 2015**)

The name of Google's initiative, **Project Zero**, has been preserved rather than translated literally in the Turkish version of the news, which has highlighted the foreign image of the news event.

Example 6

EN: [...] The first war game will involve the Bank of England and commercial banks, targeting the City of London and **Wall Street**, and will be followed by "further exercises to test critical national infrastructure", Downing Street said. [...] (**'Cyber attack war games' to be staged by UK and US, 16 January 2015**)

TR: [...] Başbakanlıktan yapılan açıklamada ilk siber savaş tatbikatının İngiltere Merkez Bankası ve ticari bankalarını da kapsayacağı, Londra Borsası ile ABD'de **Wall Street** borsasını hedef alacağı kaydedildi. [...] (**İngiltere ve ABD arasında siber savaş oyunları başlıyor, 16 January 2015**)

In the Turkish news, the name of the US stock exchange, **Wall Street**, has been retained as it is. The trans-editor has apparently deemed that the Turkish reader is already familiar with the name of the institution. Through the retention of the foreign name, foreignization approach has been adopted.

Example 7

EN: All eight were picked out by **Nasa's** Kepler space telescope, taking its tally of such "exoplanets" past 1,000. But only three sit safely within the "habitable zone" of their host star - and one in particular is rocky, like Earth, as well as only slightly warmer. [...] (**'Alien Earth' is among eight new far-off planets, 7 January 2015**)

TR: Amerikan Uzay ve Havacılık Dairesi'nin (**NASA**) uzay teleskopu Kepler ile tespit edilen 'Güneş sistemi dışındaki' bu gezegenlerden yalnızca üçünde yaşam koşulları gözlemlendi. [...] (**Dünya'ya en çok benzeyen gezegen keşfedildi, 7 January 2015**)

The acronym, **NASA**, has been preserved in the Turkish news. It seems that the trans-editor has assumed the Turkish readers to be familiar with the acronym. Through the retention of the foreign acronym, foreignization approach has been adopted.

Example 8

EN: [...] No 10 said agents will co-operate in "cyber cells", involving **MI5 and the FBI**, and they will be the first the UK has established with another country. [...] (**'Cyber attack war games' to be staged by UK and US, 16 January 2015**)

TR: [...] Anlaşma kapsamında Atlas okyanusunun iki yakasındaki istihbarat ajanları "siber hücreler" halinde işbirliği yapacaklar. Başbakanlık, Britanya ve ABD iç istihbarat örgütleri **MI5 ile FBI** arasında oluşturulan bu ortaklığın, İngiltere için bir ilk olduğunu

da duyurdu. [...] (**İngiltere ve ABD arasında siber savaş oyunları başlıyor, 16 January 2015**)

MI5 and **the FBI** have been both preserved and explicated for the Turkish reader as **the domestic intelligence agencies of the UK and the US**. The preservations of the acronyms have created a foreignizing image in the news item.

Example 9

EN: [...] More recently a team at the **ATR** Computational Neuroscience Laboratories in Kyoto in Japan has begun trying to answer some of these questions by building the beginnings of a dream-reading machine. [...] (**Why do we sleep?, 15 May 2015**)

TR: [...] Kısa süre önce Japonya'nın Kyoto kentindeki **ATR** laboratuvarlarında 'rüyaların okunmaya başlanmasıyla' bu konudaki soruların bazıları yanıtlanacak gibi görünüyor. [...] (**Uyurken vücudumuzda neler oluyor?, 20 May 2015**)

The foreign acronym of the laboratory, **ATR**, has been retained in the Turkish version of the news. Thus, a foreign tone has been added to the news item.

4.3.2. Analysis of the Headlines

Trans-edited/Translated headlines of the BBC Turkish Service have been categorized into two groups: political and non-political headlines. Political headlines are generally regarding foreign political issues. Turkish political issues are generally reported as original news rather than translations or editions. Non-political headlines introduce various topics regarding magazine, science, technology, environment, health, interesting incidents around the world. The headlines in the BBC Turkish Service pass through a large degree of transformation. In the political headlines, details are mostly omitted, and

in the non-political headlines, details are either omitted or transformed in a manner that produces distinct headlines with the same contextual features.

4.3.2.1. Analysis of the Political Headlines

In the translated/trans-edited political headlines of the BBC Turkish Service, the micro strategy omission prevails, and thus, domestication as the macro strategy is dominant. It seems that it is not preferred to overload the Turkish reader's mind with the foreign news details.

Example 1: North Korea fires missiles as US-S Korea drills begin

The news story recounts North Korea's retaliation missiles against the United States and South Korea military exercises. The story is based on the stance of the US and South Korea against North Korea's practices.

EN: North Korea fires missiles **as US-S Korea drills begin** (2 March 2015)

TR: Kuzey Kore denize iki füze ateşledi (2 March 2015)

In the target headline, the information regarding **the US-South Korea drills** is not given. Thus, the Turkish headline is more concise. The Turkish reader learns the mentioned piece of information only when he/she reads the story further, and the reader's mind has not been burdened at the very beginning with the details that are already present in the news story.

Example 2: China executes 'mafia-style' mining tycoon Liu Han

The news story is about the execution of a powerful mining boss, Liu Han, who is believed to have had links to former security tsar, Zhou Yongkang, who is also under investigated.

