Original Research Article

English and Arabic News Translation: Yemeni Gender-based Audience Preferences

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ABSTRACT

This research explores Yemeni viewers'/readers' preferences to watch/hear the news whether in Arabic or in English and the networks they prefer from English to Arabic and vice versa. It attempts to investigate gender-based preferences of the Yemeni viewers/readers of the choice of news context. It involves an in-depth look into the English and Arabic news delivered by major news agency networks such as Al-Jazeera English (AJE) and Al-Jazeera Arabic (AJA), in comparison to the British Broadcasting Corporation (BBC) in its news coverage in English and Arabic. Through a questionnaire filled in by 93 educated public participants, the results show that the majority of the participants strongly disagree that the general translation tools used by the news agencies in their online sites deliver accurate translations in terms of conveying the same message in different languages. Looking into the news delivery broadcast in both languages in Al-Jazeera and BBC, Aljazeera seems to be favored with gender-based statistically significant differences p-value is ≤ .005. Regarding the preference choice of news context to Yemeni viewers/readers, the Arabic version channel is found to be favored more than the English one in the preference of Yemeni viewers/readers. The majority of participants agree to bias in the news delivered in Arabic to that delivered in English in Yemen.

Introduction

There has been a growing need for organizations to expand the threshold beyond their current boundaries. This need has also been extended into the news world where a raising necessity to capture audiences from all over the world due to the high technological advancement. The technological emergence, advancement of satellites and the Internet have provided extensive and reliable channels through which news agencies can be capitalized in order to increase their reach into the furthest possible corners of the world. When it comes to news in general, most large organizations employ full-time personnel to search the media for relevant information. Politicians and political parties are interested in the media's opinions expressed about them or about certain subjects. Organizations with an interest in medical or financial issues monitor reports about the outbreak of diseases, about stock exchange-relevant transactions, and so on (Steinberger et al, 2015). Information overload is a main challenge in our world today. Applying techniques from text mining, automated machine learning and statistical analysis can help to reduce this overload of information (Atkinson et al, 2009). Through technology, such data mining process has been made possible and available in the market today to enable news agencies to function accordingly. In the same effect, other advances have been made in the news world with particular reference to Arabic and English news delivery in order to capture a larger audience.

The current study attempts to gain insights into Yemeni perspectives on the following five research questions addressed:

a. Do the general translation tools used by news agencies in their online sites deliver accurate translations in terms of delivering the same message in different languages?
b. Is there a bias in the news delivered in Arabic and delivered in English in Yemen?
c. Which news agency is more preferable: Al-Jazeera or the BBC?
d. Do people in Yemen prefer the news in Arabic as compared to English due to language barriers?
e. Are the younger generations more welcoming to English news as compared to the older generations?

An inquiry about these issues is important as huge multinational news agencies seek to go globally and extend their scope to reach the furthest corners of the world. The need to localize their presentation of the news is important in order to capture the widest possible audience through the use of the local language. However, a considerable competition amongst the two above-mentioned organizations lies in the quality within the key functional areas of the translation they seek to use in order to disseminate the news. Effective practices are necessary here, in order to have the maximum optimal accuracy and exactitude in the coming up intended news.

The research will contribute in identifying how these news agencies broadcast the news in the two selected languages, as a sample of the wide range of languages into which they translate. In addition, this research aims to look into some external factors that may impede or influence the differences if any, in the way they present the news both in Arabic and in English. This will help to identify the influences that may govern how the news is perceived in these two languages, in their respective regions and also on a worldwide scale. Therefore, the factors highlighted in this research and the conduct of the respective news agencies and their performances will be examined and implemented. Specifically, the research will help organizations design appropriate and supportive comparisons to support the degree to which the effectiveness of news in these two languages act and are affected by the key functional areas of the organization.

Furthermore, the research will suggest to other international organizations both English and Arabic speaking countries and communities alike the benefits of implementing news in both languages in order to deliver the news as intelligibly and comprehensibly as possible through local dialect as well as through the differences in news presentation that they are currently practicing. The research will equally benefit scholars and academics with interest in these areas.

It is pertinent to state the limitations to which the foregoing research will be exposed. The research is restricted to a comparison between news received in English and Arabic. Due to the country current situation, logistics and office protocols only few organizations and limited number of participants are visited.

