
RESEARCH ARTICLE

Exploring Pragmatic Adaptation in Television News Translation: A Case Study of Moroccan National TV

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ABSTRACT

The study explores pragmatic adaptation in translating foreign TV news, focusing on Moroccan National TV practices. Translation connects cultures, necessitating an understanding of pragmatics for effective communication. Investigating this complex process is crucial to ensure that translated discourse resonates with the target audience. Foreign news, following Baker's multifunctional approach, seeks to influence audiences, demanding meticulous adaptation of linguistic nuances by translators. The study examines three axes: TV news linguistic style, translation techniques, and their efficacy. Data from translated foreign news aired on Moroccan National TV in Arabic will be analyzed, focusing on language style and register. Pragmatic adaptations in TV news translation will be scrutinized, evaluating effectiveness in fidelity to the source. A qualitative approach will be used, aligning with the study's focus on pragmatic adaptation techniques. Primary sources include culturally rich English news broadcasts translated into Arabic by Moroccan National TV translators, supplemented by al-Oula TV news topics. Through this investigation, the study aims to deepen understanding of translating foreign TV news dynamics and illuminate pragmatic adaptations in the Moroccan context.

KEYWORDS

Pragmatic adaptation, Specialized translation, TV news translation, Cultural translation.

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1. Introduction

In our modern time, the role of the media has become more apparent in directing society, spreading awareness, and conveying information, given its essential role in developing societies, communicating humans' needs, and enhancing relations around the globe. This growing influence of the media within societies can be attributed to the frequent use of pictures, animation, colors, and sound effects, which contribute to conveying the information or news presented. Interchangeably, the need for an appropriate, effective translation arises to serve social, political, and educational purposes, given the increasingly international activity of the media. In this regard, television news is one of the developing media pillars that are characterized by an operative function that affects people or persuades them with some intended ideas. This particularity of television news makes its translation difficult given the fact that it is preferable for the TT to reflect the ST, not only in the content but in its impact on the target audience, too. Hence, translators of foreign television news need to analyze deeply the features of the source language used and try to adapt them with respect to the norms of the target one. The present study will focus on the analysis of the language used in TV, the interpretation of TV news translation process and the reviewing of translation techniques and adaptation changes practices that are made according to the linguistic instruction within the Moroccan official newsroom.

This paper studies TV news translation at the National Society of Broadcasting and Television¹ taking into account Stetting's (1989: 373) argument that *"making changes to the content via news translation is legitimate and necessary"*. Thus, it will examine the translation changes that are made according to the particularities of TV news writing and to the guidelines established by the Moroccan official TV. As a result, it seeks to investigate how translators in the Moroccan national newsroom translate international television news into Arabic, taking into account both language and cultural nuances. The study looks at the tactics used to preserve the intended impact on the target audience while keeping true to the original text, taking into account the distinctive stylistic features of television news. In other words, this paper will investigate the way in which foreign news translators into Arabic decide to render the promoted culturally loaded texts in foreign news appropriately to suit the Moroccan target audience, the strategies they opt for, and how they challenge the socio-cultural ideological constraints when dealing with such news. Correspondingly, this paper aims at answering the following questions:

- How are foreign news selected to be Broadcast and what kind of culture-specific information may they include?
- What are the main strategies, procedures, and approaches used in order to carry an effective translation?
- Does the final translation conform to the target culture or not?

The present paper will analyze the culturally loaded texts depicted in television foreign news through examining and identifying the translation strategies used to convey the source-text information into the target language. In this regard, according to Baker (2006, p: 300), one of the main strategies for mediating differences between the SL and the TL is "selective appropriation which involves omission and addition that occur for suppressing, highlighting, or elaborating particular aspect of a narrative embedded in the source text or utterance". In other words, the selection of a certain translation strategy might be used based on their relevance regarding culture-specific news rendition into Arabic. It is hypothesized that television foreign news translators opt for certain pragmatic adaptive techniques in order to render the implied, effective, and accurate meanings of the source language according to the norms of the target one. That is to say, it is believed that adaptation, as a pragmatic adaptation technique and a translation strategy, is mostly used when translating such news into Arabic, including domestication, addition, omission, paraphrasing, and compensation. These translation techniques are believed to be effective concerning the particularities of television news writing style and the characteristics of the Moroccan Arabic audience.

2. Literature Review

2.1 TV Journalism:

Television journalism is a wide and diverse domain that can be extended to many other research areas; social, political or even linguistics, because it is considered as a science that not only involves news reporting on TV but also entails the study of stories writing, facts collecting, and information distribution. However, in this chapter, the discussion on the journalistic style will be restricted to only the practical use of such a style in television news broadcasting along with the language used in it, given that television is a language although it communicates through visual images (Acholonu, 2014: 2). Although this type of language might be perceived, by some other theorists, as an ordinary type of language as long as ideology and worldview are included, this chapter will shed light on the language used in television news, its characteristics, and its features as specifically used by journalists, writers, or editors.

The understanding of the journalistic style used in the broadcast news on TV will necessitate an understanding of the term "news" in general as it is hard for each one of them to escape the very notion of the other. According to a study made by jigsaw research in the UK (2016: 2) investigating the definition of news, it was found that news is "a report about recent happenings in a newspaper, television, radio or internet. News is something that is not known earlier". Hence, news can also be defined as the shortest journalistic genre (Errami, 2016: 37) by which new information is conveyed and produced to the public, for it generates their interest and curiosity. However, the news might also be viewed as a pattern practiced by politicians, governmental and public institutions by which they tend to resolve disputes upon financial, influential, and social interests.

Television journalism plays a crucial role in our times, for it is considered the most credible source of information for the wide public through using several techniques and materials. Language, for instance, is one of those materials used on TV in order to convey information by using words, images, and sound effects, unlike printed journalism. For this reason, it is important to investigate how these words and sentences are structured differently, and how those elements of the language are combined together along with the visual images and sounds. First, according to Fang (1991: 2), television news writing style is of a unique nature that depends on the manner by which the audience consumes TV as a medium of communication. In other words, television news style differs from other news media styles in terms of certain characteristics and complexities especially that images and words are joined together.