EN: China executes '**mafia-style**' mining tycoon **Liu Han** (9 February 2015)

TR: Çinli maden patronu idam edildi (9 February 2015)

'**Mafia style**' has been omitted since this piece of information has been given in the rest of the news. The information has been compensated in the lead part of the news, and it has also been clarified as **engaging in mafia style activities**. Moreover, **Liu Han**, the name of the mining tycoon has not been given in the Turkish headline. It seems that it has not been found necessary to overload the Turkish reader's mind with specific details at this stage.

Example 3: Libya terror suspect Anas al-Liby dies before US trial

The news story is about an al-Qaeda terror suspect, who was charged with perpetrating attacks two US embassies in Kenya and Tanzania in 1998. The terror suspect had liver cancer and died from complications following liver surgery.

EN: Libya terror suspect **Anas al-Liby dies** before US trial (3 January 2015)

TR: Libyaalı terör şüphelisi ABD'deki duruşma öncesi öldü (3 January 2015)

The name of the terror suspect, which is too specific for the headline, has been omitted. It is mentioned in the more detailed part, i.e. the news story.

Example 4: Egypt suspends football league after Cairo stadium deaths

Although the headline appears to belong to a non-political news story related to sports, it is truly a political one. Football fans have been politicized in Egypt, and they were engaged in the revolts that led to the overthrow of the President Hosni Mubarek. As a result, there has been an ongoing conflict between the police and fans.

EN: Egypt suspends football league **after Cairo stadium deaths** (9 February 2015)

TR: Mısır'da futbol ligi maçları askıya alındı (9 February 2015)

After Cairo stadium deaths has been omitted in the Turkish headline. The detail has already been mentioned in the news story. Thus, by not rendering it in the headline, the trans-editor has created a concise headline which does not overload the reader's mind at the very beginning.

Example 5: Russia has 9,000 troops in Ukraine - President Poroshenko

The news is about the tensions between Ukraine and Russia, which have been going on since April 2014. Since the beginning of the clashes, Russia has been accused of delivering arms to the separatists in eastern Ukraine, which has always been denied by Russia. As a result, European nations have decided to impose sanctions on Russia.

EN: Russia has 9,000 troops in Ukraine - **President** Poroshenko (21 January 2015)

TR: Poroşenko: Ukrayna'da 9 bin Rus askeri var (21 January 2015)

The title **President** before **Poroshenko** has been omitted in the Turkish headline. It seems that the trans-editor has found it unnecessary to use this piece of information in the headline, since it is later used many times in the news story.

Example 6: Castro demands Guantanamo Bay in return for US-Cuba diplomatic deal

The news appears is about the relations between the US and Cuba, the two longtime enemies. It mentions the normalization of the relations between the two countries. To this end, the two countries held high-level talks as well as began negotiations to reopen embassies.

EN: Castro demands Guantanamo **Bay in return for US-Cuba diplomatic deal** (28 January 2015)

TR: Küba, ABD'den Guantanamo'yu geri istedi (29 January 2015)

Bay has been omitted in the Turkish headline, since the name **Guantanamo** already makes the necessary reference to the prison for the Turkish reader. Furthermore, **in return for US-Cuba diplomatic deal** has been omitted altogether in the Turkish headline. Since this information is too specific for the headline and already present in the rest of the news, it has been deemed unnecessary to mention it at this stage. In this way, conciseness, a feature of news headlines, has been achieved.

Example 7: Malaysian police find 139 suspected migrant graves

The news is about the graves found in Malaysia, which are thought to belong to migrants near the Thai border of the country. It is suspected that most of the migrants have been held by human traffickers, and they have died of diseases and hunger.

EN: Malaysian police find 139 suspected migrant graves (25 May 2015)

TR: Malezya'da 'göçmenlere ait' 139 mezar (25 May 2015)

The detail, **Malaysian police**, is too specific for the headline, and it is already mentioned in the news story. Thus, it has been omitted by the trans-editor.

Example 8: Yemen conflict: Saudi-led air strikes resume as truce ends

The news is about the air strikes led by the coalition under the leadership of Saudi Arabia against Houthi rebels in Yemen. The intervention by the Saudi-led coalition in Yemen has been going on since March 2015. A truce has been negotiated in May; however, it has lasted only five days.

EN: Yemen conflict: Saudi-led air strikes resume **as truce ends** (18 May 2015)

TR: Suudi Arabistan Yemen'de hava saldırılarına tekrar başladı (18 May 2015)

In the Turkish headline, the part before the colon has been omitted since it is already evident from the rest of the headline that the conflict occurs in Yemen. Also, **as truce ends** has not been rendered in the Turkish headline since it is a detail that is already given in the news story. It seems that the trans-editor has chosen not to burden the Turkish reader's mind with foreign details at the very beginning of the news story.

Example 9: Charlie Hebdo attack: France police hunt accomplices

The news is about the deadly attack perpetrated against the Charlie Hebdo magazine in Paris. The two gunmen were killed by the police. However, the partner of one of the gunmen was on the run, and the police tried to arrest her.

EN: Charlie Hebdo attack: France police hunt accomplices (10 January 2015)

TR: Fransa polisi 'suç ortaklarını' arıyor (10 January 2015)

The part before the colon has been omitted in the Turkish headline since the coverage in the news those days was mainly about the attacks in France. Thus, mentioning **France police** already hints at the attack against the magazine.

Example 10: Syria IS: Iraqi Kurdish Peshmerga forces 'cross into Kobane'

The news mentions the crossing of Peshmerga forces in Iraq into Kobane, where deadly clashes lasted for some time between Kurds and Islamic State militants. Peshmerga forces tried to go to Kobane to help Kurds in the fight against IS militant.