Due to the current ongoing war and unrest in Yemen as well as the imposed travel constraints, the inaccessibility to some places and the restricted time span, it has not been only difficult but also risky to visit more news agencies. Moreover, the unavailability of international news audience has restricted the participants in this research.

The above limitations necessitate the introduction of sample statistical techniques to ensure-validity and reliability of the investigation study.

Literature Review

As documented by scholars in this field, news websites, especially those related to satellite television networks with global coverage, are playing an increasingly significant role in today's world (Abdul-mageed, et al 2008). Today many websites on the Internet provide online news services. Multilingual news articles are reported periodically, and across geographic barrier to disseminate to readers (Chen, 2000).

Although journalists adhere to some standard practices and conventions globally, specific influences define the practice of journalism within various nations. These include local and regional influences that are concerned with linguistic practices and ideological differences within a particular culture of journalism (Duffy, 2013).

It is evident that a lot of organizations are extending their reach through the Internet whereby new news agencies have now extended their presence online especially the ones related to satellite television networks with global coverage. These agencies continue to play an increasingly significant role in the current world. For example, Al-Jazeera which is a Qatar-based bilingual network whose visibility audience increased due to its coverage and broadcasting of statements by Bin Laden and other Al-Qaeda leaders after the 9/11 terrorist attacks in the United States, has recently emerged as one of the main sources of global news. This and other major news coverage of key events has raised its international profile. On the other hand, competing satellite networks such as CNN International and the BBC, like Al-Jazeera, have associated news sites and provided coverage both in Arabic and in English (Darwish, 2009).

However, when it comes to disclosure of news by these agencies in English and Arabic, it has been argued by scholars that the linguistic and textual differences in English and Arabic in general, might be the main cause of the different social representations and the underlying ideologies which news media have presented the news to its readers. Accordingly, this research stipulating viewpoint suggests that the news presented in Arabic may be most likely presented differently from the same news, in English.

When it comes to the use of language to influence readership, an academic study suggests that one of the leading Arabic news agencies: namely Al-Jazeera, was involved in this practice during the Arab Spring uprisings of late 2010 and 2011. Here, there was a great deal of discussion of the impact of Al-Jazeera upon the development of the revolutions and in the dissemination of the normative influence of the revolts throughout not only the Middle East, North Africa (MENA) region, but across the entire globe (Barnesmoore et al, 2013). It is argued that Al-Jazeera's' analysis of the frames and narratives covering the Arab Spring protests became a key feature in understanding the kind of normative influence of the network whereby as each media outlet covering this event tended to tailor its narratives towards its targeted audience in order to attract a steady readership and thus sustain advertising profits, it is argued that the dominant frames and narratives within Al-Jazeera's English and Arabic services exhibit stark differences (Barnesmoore, 2013).

The importance to deliver news cannot be over emphasized in the present competitive dynamics. Also, the roles expected to be played by news agencies and journalists alike are critical to moving forward and delivering multilingual news both accurately and on time. However, delivering the news in two or more different languages can sometimes be a problem. For example, words lose meaning when they are translated. In addition, localizing the news can sometimes cause bias editing, and thus it may affect the outcome of the translated version. Therefore, this research paper looks into the comparison of news delivered in Arabic, to that delivered in English by top news agencies, in order to evaluate any similarities or differences found.

This research involves an in-depth look into both the English and Arabic news delivered by major news agency networks such as Al-Jazeera which hosts both Al-Jazeera English (AJE) and Al-Jazeera Arabic (AJA), and comparing them to other news networks such as British Broadcasting Corporation (BBC) which broadcasts its news coverage in English and more than 30 other languages including Arabic, and the main aim here will involve gathering perspectives and opinions from the listeners' point of view, through questionnaires distributed to a specific local population sample in order to get insight on how the other end of the spectrum view this topic in question.

Methodology
Framework and Design
The current study uses a quantitative approach, which conforms to the research objectives. Schutt (2018) suggests that apart from cost effective advantage, quantitative approach provides a less tedious data analysis procedure to arriving at a valid conclusion. In addition, the questionnaire design as suggested by Creswell (2017)

offers more flexibility through the open-ended format which is aimed at representing the diverse viewpoints of the respondents. The formulated hypotheses are tested using statistical analysis. This analysis largely depends on the measuring instruments in use, variables of measurement and applicable procedures (Teddie and Tashakkori 2009).