2.2 News translation:

The importance of translation in television news is self-evident as it is considered as a tool by which news information is diffused, and made available beyond the national boundaries. Although the connection between television news and translation studies has not yet been scrutinized and is relatively limited (Scammell, 2016: 22), many researchers have attempted to set the ground for investigating this topic by applying various approaches. Van Doorslaer (2010: 181) as cited in Scammell (2016: 23) maintains, "The translation part in editorial stages is fundamental for news transmission to be possible". Moreover, as mentioned by Bielsa (2015: 200), "news translation entails the thorough going modification of texts in order to make them suitable for new audiences". On the one hand, the adaptation of news texts in every newsroom is affected according to the type of information delivered, and its original representation. In other words, studying the process by which information is delivered is essential given that news "originates in one culture and is re-appropriated and transformed in a different local" stated by Orgad (2012: 39) as cited in Bielsa (2015: 200). Hence, the significance of language in the field of television news manifests in terms of the selection of appropriate words and phrases in a way that preserves news intended impact. On the other hand, it might be arguable that foreign news translation can be challenging as any discourse, in general, is already ideologically shaped. This may result, according to Orgad (2013: 39), in different interpretation that takes into account: the translator's background, censorship, and the target audience's norms and beliefs in a given society.

2.3 Pragmatics in Relation to Translation:

Pragmatics has been defined by Baker (1992: 302) as "the study of language in use: of meaning as generated by specific participants in specific communicative situations, rather than meaning as generated by an abstract system of linguistic relations". Similarly, according to Hickey (1998: 46), translation acts as an interpretative of the language in use because it deals with different languages to which it restates what has been said or written in the original. In this regard, it is believed by Hassan (2011: 13) that pragmatics and translation "share common features", for pragmatics is regarded "as a division of semiotics" and the translation is "a kind of semiotic interpretation". Moreover, as it is cited in Hassan (2011: 13), Levy stresses, "as all semiotic processes, translation has its pragmatic dimension as well" (2000: 156). Therefore, it is critical to research the reciprocal effect between these two disciplines of study and comprehend their interrelationship. According to Dicerto (2018: 52), theorists and scholars, who investigated the relatedness between pragmatics and translation, agreed, "The connection between the two disciplines is self-evident".

To illustrate the significance of this connection, Hatim and Mason (1990) as cited in Dicerto (2015:52) maintain that knowledge of pragmatic concepts is essential in translation in order to render an effective interpretation of the source text for the target audience, i.e. producing, in the TL, the writer's intended meaning conveyed in the ST. According to Kitis (2009: 70), cited in Dicerto (2015: 53), this can be relevant when one approaches translation as a communicative act in which its main purpose is to "create a TT reflecting the same cognitive world as the original". However, according to Hassan (2011: 17), languages may differ in terms of their pragmatic principles and maxims. Hassan (2011: 17) believes that these differences, if they happened between the ST and the TT, may lead to a "pragmatic failure" and thus it is important for the translator to identify the pragmatic differences between the two languages in order to provide a successful translation.

For instance, in order to relate and reproduce a valid message or discourse on television in the TL reflecting the same impact of the ST, it is pertinent to assess and identify elements of the language that help in delivering these messages and which are often conveyed implicitly. In view of that, and from a pragmatic point of view, repetition and rhetorical questions, for example, would lose their intended meaning and impact if translated literally. Although some may argue that conveying the same meaning of the ST can be done through the addition of footnotes simply, it is still believed that the TL hearer would not be able to feel the strong effects and impacts of repetition, inclusive language, and rhetorical questions, as they are perceived in the ST.

2.4 Pragmatic Adaptation Techniques:

As mentioned earlier, differences between languages may result in a "pragmatic failure" (Hassan, 2011: 17) and hence, failing the translation if the translator does not have the needed competencies to overcome them. However, and to avoid this pragmatic and translation failures, translators are required to translate the implicit messages of the ST along with what is already explicit (Hassan, 2011: 18). To do so, it is cited in Hassan (2011: 20) that according to Chernov (1991: 29) "translators resort to modifications, additions, deletions and other strategies". However, Hassan (2011: 19) maintains that Baker (1992: 250) argues that it is important for the TT to be "adjusted in order to avoid conveying the wrong implicatures or even failing to make sense altogether". In other words, adaptation, as a translation strategy, can be a good solution in order to achieve a successful translation of television news, which renders both: the meaning and the impact of the ST.

Given the fact that this research paper will deal with translation techniques that can be used when translating television foreign news; mainly adaptation and its techniques, it is important to examine how these techniques are applied by translators according to the guidelines set by the National Society of Broadcasting and Television. According to Vinay and Darbelnet (1990: 39), adaptation is a translation technique used in situations where an element "referred to in the ST message is unknown in the TL

culture". However, it is cited in Hassan (2011: 20) that Bastin (2001: 5-8) argues that adaptation is a broad term that stands for the change made at the level of the TT in order to seem original. In the case of translation adaptation, translators resort to specific translation techniques as to "adapt" the ST into the TL, namely addition, omission, compensation, and re-writing.

Addition: Addition is a translation technique that refers to the act of adding, in the TT, words that do not occur in the ST as an elaboration on the part of the translator in an attempt to clarify the meaning. For instance, according to Sharma (2015: 21), "such additional information is regarded as an extra explanation of culture-specific concepts (Baker, 1992) and is required for the correctness and easy comprehension" of the source text.

Omission: It is a translation technique that refers to the act of excluding, on purpose, a message that occurs in the ST but is omitted in the TT. According to Davies (2007: 7), "omissions in politically sensitive texts if they are spotted, will certainly lead to suspicions of ulterior motives on the part of the translator or those who commissioned it". However, she (2007: 18) believes that omission can be "a practical and justifiable solution for a number of types of problems" that appear during the process of translation. These translation problems can be linguistic or non-linguistic. For instance, source texts may contain ambiguous expressions or introduce sensitive topics, or present different syntactic structures between the source and target language.

Compensation: It is a translation technique that refers to the act of "re-creating a similar effect in the target text" in order to amend "for the loss of a source text" (Harvey 2001: 37), cited in Hassan (2011:22). In brief, it can be maintained that it is preferable to adapt, while translating, the foreign news into the target language in order to abide by its norms, to appeal to the background knowledge of the target audience, and to preserve the originality of the translated work.