EN: Syria IS: Iraqi Kurdish Peshmerga forces 'cross into Kobane' (31 October 2014)

TR: Peşmerge Türkiye'den Kobani'ye geçti (1 November 2014)

The part before the colon has been omitted in the Turkish headline as the context of the headline hints at the place where the events have taken place. In addition, the details **Iraqi, Kurdish, and forces** regarding Peshmerga have also been omitted, since most Turkish readers are aware of these features of Peshmerga. Thus, the Turkish reader's mind has not been burdened with too many details at the very beginning.

4.3.2.2. Analysis of the Non-political Headlines

In the translated/trans-edited non-political headlines of the BBC Turkish Service, either the micro strategy omission and thus the macro strategy domestication are dominant or the headlines are rewritten on the basis of the information in the news content. Trans-editors and/or journalists appear to avoid burdening the Turkish reader with too many details at the very beginning of the news and seem to draw the attention of the Turkish reader with attractive and interesting headlines.

Example 1: Google doodle honours oldest pupil Kenyan Kimani Maruge

The news, which is under the *Africa* section of the BBC World News and under the *Life* section of the BBC Turkish, is about a doodle (an illustration in the memory of certain historical figures) of Google website, dedicated to Kimani Maruge, the oldest pupil of the world.

EN: Google **doodle** honours oldest pupil, **Kenyan Kimani Maruge** (12 January 2015)

TR: Google'dan en yaşlı ilkokul öğrencisi için mesaj (12 January 2015)

In the Turkish headline, some details have been omitted to achieve conciseness. One of these details is word **doodle**. The name **Google** is already given in the Turkish headline, and this detail of **doodle** is kept to the news story. The other omitted detail in the Turkish headline is the name of the Kenyan man. The name is already given in the news

story. It seems that the foreign details have been deemed unnecessary in the Turkish headline.

Example 2: Child watch: The apps that let parents 'spy' on their kids

The news is from the *Technology* section of the BBC English website and from the *Science-Technology* section of the BBC Turkish website. In the news, the increasing use of smart phones by teenagers and fears of parents on this issue have been mentioned. A new application called TeenSafe has been developed for parents to track what their children do on their smartphones.

EN: Child watch: The apps that let parents 'spy' on their kids (29 January 2015)

TR: Ebeveynler için çocuklara casusluk uygulaması (29 January 2015)

Child watch has been found unnecessary and omitted in the Turkish headline. The rest of the headline already gives the sense of **child watch**.

Example 3: China imposes smartwatch and wearable tech army ban

The news is under the *Technology* category of the BBC World Service and under the *Science-Technology* category of the BBC Turkish Service. It is about the ban on wearing smartwatches imposed on the Chinese army forces. The debate started when a recruit received a smartwatch as a birthday gift. It has been banned due to security reasons.

EN: China imposes smartwatch and **wearable tech** army ban (13 May 2015)

TR: Çin ordusu akıllı saat kullanımını yasakladı (14 May 2015)

Wearable tech has been omitted in the Turkish headline. The main topic of the news is the ban on wearing a smartwatch. **Wearable tech** is a detail, which is already mentioned in the news story.

Example 4: Australian pet python has BBQ tongs surgically removed

The news is from the *World* category on the website of the BBC English Service and from the *Life* category on the BBC Turkish website. The interesting news recounts a pet python in Australia that accidentally ate tongs and had a surgery to remove the tongs.

EN: Australian pet python has BBQ tongs **surgically** removed (14 May 2015)

TR: Evcil pitondan mangal maşası çıkarıldı (14 May 2015)

The detail, **Australian**, has been omitted in the Turkish headline. It has already been mentioned in the news story. Another element that has been omitted is **surgically**. It is an intricate detail which already appears in the rest of the news.

Example 5: 'Blast-proof' wallpaper developed by US Army

The news is located under the *Technology* section of the BBC World Service and under the *Science-Technology* section of the BBC Turkish Service. It gives details about the wallpaper that is resistant to explosions. The wallpaper has been developed by the US army to protect troops in temporary buildings. The wallpaper, which has been displayed at an exhibition at the Pentagon, is made up of Kevlar fibres.

EN: 'Blast-proof' wallpaper **developed by US Army** (21 May 2015)

TR: Patlamaya dayanıklı duvar kağıdı (21 May 2015)

The Turkish headline does not go into detail as the English headline does. The information that the wallpaper has been developed by the US Army has been omitted in the Turkish headline and kept to the news story.

Example 6: Elastic implant 'restores movement' in paralysed rats

The news is located under the *Health* section of the both websites. It is about a study which has been carried out by a research team at Ecole Polytechnique Federale de Lausanne (EPFL) in Switzerland. The research team has developed flexible implants that could restore the ability to walk in the paralysed.

EN: Elastic implant 'restores movement' in paralysed rats (9 January 2015)

TR: Omurilik felçlileri için tekrar yürüme umudu (9 January 2015)

The Turkish headline is a sort of interpretation based on the details in the news story rather than trans-editing. It reads as **A hope for people with paraplegia to walk again.**

Example 7: Peanut allergy 'cut by early exposure'

The news is located under the *Health* category of the both websites. It mentions the findings of a study carried out by the King's College London researchers on peanut allergy. According to the research, babies eating peanut products are less prone to develop allergy later.