In the foregoing investigation, this research paper is concerned with how the news receivers in Yemen tolerate the English and Arabic languages, through a qualitative look into two major news agencies which are Al-Jazeera, as well as BBC news networks. In addition, we employ a quantitative insight into this matter through investigating specified feedback from a sample population in Yemen. This is mainly conducted through a questionnaire.

Upon conducting this study, the researchers utilize a number of sources to find the necessary information for the investigation. All the sources utilized are ^{verified} in order to have not only important information but also valid and reliable. Thus, primary and secondary sources are extensively used. Structured questionnaires are used with particular references to previous studies carried out in the topic. All the questionnaires are distributed systematically (specifically) to enhance the integrity of the response outcomes. Sekeran, et al (2010) suggest that primary data may be used when the secondary data will not provide enough information needed for a valid and reliable decision. Accordingly, the following sources may be necessary for obtaining the primary information: direct observation, experiments, interviews and questionnaires. Due to the limitations of the critical situation in Yemen, the researchers have used only the questionnaires as the primary source. It is our belief that responses from the questionnaires distributed will provide sufficient evidence for analysis and interpolations primarily in answering the questions related to the topic of this research.

The population aimed at this survey includes the general educated public in Yemen who watch the news and have knowledge opinions on the topic at hand. This will comprise mostly if not entirely the working-class citizens in Yemen due to the limitations such as the lack of resources to distribute and gather information from across the globe and also due to the time limitation incurred. Accordingly, the under-listed formula is used in calculating the sample size that will provide information about the survey.

Applying the formula:

$$n = \frac{N}{1 + N\,e^2}$$

Where n: is the required sample size for the survey

N: The estimated total population: 50

e: The estimated margin of error (5%).

Substituting in the above, we have:

$\dfrac{50}{1 + 50\,(0.05)^2}$	**=44.4444**

The software that has been used for data analysis is SPSS v. 17.0. Both descriptive and inferential statistics are used to analyze the data. The statistical tools are aligned with the objectives of the research.

Frequency Table Analysis
The first table represents the statistical frequency data of the respondents in terms of how many responses are carried out. In addition, of all the questionnaires handed out, the table shows how many are received and how many are missing.

This table consists of two rows; valid for those questionnaires that are handed out and given back, and missing which represents the questionnaires that are either not answered or are not collected after giving out. In addition, the table consists of seven columns; gender, age, race, education, industry, position and experience, representing the different fields that are studied.

According to the feedback, a total of 93 questionnaires are handed out and all are given back. This also shows that in this research, the data and analysis are based on 93 participants.

Table (1): *Descriptive Statistic*

		Gender	Age	Race	Educational	Industry	Position	Experience
N	**Valid**	93	93	93	93	93	93	93
	Missing	0	0	0	0	0	0	0

Frequency Table

Gender
As shown in Table 2, out of the 93 participants in the survey distributed, (44.01%, N=41) respondents are the male, and (55.9%, N=52) are the female. The entire sample (N=93) fills the survey.
Table (2)**:** *Gender*

Items	**Frequency**	**Percent**
Male	41	44.01
Female	52	55.9
Total	**93**	**100**

Age
In regards to table 3, out of the 93 participants in the survey distributed, (24.7%, N=23) respondents are from the age of 20-25 years old, (35.5%, N=33) respondents are from the age of 26-30years old, (21.5% , N=20) respondents are from the age of 31-35years old, (9.7% , N=9) respondents are from the age of 36-40years old , and (8.6%, N=8) respondents are from the age of 41- and above.
Table (3): *Age*

Age Range	Frequency	Percent
20 – 25	23	24.7
26 – 30	33	35.5
31 – 35	20	21.5
36 – 40	9	9.7

41 and above	8	8.6
Total	**93**	**100**

Education

Out of the 93 participants in the survey distributed all have education qualifications, (29%, N=27) respondents have postgraduate qualifications, (46.2%, N=42) respondents have Bachelor Degree qualifications, (19.4%, N=18) respondents have diploma qualifications, and (5.4%, N=5) respondents have certificate qualifications.