Domestication or Foreignization: As mentioned earlier, the translation of television news, literary works or culturally loaded items can be hard, given their uniqueness in terms of words, length, and structure. Therefore, theoreticians and experienced translators have been discussing whether to foreignize or domesticate this type of texts into the TL. In this context, Venuti (1995) explores two translation strategies in his book "The Translator's Invisibility: A History of Translation." He defines them as follows: domestication involves adapting source language elements and expressions laden with foreign cultural references to fit into the target text culture, while foreignization entails preserving language elements from the source text, thus introducing the reader or listener of the target language to these foreign references.

For Venuti (1995), it is noticed, through his book, that he favors foreignization over domestication. However, it is hypothesized in the present paper that adaptation is significant when translating foreign television news. For that reason, the understanding of this translation technique; adaptation, will inevitably involve the understanding of "domestication", rather than foreignization, for Broadcast news are considered to include various language features, namely: repetition, inclusive expressions and rhetorical questions, used in order to persuade the audience and impact them in the same way as the source audience. Hence, it is relevant to translate through adaptation to preserve the same intended impact, persuasion, and characteristics of the foreign news into the target language.

3. Methodology

Translation acts as a critical link between cultures, promoting successful communication. Concurrently, understanding pragmatics gives us the capacity to use words correctly in a variety of settings. As a result, having a comprehensive understanding of pragmatics in translating is critical, as meanings can alter depending on contextual details. Take, for example, the translation of foreign television news, where language choices often carry implicit connotations, tailored to serve specific agendas.

Drawing on Baker's multifunctional approach, as cited in Fawcett (1997: 108), televised foreign news serves an agenda-driven role, attempting to elicit action, influence, or convince viewers with specific ideas and facts from its original sources. As a result, translators entrusted with conveying such news must thoroughly deconstruct the language intricacies of the original material and alter them to meet the linguistic conventions of the target audience. The relevance of exploring this issue stems from its inherent intricacy. Understanding the changes made by translators in order to have the same impact on the target audience as the original discourse is critical. Furthermore, looking into the methodologies used by translators to make successful translations and using theoretical discoveries in real-world circumstances emphasizes the importance of this research. This paper aims to explore three primary points:

1. The distinctive linguistic style characteristic of TV news.
2. The predominant translation techniques employed in the realm of news translation.
3. The efficacy of these techniques in faithfully conveying the essence of foreign television news.

To back up these claims, selected data from translated international news programs carried on Moroccan National TV in Arabic will be examined. Furthermore, pragmatic modifications in television news translation will be investigated by examining language style and register within TV news discourse. The study will examine the use of adaptation strategies in Moroccan news translation and assess their efficacy in achieving faithfulness to the source content. A qualitative approach will be adopted for data collection and analysis, given its suitability for observing common pragmatic adaptation techniques used in translating television foreign news. Primary sources will comprise culturally rich news broadcasts originally in English, translated into Arabic by translators at the Moroccan National newsroom. These sources primarily stem from an internship undertaken within the news agency, supplemented by additional data obtained from topics covered on al-Oula TV news.

3.1 Language Style at the NSBT

The National Society of Broadcasting and Television referred to as NSBT, is a public limited company that belongs to the public sector of audiovisual communication. This public administration is for missions of representing and defending the general interests of professionals in the field of journalism, promoting the Moroccan history, culture, and developments, and signing partnerships with foreign media organizations. For these reasons, languages are very important in the work of this institution because it deals with companies and organs of different nationalities.

Following its general characteristics, TV news language style has its own norms and conventions to which TV journalists should abide. In other words, television is an audio-visual medium, and TV news writing should then respect the particularity of this medium. That is, a TV journalist should follow TV news writing principles in terms of word-choice, sentence structure, and facts arrangements.

At the NSBT, there are two main principles followed in TV news writing. The first consists of writing in a simple way that approaches the listener to the information being presented. The second consists of writing with the aim of complementing what is presented visually to the viewer. For this reason, a TV news journalist should not repeat or describe what is shown in pictures, yet he should supply more information about the event being broadcast. For instance, if the screen shows pictures of a minister, the voice-over should mention how this minister is related to the topic of the newscast, but not a description of him. Accordingly, the language style for TV news writing at the NSBT can be described as simple, eloquent, and understandable to the wide public.

3.2 Language Register

Given the NSBT is a public limited company under Moroccan law and serves as the primary official media institution for news transmission, both nationally and internationally, it plays a crucial role in disseminating statements from Moroccan officials and conveying decisions made by governmental institutions. Moreover, it represents these statements and decisions beyond national boundaries, contributing to international declarations and interactions with other countries. In other words, the newsroom at The National Society of Broadcasting and Television is manipulated according to the formal political authority of the country. Hence, objectivity (to what extent in regard to manipulation in news) in the work of journalists at the NSBT is a must whatever the subject dealt with or the news transmitted, and it should be reflected in the language used. However, though TV News language style writing requires simplicity, the register used in news writing at the NSBT is the formal one about the NSBT's official background and missions. This formality and objectivity in news writing style at NSBT is achieved through the constant use of introductory and reporting verbs (ex: stress – pinpoint – highlight), the use of repetition in order to make it easier for the follower to relate sentences together and avoid any sense-confusion, and the use of grammatical shifts between sentences.

3.3 Source News Selection

Source news selection at NSBT is based mainly on the news being exchanged by international news exchange platforms. In other words, the department in charge of source news selection at NSBT consults different international news platforms, collects enough facts and information about the news being shared, and decides which are the best suited to be Broadcast on the Moroccan national TV newscasts.

News Exchange stands for the act of exchanging national news beyond boundaries through specialized methods and using different platforms. Through exchanging the news, official channels of radio and broadcasting are provided with the round-the-clock access to live and edited news stories across the globe. In addition, news exchange provides the newsrooms in the world with access to a rich diversity of news items, and they have the possibility to strengthen relationships with each other to share their contents. This news exchange activity is restricted and provided in Morocco to the Moroccan National Society of Broadcasting and Television only as it is the only official newsroom channel, devoting a whole service within the newsroom department for exchange purposes. However, because news exchange is provided across the globe in English, the only language used at the National Society of Broadcasting and Television for exchange purposes is English. Moreover, the National Society of Broadcasting and Television is connected and subscribed to various news exchange platforms to which it shares its important news stories, namely: the Eurovision

News Exchange (EVN), the Arab States Broadcasting Union (ASBU), the Eurovision News for Sport (EVS), and the African Union of Broadcasting (AUB). These news exchange platforms link the main television channels of different continents, allow daily access by satellite and by software to visuals and images shot provided by other channels, and enhance intercultural relationships between the main TV newsrooms across the globe.