EN: Peanut allergy 'cut by early exposure' (23 February 2015)

TR: Fıstık alerjisine çözüm: Bebek yaşta fıstık yemek (24 February 2015)

The Turkish headline has been re-written on the basis of the details of the news story. It has been rendered as **A solution to peanut allergy: Eating peanuts as a baby.** Nevertheless, the Turkish headline carries traces of the English version. **As a baby** in the Turkish headline refers to **early exposure** in the English headline.

Example 8: Google adds medical information to its search results

The news is from the *Technology* category of the both websites. It is about an application to be launched by the firm Google that will provide information about common medical conditions and possible treatments. The application is limited to the US at the first stage but is to spread to other regions in the future.

EN: Google adds medical information to its search results (11 February 2015)

TR: Evlere 'Doktor Google' geliyor (12 February 2015)

The Turkish headline is more compact and seems more attractive than the English headline. It has been rendered as **'Doctor Google' coming to homes**. It is a headline created on the basis of the information given in the news story.

Example 9: 'Designer babies' debate should start, scientists say

The news, which is located under the *Health* category of the both websites, is about a debated issue, genetically modified babies through cloning. British scientists from the University of Bath claim that the current progress in genetics could enable genetically modified babies to be developed in the near future. According to the scientists, the society should be ready for this development.

EN: 'Designer babies' debate should start, scientists say (19 January 2015)

TR: 'Ismarlama bebekler' yolda mı? (19 January 2015)

The Turkish headline, **Are 'designer babies' on the way?**, is more concise and seems more attractive than the English headline. The trans-editor has opted for creating a striking headline that serves the same function with the English headline.

Example 10: Doctors store 1,600 digital hearts for big data study

The news, which is from the *Science* section of the both websites, gives details about a project carried out by the British scientists in which beating human hearts are stored in digital form. The purpose is to understand the causes and effects of heart diseases and to develop new treatments.

EN: Doctors store 1,600 digital hearts for big data study (15 February 2015)

TR: Dijital kalp ‘bankası’ (16 February 2015)

The Turkish headline is a kind of a summary of the English headline. It reads as **Digital heart ‘bank’**. In this way, it both carries traces from the English headline and sounds striking for the Turkish reader.

4.4. DISCUSSION

In this thesis, two groups (political and non-political news) of the BBC Turkish news have been analyzed in terms of the translational practices. A comparative and descriptive study has been conducted on the 480 news stories (240 English and 240 Turkish news stories) that have been collected from the BBC World News and the BBC Turkish websites. News stories that have corresponding Turkish versions have been selected from the BBC English website, which has enabled a comparative analysis between the English news stories and their Turkish translations. The analysis has been carried out separately for the headlines and the news stories. Moreover, the political and non-political news issues have been studied on a separate basis, since one of the purposes of the research is to determine the differences between the trans-editing/translational strategies adopted for political matters and non-political matters. The analysis has yielded the following results:

a) Political News Stories

• Omissions

1. The BBC Turkish Service omits the units of measurements such as *pound sterling, mile, feet* that are non-existent in the Turkish culture.
2. The terms of address such as *Mr* and *Mrs* are omitted since they are not used in Turkish unless directly addressing people.
3. The details that are considered to be irrelevant in the comprehension process on the part of the Turkish readers are omitted in the political news. For instance, the name of the wife of the terror suspect who died before the trial in the US has been omitted in the Turkish version of the news "*Libya terror suspect Anas al-Liby dies before US trial*", since it is a too specific detail.

• Additions

1. The details that are deemed to broaden the understanding of the Turkish reader about the event in the news story are added. For example, *Abortion is in no circumstances legal in the country* has been added in the Turkish version of the news "*Chile's President Bachelet proposes end to total abortion ban*". It provides the Turkish reader with further information on the situation in Chile.
2. The details that are deemed to be relevant for the Turkish reader due to the proximity of the region are added to the Turkish news stories. For instance, the meaning of *bridge loan* has been provided for the Turkish reader in the news "*Greece's Tsipras defiant over economic plans*" in order to smoothen the comprehension process.

• Explications/Clarifications

1. The institutions, such as *FBI, CIA*, which are foreign to the Turkish reader are explicated in the political Turkish news.

2. The expressions or phrases that are considered to complicate the understanding process of the Turkish reader are explicated in the political news in the BBC Turkish Service. For instance, the expression *the fourth in five years to have gone unclaimed* regarding the prize in Namibia in the news “*Mo Ibrahim prize: Namibia President Pohamba gets \$5m award*” has been clarified for the Turkish reader as *a leader who deserved the prize has not been chosen in the last five years*.

3. The obscure time expressions, such as *last month's elections* and *later* are generally made explicit in the Turkish political news.

- **Naturalizations**

The foreign names of the specific personalities are generally adapted to the Turkish spelling and pronunciation. For instance, *Nazih Abdul-Hamed al-Ruqai* has been rewritten as *Nezih Abdülahmed el-Rukai*, which is the version adapted to the Turkish spelling and pronunciation.

- **Substitutions with Cultural Equivalents**

The institutions such as *Justice Department* or the institutional positions such as *security tsar* and *chancellor* are substituted with the Turkish cultural equivalents in the political news.