Table (4): *Education information*

Qualification Type	Frequency	Percent
Certificate	5	5.4
Diploma	18	19.4
Bachelor degree	43	46.2
Post graduate	27	29.0
Total	**93**	**100**

Industry

Table 5 evaluates the industry in which the participants are involved in. This demographic information shows the participant's professional field that taps into the mentality or response which in turn will help to show the industry that greatly influences the results gathered in this study.

Statistically speaking, out of the 93 participants in the survey in terms of industry, (7.5%, N=7) respondents are accountants, (4.3%, N=4) respondents are in the banking industry, (25.8%, N=24) respondents are in the customer service industry, (22.6%, N=21) respondents in the education industry, (10.8%, N=10) are engaged in IT and (29.0%, N=27) are in other industries not mentioned in the list.

Table (5)**:** *Industry*

Industry	Frequency	Percent
Accounting	7	7.5
Banking	4	4.3
Customer service	24	25.8
Education	21	22.6
IT	10	10.8
Other	27	29.0
Total	93	100.0

Position

This is in regard to the participant's professional/employment positions in their industry.

As can be seen in Table 6, out of the 93 participants in the survey in terms of industry, (7.5%, N=7) respondents are senior managers, (7.5%, N=7) respondents are managers, (8.6%, N=8) respondents are Team Leaders, (20.4%, N=19) respondents are Executives, (6.5%, N = 6) are analysts and the majority (49.5%, N = 46) are in other professional positions within their respective industries.

Table (6): *Position in jobs*

Position in jobs	Frequency	Percent%
Senior manager	7	7.5
Manager	7	7.5
Team leader	8	8.6
Executive	19	20.4
Analyst	6	6.5
Other	46	49.5
Total	93	100.0

As can be seen, all the participants that undertake the survey are mainly if not entirely in the working class category with majority gender being female (55.9%), majority age of all the participants being between 20 and 30 years old, majority educational level of the participants are holding a Bachelor's Degree with majority of them in "other" industries as compared to the ones optioned in the questionnaire. In addition, the majority of the participants are also found to be in other professions as compared to the ones listed. Here, this "other" category mainly comprises housewives, which is good as they have a better chance of assumingly watching the news in their spare time.

Results and Discussion

Preferred News Language

Question: In general, what language do you prefer when watching or reading the news?

This question addresses the preferred language that the participants opts to listen to, and compares English to Arabic news. Taking into consideration the result indicates that Al-Jazeera Arabic publishes more news stories pertaining to the Arab world than Al-Jazeera English (Satti, 2020), table 7 illustrates that the majority of the participants prefer Arabic to English versions of the news. This is indicated in their feedback, out of the 93 participants in the survey distributed, (84.7%, N=79) respondents prefer Arabic news channels as compared to (15.3%, N=14) respondents who opt for the English version of the news.

Table (7): *Preferred News Language*

Preferred Language	Frequency	Percent
Arabic	79	84.7
English	14	15.3
Total	93	100

News Deliverance Method

Question: How do you get your news through these agencies?

This question is geared to determine the methods through which the participants receive their news: whether through television, Radio, online or all.

Table (8)**:** *Preferred Method of Delivery*

Method of Delivery	Frequency	Percent
Television	37	39.8
Radio	4	4.3
Online/Internet	24	25.8
All the Above	28	30.1
Total	93	100

Mhamdi (2016: 272) states that "the emergence of social media has transgressed traditional media boundaries and altered models of news creation and dissemination". In addition, Rahmannia and Triyono (2019: 196) confirm that "internet technology allows everyone to access information from all corners of the world anytime and anywhere". However, results are different in Yemen. Out of the 93 participants in the survey in terms of industry, (39.8%, N=37) respondents watch their news on television, (4.3%, N=4) respondents listen to their news on radio, (25.8%, N=24) respondents admit reading their news through the online portals, and (30.1%, N=28) respondents use all the above methods to get the news. This result may be attributed to the weak internet service all around the country in addition to poverty, displacement, and some other factors not being discussed in this study.

Preferred News Agency: Local Vs International Impact

Question: Which of these two news agencies has the best news delivery?