At the NSBT, the employee in charge of news exchange of a newscast is responsible for choosing the right elements to be shared on each of the news exchange platforms. After selecting the appropriate topics, he compiles the written form and the visuals of each topic together in one menu. Then, he edits the visuals according to the written script and translates the latter into English along with a detailed description of the visuals inserted with each topic. Last, he comprises the menu in the software or the satellites and directs it towards the news exchange platforms.

3.4 Source News Translation

As abovementioned, communication is one of the basic keys to achieving an effective newscast. In the same sense, translation is also considered as a communication of meaning between different languages. It was cited in Scammell (2016: 23), that according to Van Doorslaer (2010: 181), translation occurs as an “integral” part of the journalist’s news-writing task, “a complex, integrated combination of information gathering, translating, selecting, reinterpreting, contextualizing, and editing”. Accordingly, news translation is important for it is a special type of translation performed by media institutions. This importance of TV news translation is self-evident as it is considered a tool by which news information is diffused, facilitates intercultural communication, and made available beyond the national boundaries.

At the NSBT, translation plays a crucial role in strengthening the national television news’s global impact, because it is through translation that such news can be understood, perceived, and received by people all over the world. For instance, translation is used following daily newscasts for news exchange purposes. In this context, following the conclusion of each newscast, the individual in charge of the news exchange service selects suitable news items for dissemination. Subsequently, they translate the corresponding articles from Arabic into English, typically translating an average of 3-4 news pieces for each newscast throughout the day. Besides, translation is also needed at the NSBT while collecting facts and information about a certain topic. In this sense, the journalist responsible for international news writing is required to read and to search for information from its source text. Hence, he opts for translation in order to get credible information from its source. Accordingly, in relation to TV news language style and the language register used by the newsroom at the NSBT, translation of foreign TV news should reflect the same norms of language style and register followed within the said company in order for the translation to be accepted by news-editors and be ready for editing, voice recording, and broadcasting.

3.4 Translation Editing at the NSBT

According to Stetting (1989: 371), the task of translation has always included some types of editing in order to provide a clear and relevant translation in the TT. Translation editing requires a quick and effective selection of foreign news texts from various sources and channels in their raw forms. For this reason, translators, and editors at the National Company of Broadcasting and Television are most of the times the same person in order not to waste time. This translator-editor strives to decide the content that matches the general newscast, its appropriateness for the Moroccan target audience, and the amount of time required for the translation process. Moreover, Stetting (1989: 373) argues that film or TV translators often resort to translation editing to condense text passages, ensuring that subtitles fit within the available space. This practice is also common when journalists translate foreign news into their native language.

To elaborate on this, the Moroccan National Company of Broadcasting and Television does not have international correspondents that can provide its newsroom with events happening in the world. Hence, it journalists at the newsroom resort to other foreign news agencies which provide international news in English, French, or Spanish. Then, the selected news texts are processed for translation into Arabic. It is worth mentioning that the translated texts of news are not the final product to be broadcast, because they need to be edited according to the guidelines established by the said news agency. For instance, the translation of proper names of disputed territories and the translation of historical or ideological events are edited according to the target audience as if they were originally written in the target language. In other words, translation editing is done by adapting the source content to fit within the target language and suit the new group of receivers. Noticeably, this translation editing or pragmatic adaptation of selected foreign news is realized through the usage of translation adaptation techniques to be mentioned following this paper.

4. Data Presentation and Analysis

Foreign TV newscasts undergo careful selection for broadcasting, and the pragmatic adaptation theory proposed by Verschueren, as cited in Zhang (2014: 1), emerges as a fitting framework to comprehend the translation process. Through a comprehensive pragmatic adaptation of foreign TV news translation, it becomes evident that changes to the source texts are not solely the

responsibility of the translator but also involve the input of editors. Consequently, pinpointing the exact phase at which differences between the source text (ST) and target text (TT) are introduced poses a challenge.

As discussed in previous chapters, the language style and register of TV news are distinct, characterized by unique lexical choices and sentence structures. This chapter delves into the analysis of five foreign news texts translated into Arabic by the newsroom at the National Company of Broadcasting and Television for broadcasting purposes. These texts spotlight cultural events occurring in various countries, including China, Jordan, the Emirates, and England. It is worth noting that the language employed in these foreign news texts exhibits a blend of simplicity and complexity. The texts are crafted in a manner that ensures comprehension for the target audience while maintaining formal appropriateness. The translators/editors skillfully select words and expressions that align with cultural writing and presentation norms, ensuring effective communication with the audience.

4.1 Translation Strategies

4.1.1 Domestication or Foreignization

One of the main discussions in news translation is whether to domesticate or foreignize international news. As this paper is concerned, it was claimed at the beginning that domestication is the best translation strategy used in news translation, because it is important to make the audience familiar with what is being broadcast on TV.

In order to know which translation strategy is mostly used in Moroccan TV news translation, the different ways in which the selected news items were translated, edited, and Broadcast at the Moroccan National Company of Broadcasting and Television should be identified. In this context, after examining a news text from China concerning the Chinese New Year, it becomes apparent that cultural terms and expressions utilized in the source text to depict the New Year celebrations are omitted during translation into Arabic. This omission aligns with the general guidelines of the Moroccan newsroom, which prohibit the inclusion of such terms due to potential rejection by the Moroccan audience. For example, the expression "The world celebrates the Year of the Pig" was translated as "يحتفل الصينيون بالسنة القمرية الجديدة". In this example, we can notice that the translator avoided including the word "pig" in the translated version although it is essential in the source text because it tells about the Chinese culture. Instead, he compensated the "Year of the Pig" with the "New Lunar Year" in an attempt to make it easy for the Moroccan audience to understand what the celebrations are for.