- **Preservations**

The foreign names of the certain groups of people, such as *Pegida*, and the names of the familiar foreign institutions, such as *Pentagon*, are mostly preserved, which highlights the foreign image of the news.

b) Non-political News Stories

• Omissions

1. The BBC Turkish Service omits the units of measurements such as *pound sterling*, *mile*, *feet* that are non-existent in the Turkish culture.
2. The terms of address such as *Mr* and *Mrs* are omitted, since they are not used in Turkish unless people are directly addressed.
3. Certain scientific expressions, such as *conjunctiva* (in the context of eye tattooing), and *a build-up of fluid* (in the context of pregnancy) are omitted in the Turkish non-political news.
4. The details that are considered to be irrelevant for the Turkish reader are omitted in the Turkish non-political news. For instance, the name of the place in the UK, where the new cocoa research facility is located (*Shinfield*), in the news “*Facility opens to safeguard the future of chocolate*” has been omitted in the Turkish news, since this detail is not directly related to the Turkish reader.

• Explications/Clarifications

The expressions, such as *designer babies* and *rubbing off effect* that seem to be incomprehensible for the Turkish reader are made explicit by providing clarifications in the non-political news.

• Substitutions with Cultural Equivalents

The elements specific to foreign cultures, such as *GP letter* and *the Bank of England* are substituted with the equivalents in the Turkish culture.

- **Substitutions with Idiomatic Phrases in the Turkish Culture**

The idiomatic expressions are preferred in place of ordinary vocabulary items such as *rely on, criticize* in the non-political Turkish news.

- **Preservations**

The names of the foreign applications, such as *TeenSafe*, and of the centers and institutions, such as *International Cocoa Quarantine Centre* are preserved, and thus, a foreignizing approach is adopted in such news items.

- c) **Political Headlines**

Details which take place in the BBC English headlines are generally omitted in the political Turkish headlines. In this way, the Turkish reader's mind is not overloaded with details at the very beginning, and the curiosity of the Turkish reader is aroused.

- d) **Non-political Headlines**

In the Turkish non-political headlines, either details are omitted or new headlines are created on the basis of the content of the news story. In this way, the interest of the Turkish reader is kept alive for the rest of the news story.

CONCLUSION

The main purpose of this thesis is to reveal the institutional discourse of the BBC Turkish Service through the analysis of trans-editing/translation strategies adopted. To this end, in the first chapter, the general features of institutional discourse, news discourse, and news structure have been introduced. In the second chapter, the globalization process in the area of journalism has been defined, and outstanding global media institutions that were founded within this period have been briefly mentioned. Then the features of the BBC World Service have been outlined, and a comprehensive literature review on the discursive practices of various language sections of the BBC has been conducted. It has been demonstrated in the study that the different language sections of the BBC World Service are not direct translations of the parent company, namely the English institution. They have not only translated parts from the BBC English but also their own journalistic products. Having a heterogeneous nature, the language sections create their own institutional discourses. In the third chapter, translational practices within the framework of news have been outlined through the description of the common points between translation and intercultural communication, of the general features of news translation, and of the news translation strategies. The term trans-editing, referring to the practices of news translation, has been discussed, and it has been concluded when considered from the perspective of the functionalist approaches to translation, the area of news translation does not constitute an anomalous field but rather a translational action that is carried out in line with an intended function serving a certain purpose within a target society. Furthermore, in this chapter, it has been demonstrated that translational practices in the context of news are of rather domesticating nature, since the reader's comprehension is of utmost importance. In the fourth chapter, the general features of the BBC Turkish Service have been introduced, and a general review of the discursive practices of the BBC Turkish Service has been presented. Then examples concerning its discursive practices have been discussed in the data analysis section. The examples from the political and the non-political news stories have been analyzed according to the strategies employed. Then political and non-

political headlines have been analyzed on a separate basis. Throughout the study, answers to the research questions posed at the beginning of the thesis have been sought, and the data analysis conducted has provided the study with the relevant answers. The answers to the research questions are concisely restated as follows:

1. In what way does translation influence the practices of news presentation in the BBC Turkish Service?

Translational practices do not constitute the whole procedure of news production and presentation in the BBC Turkish Service. When its journalistic products have been closely monitored, there is a range of news coverages that have varying degrees of originality. News stories related to the Turkish politics and finance are completely prepared and reported by the BBC Turkish team. On the other hand, news coverages regarding the foreign political issues are prepared with recourse to the English news of the BBC World Service. That is to say, in such news, there are not only translated pieces but also parts that are added and edited on the trans-editor's own initiative. This is the reason why certain circles call the process of news translation trans-editing. Trans-editing is not a pure form of translation; rather, it is an amalgamation of both translational and editorial practices. As to the non-political news coverages such as the ones in *Health, Science and Technology, Environment, Life, Magazine* sections, the trans-editors and/or journalists appear to have recourse to translational practices more. There are more common points between the source and target texts in this group of news stories, which hints at the fact that the BBC Turkish team relies more on the reporting of the BBC World Service journalists. As a result, it could be said that there are two categories of translational practices in the BBC Turkish Service. The first is observed in the foreign political news coverages, which pass through a large degree of transformation. Thus, it could be said that they are a blend of translations and independent editions. The second is observed in the foreign non-political news stories, which have the features of a purer translational activity. Thus, the BBC Turkish Service

creates its institutional discourse, partly relying on its parent company. However, it has also its independent practices, which creates an image of semi-independent institution.

2. What are the discursive differences between the political and non-political trans-edited news stories presented in the BBC Turkish Service?