This question looks into a comparison between BBC news and Al Jazeera in order to find out the news network that is most preferred by the participants. The results indicate that, out of the 93 participants that undertake the survey (64.2%, N=60) respondents prefer AL Jazeera news channels as compared to (35.8%, N=33) respondents who opt for the BBC when watching the news. This result may be attributed to the fact that Al-Jazeera's willingness to cover controversial topics in the Arab World has made it a trusted name in news to viewers in places such as Britain, much more than well-established competitors such as CNN and the BBC (Miladi, (2006). Similarly, Johnson and Fahmy (2008) in their study concluded that Arabic speaking news viewers rated Al Jazeera higher in credibility than the BBC and CNN.

Table (9): *Preferred Agency*

Agency	Frequency	Percent%
Al Jazeera	60	64.2
BBC	33	35.8
Total	93	100.0

Gender Significant Differences

Table (10) One-Sample *t* Test based on gender

	Test Value = 1.5					
	T	*df*	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Which of these two news agencies has the best news delivery?	-2.910-	92	.005	-.145-	-.24-	-.05-

As shown in Table 10, a one-Sample *T* test is run. It indicates significant statistical differences among respondents' opinions in favour of those who prefer Al Jazeera ≤ .005**.**

Arabic to English Translations

Table (11): Accuracy of translation, bias, language barrier & younger preferences*External factors

| Questions | N | Mean | | Std. Deviation | | | *p-value* | |
	Statistic	AM	Std. Error	Statistic	Chi-square	*df*	Factor Type	Asymp. Sig. (2-sided)
Do you think the translations from English to Arabic in the online news channels are accurate?	93	2.30 (Strongly Disagree)	.157	1.509	74.970ª	3	Gender	0.00
					112.083ª	12	Age	0.00
					124.791ª	9	Educational Level	0.00
					202.745ª	15	Industry	0.00
Is there a bias relationship between news delivered in Arabic and that delivered in English in Yemen?	93	4.42 (Strongly Agree)	.117	1.126	26.958 ª	4	Gender	0.00
					140.695ª	16	Age	0.00
					83.578ª	12	Educational Level	0.00
					83.578ª	20	Industry	0.00
Do you think People in Yemen prefer the news in Arabic as compared to English due to language barriers?	93	4.77 (Strongly Agree)	.057	.554	69.499ª	4	Gender	0.00
					106.950ª	8	Age	0.00
					50.851ª	6	Educational Level	0.00
					50.851ª	10	Industry	0.00
Do you think the younger generations are more welcoming to English news as compared to the older generations?	93	3.66 (Strongly Agree)	.138	1.331	69.499ª	4	Gender	0.00
					168.438ª	16	Age	0.00
					127.863ª	12	Educational Level	0.00
					170.636ª	20	Industry	0.00

a. *p-value ≤.05 is significant.*
b. *The chi-square test is used for categorical variables*.

As evidence from table 11, when tested to the various external factors (including gender, age, education level and industry of the participants) the statistical *p-value* is ≤ 0.05. In other words, various opinions of the participants

have statistical significance in relation to the accuracy of the translation of news channels, bias relationship between English and Arabic news, language barrier, and younger generations' preferences.

Question: Do you think the translations from English to Arabic in the online news channels are accurate?

Specifically speaking, this question is aimed to measure whether the message delivered in one language loses its meaning once translated to the other. Generally, the AM=4.42 i.e. in favour of those who Strongly Agree. Precisely as shown in table (11), out of the 93 participants in the survey distributed (10.8%, N=10 respondents strongly agree, while (22.6%, N=21) respondents moderately agree, none of the participants are neutral, (19.4%, N=18) respondents moderately disagree, and (47.2%, N=44) respondents strongly disagree. Thus, it can be concluded, based on the AM (Arithmetic Mean hereafter) = 2.30 that the majority are in favour of strongly disagree. Similarly, Bennoui and Kellou (2020: 24) notice that "*the translation process goes through phases of influence and message framing, starting from the translators themselves who reflect their own thoughts, attitudes and the professional norms they comply with on the linguistic translation choices they make".* So, the transmitted image to the audience is the exact policy of the sending organization. They use special language to affect the targeted audience's characteristics to adopt the attitudes and opinions that comply with that policy. In contrast, Elareshi, Alsridi, and Ziani (2020) find that 63% of the participants perceive news information about Egypt during the period of election, they perceived some of Al-Jazeera.net's news content to be "less accurate" regarding the country's news.