ST1:

"Iskender döner is made up of döner meat that is served over a bed of bread, tomatoes, and peppers. The kebab is then topped with yoghurt and melted butter."

TT1:

"يتكون هذا الطبق من اللحم البقري الذي يقدم فوق طبقة من الخبز والطماطم والفلفل. ثم يغطى اللحم بالزبادي والزبدة المذابة."

This example is extracted from a news text about food-culture in Turkey. In this news text, various cultural food items of Turkish origins were introduced in the source text in English. However, these Turkish terms and recipes were introduced in the Arabic version as Moroccan items. For instance, the expression "Iskender Kebab" is a Turkish name for a traditional Turkish dish and that was rendered into Arabic as "لحم البقر" "beef". In this case, news translator opts for replacing the names of the Turkish food items by the Arabic ones because the news text is accompanied by pictures and sound record. To illustrate this, if the translator chooses to keep the foreign Turkish terms in the Arabic version, he will need to explain them and give more details to describe the pictures that go along with the text. Thus, the newscast will be long. For this reason, the translator chooses to domesticate the source text by replacing cultural-items with neutral familiar ones.

ST2:

"It's ever so difficult for a woman to afford 250 francs (\$0.40) for a sachet of an imported brand (of baby food), and that will run out quickly. That's why women used to prepare food and warm them up."

TT2:

"يصعب على المرأة دفع 250 فرنك (40.0 دولار) (لكيس من علامة تجارية مستوردة) من أغذية الأطفال وسوف ينفد ذلك بسرعة، لهذا اعتادت النساء على تحضير الأطعمة وتخزينها."

This example illustrates another instance of domesticating in news translation from the selected data. This is the case of transposed elements. For example, the expression "to prepare or warm up" that appears in the Turkish source text written in English was translated into Arabic as "لتحضير الأطعمة وتخزينها" in order to provide the audience with a good flow of information, and to respect semantic information of the Arabic language.

Accordingly, the abovementioned examples reveal interesting aspects of the way in which foreign news are domesticated in order to suit the target audience's interest and appeal to the target contexts. In other words, the analysis of selected news Broadcast by the National Company of Broadcasting and Television justifies the use of domestication as a method by which journalists, editors, and translators render the 'foreign' news event in a more familiar, comprehensible, and compatible for consumption by the Moroccan target audience. Moreover, it is claimed by Alasuutari, Creutz, and Qadir (2013: 696) that domestication in news translation is also used by other agents outside the newsroom such as politicians who link "the foreign news to domestic politics in a way that serves their objectives". As a result, national journalists are required to deliver the domestic foreign news as stated by national politicians as well.

4.1.2. Adaptation

Adaptation in translation is another form of domestication (Newmark, 1988: 46). According to Newmark, adaptation is the "freest" form of translation because it enables translators to make changes in the source text according to what is expected to be the norms of the target language. However, there are those who contend that adaptation represents a form of "betrayal of the original author" (Bastin, 1998: 6). In news translation, it is claimed that pragmatic adaptation is suitably used when dealing with foreign TV news because it is important to study the pragmatic changes made to produce a readable text in the target language.

However, as mentioned earlier, news translation at the National Society of Broadcasting and Television is made in a way that makes it compatible with the language norms, society's guidelines, and the audience interests. Accordingly, pragmatic adaptation is used in the translation of the selected news items in various instances. Motivated by the translation purposes, adaptation is used in foreign TV news translation at the National Company of Broadcasting and Television in order to attract the attention of the viewer and to make the recipient interested in the events presented. Examples of pragmatic adaptation changes extracted from the selected data are as follows:

ST1:

"Anderson said that the company is exploring a variety of technologies to automate the process of packing merchandise into boxes but it could take a decade or more for the company to do that. Then, he added that the product left the house in miserable condition"

TT1:

"وقال أندرسون إن الشركة تبحث استكشاف مجموعة متنوعة من التقنيات لأتمتة عملية تعبئة البضائع في صناديق، لكن الأمر قد يستغرق عقداً أو أكثر حتى تقوم الشركة بذلك. ثم أضاف أن المنتج غادر الشركة في حالة هزيلة."

The expression "the product left the house in miserable condition" extracted from the news text about product investments in China that is written in English was translated into Arabic as "غادر هذا المنتج المستودع في حالة سيئة". In this case, the translator adapted the word "the house" with its exact meaning denoted from the context in order to clarify the information for the new recipients.

ST2:

"In 2017, she began teaching about 100 cooks from northern Para state how to use the babassu flour to prepare cereals for children, instead of more mainstream and less nutritious ingredients like corn starch or wheat flour."

TT2:

"في عام 2017 ، بدأت بتدريس حوالي 100 طهارة من ولاية بارا الشمالية كيفية استخدام دقيق باباسو لتحضير الأطعمة الصلبة للأطفال ، بدلاً من المكونات الأكثر شيوعاً والأقل تغذية مثل نشا الذرة أو دقيق القمح."

The expression "to prepare cereals" that is extracted from the Turkish news text about the cultural food-items written originally in English was translated as "تحضير الأطعمة الصلبة" which is used to describe children's food. In this example, the translator choice of words is apparent because he could have used the term "الحبوب" as a literal translation of the "cereals" but this would have created confusion amongst recipients who are not familiar with this kind of food processed with grains. After examining the abovementioned examples, it can be said that pragmatic adaptation in news translation is mainly used to solve ideological, technical, or cultural differences between the source language and the target one.

4.2. Adaptation Strategy Techniques

In relation to the abovementioned translation strategies, translators at the National Company of Broadcasting and Television implicate certain adaptation translation techniques for the processing of foreign news more than any others process, mainly: addition, omission, and compensation or re-writing.

4.2.1. Addition

According to Dickins, Hervey, and Higgins (2002: 24), addition is an adaptation technique "in which something is added to the TT which is not present in the ST". To illustrate the different usages of this technique, Newmark (1988: 91) divides the technique of addition into three types: "cultural (accounting for differences between ST and TL culture), technical (relating to the topic), or linguistic (explaining wayward use of words)". However, in news translation, translators have the tendency to resort to only cultural and technical additional information as they attempt to add words, sentences, and expressions in order to clarify the uncertainties regarding specific information within the news text or describing an ambiguous visual in the newscast. Furthermore, additional information can be incorporated within the target news text in order to facilitate understanding for the target audience. Therefore, addition, in this case, is considered exclusively important for effective communication.