The BBC World News and its affiliates, namely the language sections, publish news stories with a wide array of topics. The attention is not focused only on political issues but also on non-political topics. Differences in the content of the political and the non-political news stories require the application of different discursive strategies. This is also true for the political and non-political trans-edited/translated news stories of the BBC Turkish language section. The first significant difference between the political and non-political news is that the details in the political headlines are mostly omitted; however, in the case of the non-political headlines, either details are omitted or headlines are interpreted and re-written based on the details in the news story. Another difference between the discursive practices in the political and non-political trans-edited news stories of the BBC Turkish is the prevalence of idiomatic and colloquial expressions in the non-political news coverages. The content of the non-political topics may range from scientific issues to environmental ones, from educational matters to interesting incidents happening worldwide, from health matters to technology issues. Thus, the formality of the language is not at the same level in every news story. On the other hand, it is understandable that the political news stories have a higher tone of language by nature. Idiomatic and colloquial expressions lead the non-political news stories to sound more informal than the political news stories.

3. Which micro strategies are generally used in the trans-edited news texts of the BBC Turkish?

The two groups of news stories in the BBC Turkish, namely foreign political issues and foreign non-political events, are exposed to transformational and translational

procedures. The strategies pertaining to the area of news translation proposed by various scholars such as Schäffner and Bassnett (2010), Bielsa and Bassnett (2009) are observed to a large extent in the translated/trans-edited news stories. These strategies range from omissions to additions, explications to modifications, substitutions to reorganizations. One of the major micro strategies observed in the BBC Turkish Service is **omissions**. The details in both political and non-political headlines that are compensated in the news stories are mostly omitted. For instance, in Example 1 of “Analysis of Political Headlines” section, the detail *as US-S Korea drills begin* in the headline *North Korea fires missiles as US-S Korea drills begin* has been omitted since it is too specific for the headline, which is intended to be the striking and the most general part of the news story. This detail has been compensated within the news story in the Turkish version. Thus, the headline has been kept concise and general. Omissions also prevail in the political and non-political news stories. The non-existent elements in the Turkish culture such as *pound, mile, feet* have not been rendered in the news of the BBC Turkish service. For instance, in Example 1 of the section 4.3.1.1.1., the unit of measure *mile* in the news item *the two missiles, with a range of 490km (305 miles), were fired from the western city of Nampo into the sea east of the Korean peninsula, the South Korean military said* has been omitted in the Turkish version of the news. Moreover, the terms of address, namely *Mr* and *Mrs*, are also omitted in the Turkish versions of news stories, since these terms are used in Turkish only when people are directly addressed. Omissions are also observed in the case of the details that are not directly relevant to the Turkish readers. For instance, the specific name of the broadcast by the CNN in the US, *State of the Union*, (Example 10 of the section 4.3.1.1.1.) is not directly related to the Turkish reader; thus, it has been omitted in the Turkish news. To give another example, the details of *the Royal Botanical Gardens in Kew and a facility in Shinfield* in the news item *since 1985, when the University of Reading took over the job from the Royal Botanical Gardens in Kew, all new cocoa seeds and plants have passed through a facility in Shinfield, a few miles from the university* (Example 10 of the section 4.3.1.2.1.) have been omitted. It seems that they were considered irrelevant for the Turkish readers due to the distance of the region where the event has taken place. In the

non-political news stories, the scientific details such as *a build-up of fluid* (Example 6 of the section 4.3.1.2.1.) in the context of pregnancy, are also omitted in the Turkish versions. As a result, through the micro strategy of omission, the Turkish reader's mind is not overloaded with the intricate details that are considered to be irrelevant. Thus, this micro strategy could be said to give rise to fluent reading and smooth understanding on the part of the Turkish readers.

Another dominant micro strategy, especially observed in the political trans-edited news stories, is the strategy of **addition**. Additions are generally used in the case of the details that are deemed to attract the attention of the Turkish readers due to cultural or regional proximity or existing common points between the two communities. For example, the detail *Speaking at the World Economic Forum in Davos* has been added to the Turkish version of the news item *Russia has more than 9,000 soldiers and 500 tanks, heavy artillery and armoured personnel carriers in eastern Ukraine, President Petro Poroshenko has said.* (Section 4.3.1.1.2., Example 7). In this case, both the region is close to Turkey, and Turkey is also represented in the World Economic Forum in Davos, a common point that is relevant to Turkey. Such examples of the micro strategy of addition reveal that it provides the Turkish readers with additional details that are deemed to be relevant and that are considered to broaden the context of the news for them.

Explications or clarifications also prevail in the trans-edited political and non-political news stories of the BBC Turkish. This strategy is applied when the trans-editor and/or the journalist considers that the news item requires an explanation for the smooth comprehension of the news. Explicit details are given for such items in both the political and the non-political issues. For instance, in Example 3 of the section 4.3.1.1.3., the news item *FBI* has been made explicit through the rendition of its full name into Turkish, since there might be readers who might not know the meaning of the acronym. Moreover, the expressions, the literal translations of which may hinder the comprehension of the reader, are also made explicit in the Turkish versions of the news

stories. For example, the news item "*I had a real ah-ha moment,*" (Section 4.3.1.2.2., Example 1) has been translated through clarification, "*I understood finally*". In the light of the findings, it could be proposed that the micro strategy of explication smoothens the comprehension process on the part of the Turkish readers, contributing to the acculturation (Bassnett, 2005) process.

