

**MANAGING AND MONITORING
STRATEGIES IN MEDIA DISCOURSE
WITH REFERENCE TO TRANSLATION**

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LAYOUT

- Managing and Monitoring in Text- Linguistics
- Managing and Monitoring in Media Discourse
- Managing and Monitoring in Translation

MANAGING AND MONITORING IN TEXT LINGUISTICS

- de Beaugrande and Dressler (1981)
- Shunnaq (1992)
- Farghal (1993)

Shunnaq (1992:36) argued that " if a text producer manipulates the item of his/her text in an attempt to steer the situation to a certain goal; it can be said that the situation is being managed, whereas if s/he describes the situation through reporting the available events, then it is said that the situation is being monitored."

IN MEDIA DISCOURSE

Shunnaq (1992:27) mentioned that the language used by a magazine or a newspaper is not linguistically homogenous. The language of a paper varies according to context and the nature of the news script.

Beaugrande (1981:163) stated that "there must be an intention for each action."

"IDF kills a Hamas militant in Gaza"

قوات الاحتلال الاسرائيلي تقتل احد مقاتلي حماس في غزة

IN TRANSLATION

Megreb (1999:59) "translation is rewriting the source text in the form of the target text (TT), and this involves interpretation of the ST and transformation of the target language"

Interpretation

Transformation

- a. One represents the ideology of the writer of the ST
- b. The other represents the ideology of the translator.

According to Palestinian sources, a woman was killed by an Israeli sniper while standing outside her house. The **IDF** spokesman's office rejected the accusation **saying** that she was killed by a stray bullet while soldiers were firing at armed men.

افادت مصادر فلسطينية ان امرأة قتلت بنيران قناص اسرائيلي بينما كانت تقف خارج منزلها. ولقد رفض المتحدث باسم **قوات الاحتلال الاسرائيلي** هذا الاتهام **زاعماً** انها قتلت برصاصة طائشة اثناء قيام الجنود باطلاق النار على رجال مسلحين.

Conclusion

The literature on ideology in discourse and translation reveals that a news text reflects the writer's attitudes, beliefs and viewpoints or more generally, the values and assumptions of a social group and culture. Such ideological meanings tend to be explicitly or implicitly encoded in linguistic expressions. Ideologies imbedded in news reports challenge the translators, not only because ideologies of societies and cultures are different, but also because the lexico-grammatical realization of the ideology is likely to vary in different languages.

News translators make choices and carry out various changes of textual manipulation; they adjust the translation and modify the text according to the needs of the target medium, reorganizing the text fully, cutting, reframing structures, altering the syntax according to the editorial stylistic norms. What matters at the end of the day is that the final product which reaches the target readership is more important than fidelity to a ST.



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