According to the analyzed translated foreign TV news from the National Company of Broadcasting and Television, it is found that addition in TV news translation can have four types, namely: addition of dates, the addition of modifiers and qualifiers, the addition of comments, and the addition of implicit news headlines.

Example 1: adding a date

The extracted source text from Prince Harry's visit to Morocco published by an English news agency was as follows: "The royal couple will arrive at Morocco and travel to the Atlas mountains where they will meet girls at a boarding house run by a nongovernment organization (NGO) aiming to reduce school drop-out rates, the UK embassy in Morocco said".

This extract was translated into Arabic as:

"بحسب سفارة المملكة المتحدة بالمغرب، فإن الزوجان الملكيان سيصلان مساء السبت إلى المغرب، وسيقومان بالتوجه صباح اليوم التالي إلى جبال الأطلس حيث سيجتمعان بالفتيات المقيمات بأحد المساكن الداخلية والذي تديره إحدى المؤسسات غير الحكومية بهدف خفض معدلات الهدر المدرسي"

Example 2 illustrates the information provided in the ST by introducing the exact timing of the royal visit to both locations. The dates mentioned are not present in the English source text. Yet, it was important to add such information for the Moroccan recipients because they are concerned with the royal visit program and would appreciate preciseness of such news.

Example 2: addition of modifiers and qualifiers

The following example is extracted from the British royal visit news story written in English:

"People in Casablanca gathered in regard to a visit by Britain's Prince Harry and his pregnant wife Meghan who are set to begin a three-day visit to Morocco on Saturday."

This extract was translated into Arabic as:

"اجتمع وعبر الناس في الدار البيضاء عن حماسهم لزيارة الأمير البريطاني هاري وزوجته الحامل ميغان في الزيارة الملكية التي من المقرر أن تستمر لمدة ثلاثة أيام في المغرب يوم السبت."

This example illustrates the addition of a positive modifier "excitement" in the target text though it wasn't present in the source one. This word was added in the target text in order to reflect the positive characteristic of the British royal visit, and to implement feelings of appreciation and love within the TV news story.

Example 3: addition of comments

The source text is extracted from a news text originating from Finland about a teaching Robot as follows:

"Elias could provide different kind of exercises depending on how the student is feeling. Because emotions have a really strong influence on learning, when our kids are happy in the classroom they learn faster."

This extract was translated into Arabic as:

"يمكن أن يقدم "إلياس" أنواعًا مختلفة من التمارين اعتمادًا على شعور الطالب، لأن العواطف لها تأثير قوي حقًا على التعلم، عندما يكون أطفالنا سعداء في الفصل يتعلمون بشكل أسرع وأذكى."

Example 3 illustrates the addition of the translator's comment in the target text by adding the word "أذكى" which is not present in the source text. The added word meaning "smart" is included in order to describe the effectiveness of using and implementing emotions within artificial intelligence while teaching children.

Example 4: addition of implicit news headlines

The extracted source text from Prince Harry visit to Morocco published by an English news agency was as follows:

"On Monday (February 25) the Duke and Duchess will attend an equestrian event in the capital Rabat centering on horse therapy for children with special needs, followed by a cooking event and a meeting with young social entrepreneurs. The couple is also expected to meet a member of the Moroccan royal family later in the day at a palace in Rabat."

This extract was translated into Arabic as:

"برنامج الزيارة الملكية: في يوم الاثنين (25 فبراير)، سيحضر الدوق والدوقة حدثًا للفروسية في العاصمة الرباط بأحد المراكز التي تركز على علاج الخيول للأطفال ذوي الاحتياجات الخاصة، يليه حضورهما لحدث للطهي المغربي واجتماع مع رواد أعمال اجتماعيين شباب، كما سيلتقيان أحد أفراد العائلة المالكة المغربية في وقت لاحق من اليوم في القصر بالرباط."

Example 4 illustrates the addition of the translator's attempt to organize the ideas for the target audience by adding "برنامج الزيارة الملكية" as a headline in the target text. This headline is used to organize the coming stream of ideas and to clarify the meaning for recipients.

4.2.2. Omission

According to Baker (1992: 42), omission can only be used as a "last resort, when the advantages of producing a smooth, readable translation clearly outweigh the value of rendering a particular meaning accurately in a given context". To define it first, omission is a translation technique that refers to the act of deleting, subtracting, or excluding irrelevant information from the TT.

One of the main other factors that motivate the omission technique in news translation is the current interest value, length, and appropriateness of the TV news text. In other words, the importance of TV news affects its specified record timing between other programmed news. For instance, all additional or repeated information is omitted from the source text if their interest value is low.

After analyzing news items, it has been found that the second noticeable technique used in the translation of news TV at the National Company for Broadcasting and Television is omission, which stands for the act of deleting the overall or partial content of news texts by removing certain information that would not suit news' production purposes. Accordingly, omission in TV news translation can have three types, namely: omission of detailed explanations and examples, the omission of negative descriptions, and the omission of sensitive information or topics.

Example 1: omission of detailed explanations and examples

The following example is extracted from the Jordanian art of mandala news story written in English:

"A ruler, pen and colours are enough tools to begin to engrave geometric shapes to your liking, and so your creativity will begin. Through these workshops, the planning and setting of the proper criteria for each drawing are taught. I believe it was at the beginning of January 2007 after seeing a fellow artist post a mandala that he had made on the photo-sharing website Flickr. The coloring phase is fantastic and fun as you become your title after coloring."

This extract was translated into Arabic as follows:

"مسطرة وقلم وألوان، هي أدوات كافية لتبدأ في نقش أشكال هندسية حسب رغبتك، فينطلق بذلك إبداعك. عبر هذه الورشات، يتم تعليم التخطيط ووضع المعايير السليمة لكل رسم. ومرحلة التلوين عجيبة وممتعة حيث إنك تصبح عنوان لوحتك بعد التلوين..."