Foreign names pass through the strategy of **naturalization**. The words are adapted to the spelling and pronunciation of the target language, especially in the political news stories of the BBC Turkish. To give an example, *Xinhua*, the name of the Chinese news agency in Example 2 of the section 4.3.1.1.4. has been adapted to the Turkish spelling and pronunciation, and it is rewritten as *Şinhua*. As a micro translational strategy, naturalization eases the reading of the foreign news items, especially the foreign names that might be complicated for the Turkish reader. Hence, it could be said that the micro strategy of naturalization gives rise to a domesticated image of the news items.

The other strategy employed in the trans-edited political and non-political news stories is **substitution**, which is realized either through a cultural equivalent or through an idiomatic expression, a natural saying in Turkish. The non-existent institutions or institutional posts in the Turkish culture are replaced with the Turkish counterparts. For example, *Chancellor* in the news item *Former Chancellor Helmut Schmidt and retired footballer Oliver Bierhoff are among 80 figures to back a petition in* (Section 4.3.1.1.5., Example 5) has been substituted with the equivalent post in the Turkish culture, i.e. *Prime Minister*. As an example to substitutions through idiomatic expressions in Turkish, which is more prevalent in the non-political news stories, the rendition of the expression *rely on* (Section 4.3.1.2.3., Example 5) can be mentioned. The expression in the news item *those breeding programmes rely on the Reading facility to supply new genetic material - a critical link in the global network* has been translated through an idiomatic expression, the literal translation of which is *binding one's waist on something*, meaning *rely on* in Turkish. Based on the findings, it could be mentioned

that idiomatic expressions in the target language, i.e. Turkish, and the cultural equivalents of the foreign news items lead to a domesticating approach to news translation.

Preservation, a foreignizing micro strategy, is also frequently used in the trans-edited/translated political and non-political news stories of the BBC Turkish. This strategy is generally used in the rendition of the names of the foreign institutions or centers such as *Wall Street*, *Pentagon*, *Breathworks*, or of the names of the applications, projects, or initiatives such as *TeenSafe*, *doodle*, *Project Zero*. The preservation of such foreign names could be said to call attention to the foreign characteristics of the news items.

All in all, omissions, additions, explications, naturalizations, substitutions through cultural equivalents and idiomatic expressions, and preservation of the foreign names are the most dominantly applied strategies in the translated/trans-edited news stories of the BBC Turkish Service. These strategies contribute to the creation of the institutional discourse of the BBC Turkish Service in the context of the news stories that are based on the BBC English news coverages.

4. Do the micro strategies generally used in the trans-edited news texts of the BBC Turkish give rise to a target-oriented (domesticated) or a source-oriented (foreignized) institutional discourse?

Since the first and foremost aim in the communication of the news is to inform readers on the current affairs throughout the world, the general tendency in news translation is towards creating a target-oriented tone, which is usually achieved through domestication or ‘acculturation’ strategies (Bassnett, 2005: 125). Domesticating strategies such as substitution with cultural equivalents and idiomatic phrases unique to the language, omission, addition, explication, and naturalization enable the target readers to have a grasp of the events worldwide from a familiar perspective. When the

function of news reporting, which is to inform the public, is taken into consideration, foreignizing translation may not be deemed acceptable in certain cases where it might hinder the reader's comprehension.

As Bassnett (2005) puts forward, news stories pass through textual transformations that are oriented towards 'acculturation' in the translation process, in which the purpose is to reach a specific audience surrounded by the cultural and social environment of the society in which they live (p. 125). This is also the case in the trans-edited/translated news stories of the BBC Turkish Service. The strategies employed in the trans-editing process, namely omissions, additions, explications, naturalizations, substitution with cultural equivalents and idiomatic expressions, contribute to the formation of a target-oriented, namely domesticated or 'acculturated' (Bassnett, 2005), institutional discourse, since the aim of these strategies is to make the news texts as comprehensible, fluent, and transparent as possible, representing 'a thoroughgoing domestication' (Venuti, 1995: 43). Although there are minor cases of foreignization such as preservation of the names of the foreign institutions, projects, or initiatives, the overriding approach in the BBC Turkish Service is domestication, which gives rise to a target-oriented institutional discourse.

All in all, although the BBC Turkish Service is an affiliate of the BBC World Service, it has independent features and practices, which makes it a semi-independent institution. Without sacrificing the founding principles of the BBC World Service, namely objectivity and impartiality, the BBC Turkish Service creates its own institutional discourse. Original news reporting as well as translations and adaptations from the BBC English Service have their shares in the structuring of the institutional discourse of the BBC Turkish Service. The practices and strategies adopted independently in the translated/trans-edited news texts are a part of the discourse of the BBC Turkish Service. Packed with its own discursive practices as well as with the principles of the BBC English Service, the BBC Turkish Service succeeds in providing the Turkish reader with up-to-date news of high quality.

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EK 2: TEZ ÇALIŞMASI ORJİNALLİK RAPORU



HACETTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
YÜKSEK LİSANS/DOKTORA TEZ ÇALIŞMASI ORJİNALLİK RAPORU

HACETTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
MÜTERCİM-TERCÜMANLIK ANABİLİM DALI BAŞKANLIĞI'NA

Tarih: 06/07/2015

Tez Başlığı: Habercilikte Kurumsal Söylemin Oluşumunda Çevirinin Rolü: BBC Türkçe Örneği

Yukarıda başlığı gösterilen tez çalışmamın a) Kapak sayfası, b) Giriş, c) Ana bölümler ve d) Sonuç kısımlarından oluşan toplam 138 sayfalık kısmına ilişkin, 06/07/2015 tarihinde şahsım tarafından Turnitin adlı intihal tespit programından aşağıda belirtilen filtrelemeler uygulanarak alınmış olan orijinallik raporuna göre, tezimin benzerlik oranı % 21' dir.

