Critical Circulation of Narratives in News Translation

Mohammad Shahi
Department of Foreign Languages, Sheikhbahaee University, Isfahan, Iran
mohammadshahi@mail.com

Studying translations during the time of conflict has gained currency in the recent decade in translation studies. One of the cases in which conflict manifests itself is in the way different countries choose to name an event, or a geographical location, for example. This study sets out to understand how translation of rival names and labeling is carried out in state news agencies. To achieve this end, English to Farsi translations of 5 news Web sites, namely, IRNA, ISNA, YJC, Tabnak, and Fars News Agency were monitored for 2 weeks. The collected data was analyzed from narrative theory approach using Baker's model. The data analysis shows that in 32 cases the names or labels given by English news agencies are substituted by the names endorsed by the institutions in which translators work. This study demonstrates that name substitution takes place when Iran’s national and international interests are at stake. These cases include Palestine, Syrian crisis, Islam, and the Persian Gulf.