The source text focuses and informs the audience about more aspects of the artist's life, her latest works, and her personal experiences, whereas this information is deliberately removed in the target text because the focus is on the art itself. This example illustrates the choice of the translator to exclude additional personal information about the artist and highlights only the information that would matter the best to the audience.

Moreover, television news package contains both written wires and footages and sometimes the latter includes news items that are very long and need to be shortened or reduced to fit within its programmed timing along with other news items in one newscast. Accordingly, foreign TV news translator resorts to his personal common sense to decide what is to eliminate and what is important to keep for the good construction of the news story. For instance, the news event about the lunar year celebrations happening in China lasted in the original news record for 5 minutes. In this case, the translator needed to make instantaneous decisions about what is relevant to the story and eliminate everything that is repetitious and less relevant. As a result, the final news product was reduced from 5 minutes to less than 2 minutes voice-record and the news text was constructed based on 3 paragraphs whereas the original one contains two long pages of description.

Example 2: omission of negative descriptions

The following example is extracted from the Brexit struggle and PM accusations written in English:

"British Prime Minister Theresa May faces another trial by parliament this week when she must tell members of parliament (MPs) what progress she has made in talks with the European Union, as patience in her party wears thin and the risk of a disorderly Brexit rises. After this, Theresa May was accused of taking Brexit "down to the wire" by setting an "insane" timetable for a deal to be agreed. On the contrary, Some argue leaving the bloc without a deal is preferable to leaving with a deal that would keep Britain in a close relationship with the EU, and that any short term economic disruption would be outweighed by long term benefits."

This extract was translated into Arabic as follows:

تواجه رئيسة الوزراء البريطانية تيريزا ماي محاكمة أخرى من قبل البرلمان هذا الأسبوع حيث يتعين عليها إخبار أعضاء البرلمان بالتقدم الذي أحرزته في المحادثات مع الاتحاد الأوروبي، بعد أن بدأ الصبر ينفذ في صفوف حزبها وبعد زيادة خطر خروج بريطانيا من الاتحاد الأوروبي بشكل غير منظم. من جانب آخر، يجادل البعض بأن ترك الكتلة دون صفقة أفضل من الرحيل بصفقة من شأنها أن تبقي بريطانيا في علاقة وثيقة مع الاتحاد الأوروبي، وأن أي تعطيل اقتصادي قصير الأجل سوف تفوقه منافع طويلة الأجل."

This example illustrates the choice of the translator to exclude the whole part that accuses the British prime minister from the target text in order to avoid implementing any negative description of the said minister and create any diplomatic problems between the two kingdoms.

Example 3: omission of sensitive information or topics

The following example is extracted from the Chinese news story about the New Year's celebration written in English:

" People perform in costumes during Spring Festival celebrations in Badachu Park marking Lunar New Year. Slaughtered pigs are on display at a heaviest pig contest on the eighth day of the Chinese Lunar New Year of the pig. People perform a traditional Chinese lion dance as to mark the Chinese Lunar New Year of the Pig." This extract was translated into Arabic as follows:

" (...) ارتداء الناس لأزياء خاصة خلال احتفالات عيد الربيع في حديقة باداشو بمناسبة رأس السنة القمرية الجديدة، كما يقوم الناس بتأدية رقصة الأسد الصينية تقليدية بمناسبة السنة القمرية الصينية الجديدة. "

This example illustrates how translators at the NSBT pay special attention to the content to be produced because it can lead to troubles and misrepresentations. In this case, the translator's choice of words reflects his/her awareness of the religious and cultural aspects of the Moroccan recipients. Hence, he eliminated the words that may culturally shock the audience.

4.2.3. Compensation or re-writing

Another noticeably used pragmatic adaptation translation technique within the newsroom at the National Company of Broadcasting and Television is a combination of compensation and re-writing. At one hand, compensation is defined by Harvey (2001: 37) in the work cited by Hassan (2011: 21) that it is the "making up for the loss of a source text effect by recreating a similar effect in the target text". A translation technique that is used to mediate the cultural differences between the two languages. On the other hand, rewriting is considered as a translation technique by which translators attempt to replace information in the source text with its counterpart equivalence in the target language.

According to Bielsa (2007: 142), changes are made to the translation in order "to better suit the needs of the target reader or the requirements of the target publication". It is worth noting that compensation or re-writing in translation is not limited to addition and omission only, but it goes beyond them to reach a general reworking of the source text into the target language.

According to the analyzed translated foreign TV news from the National Company of Broadcasting and Television, it is found that compensation and re-writing in TV news translation are generally used in the following cases: replacing day with date or vice-versa, replacing exact information with a vague one, reversing type of information, and softening extreme details.

The following samples illustrate instances of compensation or re-writing in TV news translation:

Example 1: replacing the day with date

The following example is extracted from the British royal visit to Morocco written in English:

"On February 25, the Duke and Duchess will attend an equestrian event in the capital Rabat centering on horse therapy for children with special needs, followed by a cooking event and a meeting with young social entrepreneurs." This extract was translated into Arabic as follows:

" في يوم الاثنين، سيحضر الدوق والدوقة حدثاً للفروسية في العاصمة الرباط بأحد المراكز التي تركز على علاج الخيول للأطفال ذوي الاحتياجات الخاصة، يليه حضورهما لحدث للطهي المغربي واجتماع مع رواد أعمال اجتماعيين شباب، كما سيلتقيان أحد أفراد العائلة المالكة المغربية في وقت لاحق من اليوم في القصر بالرباط."

In this example, the translator opts for converting the calendar date "20 February" in the source text with the exact weekday "Monday" in the target text in order to avoid confusing the target audience who may believe the calendar date is due on another week.

Example 2: replacing exact information with a vague one

The following example is extracted from the news story regarding the international air race competition based in Emirates and that was written in English:

"The latest news brings us to the capital Abu Dhabi, which hosted for two days, the 12th consecutive year, the World Air Race Championship, with the participation of 14 pilots representing the 6 continents of the world. The tournament is held in a competition of speed, precision and skill, and it races on high-speed aircraft at speeds of up to 370 km / h, at low altitudes, weaving its way through 25-meter-long aerial gates against the gravity of the earth."