Measure of Biasness

Question: Is there a bias relationship between news delivered in Arabic and that delivered in English in Yemen?

This question is geared towards measuring the biasness in the news translation in the Yemen market in particular and is aimed at determining the variance in the translation from Arabic to English and vice versa.

According to the general results, out of the 93 participants in the survey distributed (73.1%, N=68) respondents strongly agree, while (11.8%, N=11) respondents moderately agree, (2.2%, N=2) are neutral, (9.7%, N=9) respondents moderately disagree, and (3.2%, N=3) respondents strongly disagree. The AM=4.42 is in favour of those who are (Strongly Agree). For Al-Rikabia, et al (2020) Aljazeera and BBC delivered news language is filled with expressions of evaluation and judgment and journalists tend to 'play' with words explicitly or implicitly which trigger the audience's emotions, make judgments about people and show an appreciation of things. Thus, news channels are far from being impartial and neutral. In this respect, based on Fowler (1991) and Hodge & Kress (1993), Alrefaee et al (2019) illustrate that the media different types have influence on receivers' perception of the world around them. They say that "*keeping the power of media discourse hidden from the mass of the population is a natural tendency in current life. Media employees' goal in this bias is perhaps to keep the media users in a stable point in which they are not even engaged in the negotiation with their surrounding subjects*".

Language Barrier

Do you think People in Yemen prefer the news in Arabic as compared to English due to language barriers?

Here, this question also aims at measuring the biasness of the language of choice in Yemen. However, in this question, the measure aims to focus more on the barriers that would make the readers and viewers choose the news delivery in one language as compared to the other. Even though British Council (2013) states that "The attitudes towards English in the Arab region continued to be positive, as English has been perceived as a mediator and the primary lingua franca in the process of nation building", results of Table 14, show that (81.7%, N=76) respondents strongly agree to the preference of the news in Arabic, while (16.1%, N=15) and (2.2%, N=2) respondents moderately disagree. The general result shows that respondents are in favour of (Strongly Agree) where the AM=4.77.

Demographical News Preference

Do you think the younger generations are more welcoming to English news as compared to the older generations?

This question aims at determining the preference to the choice of news language by tapping into the age gap in terms of openness between the generations: younger more modern generation Vs the older more traditional generation. This question would help to understand the mentality and values that both generations hold when it comes to language preservation and openness to new choices such as translations from Arabic to English that is being offered by the two News Agencies under study.

According to the results, out of the 93 participants in the survey distributed (35.5%, N=33) respondents strongly agree, while (31.2%, N=29) respondents moderately agree, (1.1%, N=1) are neutral, (28%, N=26) respondents moderately disagree, and (4.2%, N=4) respondents strongly disagree. So, it is clear from the AM (3.66) that results of the respondents' opinions are in favor of (Strongly Agree). This result brings into mind Muro's (2019) discussion about native speakers of Arabic, and how younger Arab generations are supposedly moving away from Arabic and attracted to languages like English and French, while they are the ones advised to change their patterns and recognize the Arabic language as something to be proud of. It is one of the six official languages of the United Nations, and it is among the official languages of all the countries in the Arab League, amounting to 22 countries.

Conclusion

This research paper looks on how the Yemeni viewers/readers prefer to watch/hear the news whether in Arabic or in English and which networks they prefer, from English to Arabic and vice versa. It also looked at the preference of the Yemeni viewers and readers in order to determine their choice of news context. The general findings from this triangulation process (quantitative and qualitative analysis) are stated in the following section. Based on the results of the data analysis, the following are the major findings of this study:

1. Results show that the majority of the participants in the survey distributed strongly disagree that the general translation tools used by news agencies in their online sites deliver accurate translations in terms of delivering the same message in different languages.

2. When looking into the news delivery in both languages in Al-Jazeera and the BBC, the former seems to be favored as it is a regional news agency as compared to the latter.

3. Regarding their choice of news context, Arabic version is found to be favored more than English in the preference of the Yemeni viewers and readers.

4. Questionnaire results also reveal that the majority of participants agree to biasness in the news delivered in Arabic to that delivered in English in Yemen.