Uygulanan filtrelemeler:

- 1- Kabul/Onay ve Bildirim sayfaları hariç,
- 2- Kaynakça hariç
- 3- Alıntılar dâhil
- 4- 5 kelimedenden daha az örtüşme içeren metin kısımları hariç

Hacettepe Üniversitesi Sosyal Bilimler Enstitüsü Tez Çalışması Orijinallik Raporu Alınması ve Kullanılması Uygulama Esasları'nı inceledim ve bu Uygulama Esasları'nda belirtilen azami benzerlik oranlarına göre tez çalışmamın herhangi bir intihal içermediğini; aksinin tespit edileceği muhtemel durumda doğabilecek her türlü hukuki sorumluluğu kabul ettiğimi ve yukarıda vermiş olduğum bilgilerin doğru olduğunu beyan ederim.

Gereğini saygılarımla arz ederim.

06/07/2015

Adı Soyadı: ASLI POLAT
Öğrenci No: N11224687
Anabilim Dalı: MÜTERCİM-TERCÜMANLIK
Programı: İNGİLİZCE MÜTERCİM-TERCÜMANLIK
Statüsü: Y.Lisans Doktora Bütünleşik Dr.

DANIŞMAN ONAYI

UYGUNDUR.

(Yrd. Doç. Dr. Hilal ERKAZANCI DURMUŞ)



**HACETTEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
THESIS/DISSERTATION ORIGINALITY REPORT**

**HACETTEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
TO THE DEPARTMENT OF OF TRANSLATION AND INTERPRETATION**

Date: 06/07/2015

Thesis Title: The Role of Translation in Constructing the Institutional Discourse in Journalism: The Case of the BBC Turkish Service

According to the originality report obtained by myself by using the Turnitin plagiarism detection software and by applying the filtering options stated below on 06/07/2015 for the total of 138 pages including the a) Title Page, b) Introduction, c) Main Chapters, and d) Conclusion sections of my thesis entitled as above, the similarity index of my thesis is 21 %.

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I respectfully submit this for approval.


06/07/2015

Name Surname: ASLI POLAT

Student No: N11224687

Department: TRANSLATION AND INTERPRETATION

Program: ENGLISH TRANSLATION AND INTERPRETATION

Status: Masters Ph.D. Integrated Ph.D.

ADVISOR APPROVAL


APPROVED.

(Asst. Prof. Dr. Hilal ERKAZANCI DURMUŞ)

EK 3: ETİK KURUL İZİN MUAFİYETİ FORMU



**HACETTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
TEZ ÇALIŞMASI ETİK KURUL İZİN MUAFİYETİ FORMU**

**HACETTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
MÜTERCİM-TERCÜMANLIK ANABİLİM DALI BAŞKANLIĞI'NA**

Tarih: 06/07/2015

Tez Başlığı: Habercilikte Kurumsal Söylemin Oluşumunda Çevirinin Rolü: BBC Türkçe Örneği

Yukarıda başlığı gösterilen tez çalışmam:

1. İnsan ve hayvan üzerinde deney niteliği taşımamaktadır,
2. Biyolojik materyal (kan, idrar vb. biyolojik sıvılar ve numuneler) kullanılmasını gerektirmemektedir.
3. Beden bütünlüğüne müdahale içermemektedir.
4. Gözlemsel ve betimsel araştırma (anket, ölçek/skala çalışmaları, dosya taramaları, veri kaynakları taraması, sistem-model geliştirme çalışmaları) niteliğinde değildir.

Hacettepe Üniversitesi Etik Kurullar ve Komisyonlarının Yönergelerini inceledim ve bunlara göre tez çalışmamın yürütülebilmesi için herhangi bir Etik Kuruldan izin alınmasına gerek olmadığını; aksi durumda doğabilecek her türlü hukuki sorumluluğu kabul ettiğimi ve yukarıda vermiş olduğum bilgilerin doğru olduğunu beyan ederim.

Gereğini saygılarımla arz ederim.

Aslı Polat
06/07/2015

Adı Soyadı: ASLI POLAT
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**HACETTEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
ETHICS BOARD WAIVER FORM FOR THESIS WORK**

**HACETTEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
TO THE DEPARTMENT PRESIDENCY OF TRANSLATION AND INTERPRETATION**

Date: 06/07/2015

Thesis Title: The Role of Translation in Constructing the Institutional Discourse in Journalism: The Case of the BBC Turkish Service

My thesis work related to the title above:

1. Does not perform experimentation on animals or people.
2. Does not necessitate the use of biological material (blood, urine, biological fluids and samples, etc.).
3. Does not involve any interference of the body's integrity.
4. Is not based on observational and descriptive research (survey, measures/scales, data scanning, system-model development).

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I respectfully submit this for approval.

Asli Polat
06/07/2015

Name Surname: ASLI POLAT

Student No: N11224687

Department: TRANSLATION AND INTERPRETATION

Program: ENGLISH TRANSLATION AND INTERPRETATION

Status: Masters Ph.D. Integrated Ph.D.

ADVISER COMMENTS AND APPROVAL

Hilal

(Asst. Prof. Dr. Hilal ERKAZANCI DURMUŞ)