This extract was translated into Arabic as follows:

" صور آخر النشرة تنقلنا إلى العاصمة أبو ظبي التي استضافت على مدار يومين، للعالم الثاني عشر على التوالي، بطولة العالم للسباق الجوي بالطائرات، بمشاركة طيارين من مختلف أرجاء العالم. تجمع هذه البطولة أمهر الطيارين في منافسة تجمع بين السرعة والدقة والمهارات، يتبارون في جولاتها على متن طائرات عالية الأداء بسرعات متفاوتة، على علوٍّ منخفض، تحيك طريقها بين بوابات هوائية تختلف في الطول، ترسم مسار المضمار المتعارض تعرجات الطيارين فيه مع جاذبية الأرض."

Another example is extracted from a Finnish news story about artificially intelligent robots written in English:

"Several models of robot Elias have spent the last 12 months at a school in the southern Finnish city of Tampere. Elias already understands 23 languages, but its creators say mastering the language of emotion will improve learning."

This extract was translated into Arabic as follows:

أمضت عدة نماذج من روبوت إلياس الشهور الأخيرة في مدرسة في مدينة تامبيرى الجنوبية الفنلندية. هذا النوع من الروبوتات "إلياس" بمقدوره بالفعل الحديث بعده لغات، لكن منشئها يقولون إن إتقان لغة العاطفة سيحسن من العملية التعليمية"

These examples illustrate how the specified information in the source text about the aircrafts' speed and their length is mentioned in the target text in a vague way.

Example 3: reversing type of information

The following example is extracted from the Jordanian art of Mandala news story written in English:

"The mandala or circle is a collection of symbols used by Hindus and Buddhists to express the image of the metaphysical universe. This art began in the Tibet region of India and then spread towards many countries of the world. The word "Mandala" means in the "Sanskrit" language a circle, and it is now commonly known as "Mandala" which has become a general term for any layout,

table, or geometric pattern, which presents the universe by "metaphysics" or "symbols". Different circles and geometric shapes are repeated in a circle. The deeper the painter becomes in his circle, the deeper the focus and inner calm arise."

This extract was translated into Arabic as follows:

"الماندالا أو الدائرة، هي مجموعة من الرموز استعملت من قِبل الهندوسيين والبوذيين للتعبير عن صورة الكون الميتافيزيقي. إنها عبارة عن دائرة تتكرر فيها الدوائر والأشكال الهندسية المختلفة، وكلما تعمق الرسام في دائرته كلما وصل إلى تركيز وهدوء داخلي عميق، حتى إنك لتحس بجاذبية قوية بين الرسام ودائرته، تجذب عينيه وقلبه وفكره وتركيزه، أما تسميته بفن البهجة، فلأنه يدخل السرور والفرح على النفس، لذلك فهو يعد أحد الفنون التي ثبت علمياً دورها الإيجابي في معالجة التوتر الناتج عن ضغوطات الحياة."

In this example, re-writing can be noticed in terms of the information focus of the source text and the target one. In this news text, it can be said that the information focus of the source text has been reversed in the target text. For instance, the source text about the art of Mandala is very informative because it gives information about the origins of the art of Mandala, whereas the target text reflects an operative function as the text aims at persuading people to start learning this art as a cure for life's stress.

5. Results and Findings:

The preceding analysis sheds light on the approach adopted by the newsroom at the National Society of Broadcasting and Television (NSBT) in translating TV news, where a significant emphasis is placed on domestication and adaptation to ensure accessibility to the Moroccan audience, while also considering pragmatic features inherent in both the source and target languages. This utilization of pragmatic adaptation techniques in TV news translation reflects the institution's linguistic measures governing translation and production processes.

Upon examining the selected examples, several noteworthy findings emerge:

1. Addition emerges as a prevalent translation technique, particularly within the realm of news translation. The examples illustrate how addition is strategically employed to surmount communication barriers, enrich news content with details that engage the audience, and subtly influence recipients with the provided information.
2. Translators exhibit flexibility when handling diverse foreign news items. The technique of omission grants translators the flexibility to include selectively specific elements of information while discarding others, thereby prioritizing certain details over others based on their relevance to the target audience.
3. Language and target audience considerations significantly influence the framing of translated news. To bridge the information gap between the source text (ST) and target text (TT), compensatory and rewriting techniques are employed, ensuring that the translated news aligns with the expectations and cultural nuances of the Moroccan audience. It is noteworthy that such mediation in translation is not solely reliant on the translator's discretion but also adheres to guidelines and language mechanisms established by the NSBT.

In summary, these findings underscore the dynamic interplay between linguistic adaptation, cultural mediation, and institutional guidelines in shaping the translation of TV news at NSBT, ultimately aiming to effectively engage and inform the Moroccan audience.

6. Conclusion

To summarize, news translation represents a captivating yet undervalued domain within translation studies. Operating within professional environments like the National Society of Broadcasting and Television (NSBT) poses significant challenges, demanding swift and precise translation decisions. Achieving professionalism in this field necessitates a profound understanding of the pragmatic aspects inherent in news translation, as evidenced by the language and lexicon employed in TV news analysis.

Through the application of pragmatic adaptation techniques, translators meticulously analyze foreign news stories to align them with the linguistic norms and cultural sensitivities of the target audience, adhering to each news agency's guidelines. A qualitative analysis of five foreign TV news samples broadcasted by NSBT revealed that domestication emerges as the predominant translation strategy, aimed at familiarizing the Moroccan audience with the cultural context of the source material and preventing cultural dissonance. Furthermore, the implementation of domestication is facilitated by specific, pragmatic adaptation techniques such as addition, omission, and compensation or re-writing, enabling translators to maintain fidelity to the source text while conforming to the conventions of the target language.

This research employed a qualitative approach to analyze TV news translations from a pragmatic perspective, confirming the hypothesis set forth at the study's outset. The analysis underscored the meticulous news selection and translation processes at NSBT, elucidated the diverse translation adaptation techniques employed, and validated the influence of NSBT's guidelines in

shaping TV news translations to align with Moroccan cultural norms. Looking ahead, this paper invites future empirical studies to explore the linguistic dynamics shaping TV news translation and its operational processes. Further research into the interplay between translation theory and real-world application is imperative for a comprehensive understanding of TV news translation practices within Moroccan TV news agencies.

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