5. Results show that there is a difference due to an age choice of news delivery whereby the older generations prefer Arabic whilst the newer ones are more open to English news delivery and agencies.

6. There is an agreement between most of the respondents that younger generations are more welcoming to English news as compared to the older generations.

7. Results show that most of the participants think that translations from English to Arabic in the online news channels are accurate.

8. Despite the demographics, the statistical results reflect more on person preference than a grouped category. However, it can be argued that since the majority of the participants are female and between the ages of 20-30, conclusion can be said to be greatly influenced by this sample (non-random) group.

Recommendations and Suggestions for Further Studies

In general, statistical analysis is based on a variety of assumptions about the nature of the data, the procedures used to conduct the analysis, and the match between these two. According to this analysis, the data is distributed normally meaning that the population from which they are drawn would be distributed according to a "normal" or "bell-shaped" hypothetical curve. In regard to the relation to the questionnaire, all questions are mainly related in relation to the hypothesis and towards the valuation of translation of news from Arabic to English and vice versa, choice of language as well as news agency: BBC Vs. Al-Jazeera, in Yemen and viewer/reader preferences. As can be seen through the analysis, the majority of the participants in general are between the ages of 20-30 and majority was female. However, it would be recommended that in future research, a more balanced ratio be randomly carried out in order to get results from different perspectives. The survey also shows that the majority of the participants are bachelor degree holders. However, some demographical information causes certain inconsistencies in the survey because in most cases, for example in the race, industry and position data indicates that the majority of the participants are in categories not mentioned in the questionnaire.

Acknowledgement

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Tables not included in the text

Table (12): *English to Arabic Translation accuracy*

Options		Frequency	Percent%
Valid	Strongly Agree	10	10.8
	Agree	21	22.6
	Neutral	0	0.0
	Disagree	18	19.4
	Strongly Disagree	44	47.2
	Total	93	100.0

Table (13)**:** *Measure of Biasness*

Options		Frequency	Percent%
Valid	Strongly Agree	68	73.1
	Agree	11	11.8
	Neutral	2	2.2
	Disagree	9	9.7
	Strongly Disagree	3	3.2
	Total	93	100.0

Table (14) *Language Barriers*

Options	Frequency	Percent
Strongly Agree	76	81.7
Agree	15	16.1
Neutral	0	0.0
Disagree	2	2.2
Strongly Disagree	0	0.0
Total	93	100.0

Table(15): *Demographical News Preference*

Options	Frequency	Percent
Strongly Agree	33	35.5
Agree	29	31.2
Neutral	1	1.1
Disagree	26	28.0
Strongly Disagree	4	4.2
Total	93	100.0

Appendix

QUESTIONNAIRE

This is a questionnaire specifically designed for academic research purposes. The distribution of this survey is designated for educated people and all responses are deemed anonymous and confidential. However, this questionnaire is a close – ended questionnaire.

Please, answer to all the questions to the best of your ability.

SECTION 1

1) Please state your Gender:

Male

Female

2) Please indicate the range of your Age:

20 - 25

26 - 30

31 - 35

36 - 40

41 and above

3) What is your educational level

Certificate

Diploma

Bachelor degree

Post graduate

4) Please generally select the industry in which you work in or specialized in.

Accounting

Banking

Customer service

Education

IT

Other

5) If you are currently working, please select the position in the organization that you work in

Senior manager

Manager

Team leader

Executive

Analyst

Other

SECTION 2:

6) In general, what language do you prefer when watching or reading the news?

English

Arabic

7) How do you get your news through these agencies?

Television

Radio

Online/Internet

All the Above

8) Which of these two news agencies has the best news delivery?

Al Jazeera

BBC

For this part, Please Circle which answer best applies.

Score: 1 point for every "Strongly Disagree", 2 points for every "*Disagree*", 3 points for every "*Neutral*",   4 points for every "Agree" and 5 points for every "Strongly Agree".

9) Do you think the translations from English to Arabic in the online news channels are accurate?

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

10) Is there a bias relationship between news delivered in Arabic and that delivered in English in Yemen?

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

11) Do you think People in Yemen prefer the news in Arabic as compared to English due to language barriers?

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

12) Do you think the younger generations are more welcoming to English news as compared to the older generations?

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree