THE EFFECT OF IDEOLOGY ON TRANSLATION PROCESS

İDEOLOJİNİN ÇEVİRİ SÜRECİNE ETKİSİ

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ABSTRACT
With the globalizing world, translation activity is becoming widespread worldwide and the impact of translation on daily life is also increasing significantly day by day. In addition to providing cross-cultural communication and cultural exchange, translation has also an important place in spreading ideologies among societies. Although, it is commonly accepted that translation is not a prejudiced activity, it is influenced by so many variables especially the ideology and the world view of the translators. Because, the decisions made by the translators during the translation process and the ideology of the translators bear some ideological consequences in the translated text. Subsequently, it would not be wrong to define the translation as a process of interpreting the source text that is shaped by the translator's ideology. As a result of this, the effect of ideology on translation has attracted the attention of researchers in recent years.

Taking all the things mentioned above into account, the main goal of this article is to explain the role of ideology in translation and to reveal how ideologies affect translators' decisions and choices in the translation process. This study also tries to explain the relationship between translation and ideology in a concrete way by presenting previous case studies and the results of these studies. In order to serve this purpose, firstly, the concept of ideology was explained in detail. In addition, the concepts of discourse, discourse analysis and critical discourse analysis, which are the first concepts that come to mind when it comes to ideology, are mentioned and the relationship of these concepts with ideology and translation is tried to be explained.
Keywords: Translation, Ideology, Discourse, Discourse Analysis, Critical Discourse Analysis

ÖZET
Küreselleşen dünya ile birlikte çeviri faaliyeti dünya çapında yaygınlaşmakta ve çevirinin günlük yaşam üzerindeki etkisi de her geçen gün büyük ölçüde artmaktadır. Çeviri; kültürlerarası iletişimi ve kültürel alışverişi sağlamanın yanı sıra, ideolojilerin toplumlar arasında yayılmasında da önemli bir yere sahiptir. Çevirinin ön yargılı bir faaliyet olmadığı yaygın olarak kabul edilse de, çeviri etkinliği çevirmenlerin ideolojisi ve dünya görüşü başta olmak üzere pek çok değişkenden etkilenmektedir. Çünkü çeviri sürecinde çevirmenler tarafından verilen kararlar ve çevirmenlerin ideolojileri çeviri metninde bazı ideolojik sonuçlar doğurmaktadır. Dolayısıyla çeviriyi, çevirmenin ideolojisiyle şekillenen bir yorumlama süreci olarak tanımlamak yanlış olmayacaktır. Bunun sonucu olarak da ideolojinin çeviri üzerindeki etkisi son yıllarda araştırmacıların ilgisini çekmektedir.

Yukarıda belirtilen tüm hususlar dikkate alındığında, bu makalenin temel amacı, ideolojinin çeviri sürecindeki rolünü açıklamak ve ideolojilerin çevirmenlerin çeviri sürecindeki karar ve seçimlerini nasıl etkilediğini ortaya koymaktır.

Bu çalışma aynı zamanda daha önceki vaka çalışmalarını ve bu çalışmaların sonuçlarını sunarak çeviri ve ideoloji arasındaki ilişkiyi somut bir şekilde açıklamaya da çalışmaktadır. Bu amaca hizmet etmek için öncelikle ideoloji kavramı ayrıntılı bir şekilde açıklanmıştır. Ayrıca, ideoloji denilince ilk akla gelen kavramlar arasında olan söylem, söylem analizi ve eleştirel söylem analizi kavramlarına da değinilmiş ve bu kavramların ideoloji ve çeviri ile ilişkisi açıklanmaya çalışılmıştır.

Anahtar Kelimeler: Çeviri, İdeoloji, Söylem, Söylem Analizi, Eleştirel Söylem Analizi

1. INTRODUCTION

Translation, dating back to the past as much as human history, is an important tool that provides communication and information exchange among societies. There are so many definitions about translation from past to present. To mention some of them; first of all, in the simple sense, translation is a way of turning the source text into another text in another language (Hatim and Munday, 2004: 3). Similarly, Palumbo (2009: 122) also defines translation "…as a text in one language that represents or stands for a text in another language; the term translation also refers to the act of producing such a text". Moreover, it can be said that translation is a process that is influenced by the translators' ideas and ideologies (Hatim and Mason, 2005: 122). Besides, it can be claimed that translation has an important role not only in the exchange of knowledge and culture between societies, but also in the transfer of ideologies among societies. Therefore, it can be asserted that, in the translation process, the translator is a means of transferring both her own ideology and the ideology of the source text author to the translated text. Based on this, this study tries to enlighten the relationship between the ideology and translation and it also aims to give information about the effect of ideology in the translation process. In addition to explaining the relationship between translation and ideology, the purpose of this study is also to explain the concepts of discourse, discourse analysis and critical discourse analysis, which are the first concepts that come to mind when the concept of ideology comes to the fore. Besides, in order to depict the subject in a concrete way, the case studies conducted to illustrate the effect of ideology on translation will be given in the study. Before addressing all these, it is thought that it would be appropriate to elaborate the concept of ideology first in the following part.

2. WHAT IS IDEOLOGY?

There are many definitions that explain the ideology from different angles, but since it is not possible to touch all of them in this study, only some of the definitions that help to explain the concept will be addressed. Whether visible or invisible, ideologies and the effects of these ideologies are manifested in all areas of life, and the concept of ideology is evaluated as a strong thought system (Nemeth, 2006). To start with, ideology can be defined as a group of ideas, beliefs and values that regulate the lives of people and aid them to comprehend their relation to their society they are part of (Perez, 2014: 5). According to Al-Mohannadi,

Ideology is a worldview that people acquire from the surrounding circumstances. It helps people to determine what is good or bad, to categorize others, to realize men and women's roles in life; it controls peoples' beliefs about the world (as in religious ideologies) and determines priorities in life (2018: 530).

Furthermore, ideology is discussed in many ways as some researchers define it as a political stance, some define it as value-systems and worldviews and a few others define it as religious beliefs thus in general, it can be defined as set of beliefs, assumptions and values that make this concept very controversial (Rojo López and Ramos Caro, 2014).

Besides, ideology means a group of ideas that illustrates the opinions and beliefs of the people and society (Shahsavar and Naderi, 2015).

Moreover, Nescolarde-Selva et al. assert that ideology is a kind of systemic property of cognition that is central to the transmission of the ideas and beliefs. One of the main functions of ideology is acting as a principle or set of ideas that can alter the society by supplying a set of norms that are put to use as a leader for change. Ideologies also come in many forms such as religious, philosophical, popular, and scientific and they have an important role in personal identity and in the society (2017).

According to Van Dijk, ideologies can be thought as the corner stone of the social representations shared by a specific group member which means that ideologies help people to organize the various social beliefs about the cases that are good or bad, right or wrong. Ideologies may also affect what is acknowledged as true or false, especially when some social beliefs are found out to be related the group and it should be noted that ideologies should not be accepted as only a 'world view' of a group, rather they should be accepted as the basis of the social beliefs (1998: 8).

Additionally, ideologies emerge in societies where class segregation is categorized by relations of tyranny, and people can transcend ideology by transcending such societies (Fairclough (1995: 82).

On the top of that, the concepts of ideology and culture are intertwined and these two concepts cannot be considered separately from each other. Cultural and ideological issues have an important place in translation studies, and as a result, a wide variety of cases focused on literary translation have emerged. (Rojo López and Ramos Caro, 2014).

Similarly, Nescolarde-Selva et al. (2017) put forward that cultural consensus can also be achieved by means of ideologies and the concept of ideology that is made up of beliefs, ideas and some symbols of the society, also concerned with the continuity of the culture and identities.

Based on the definitions given above, to summarize the concept of ideology; Ideology is a concept that can be defined in many ways and has a relationship with many fields, especially language, culture. One of these fields is translation studies therefore, in the next part of the study, the relationship between ideology and translation will be discussed.

3. IDEOLOGY AND DISCOURSE

Before mentioning the relationship between ideology and discourse, it is thought that it would be appropriate to discuss the concept of discourse. According to Al-Mohannadi (2008: 530), discourse can be defined as "a textual manifestation of the speaker's ideology". In addition, Hatim and Mason (2005: 182), describe discourse as "modes of speaking and writing which involve social groups in adopting a particular attitude towards areas of sociocultural". On the top that discourse can be explained as socially constructive concept and it constitutes some of the social subjects, social relations, and knowledge system and notions, beliefs and discourse study focuses on its constructive ideological impacts (Fairclough, 2006: 36). In linguistics, 'discourse' is used in order to refer to extended examples of both spoken and written language (Fairclough, 2006: 3). Moreover, for different kinds of languages and social situations, discourse is used for example; "'newspaper discourse', 'advertising discourse', (classroom discourse', (the discourse of medical consultations')" (Fairclough, 2006: 3).

Van Dijk believes that although discourse is not the only social practice ideologically, it plays an important role in the reproduction of ideologies in society. Language use, text, talk and communication, that are subsumed under the term of 'discourse, are used by the members of the group to learn, change, confirm and to convey ideologies to other ingroup members. In a nutshell, if anybody wants to understand how ideologies actually work and how they are created, altered and produced, one must look closely at the discursive manifestations of them (1998: 6).

Moreover, if a society thinks that one race is superior and dominant over another, their discourse their discourse reflects a racist ideology that insults others that are thought as inferiors thus it can be asserted that discourse is a major ideological vehicle representing the ideology of the strong ones against the weak ones. It is also thought that ideology of the society strongly influences then language and the discourse of the society (Al-Mohannadi, 2008).

As regards discourse analysis (DA), it is a research method often used in social sciences and critical discourse analysis (CDA) is thought as the main part of discourse analysis and it not only focuses on the text itself, but also examines the social variables such as power, gender and ideology thus CDA is a very important method in order to explain the ideological relations (Alghamdi (2014). Similarly, According to Khajeh and Khanmohammad (2011), critical discourse analysis is the branch of summary analysis. It can be used both theoretically and as a method. They also indicate that critical discourse analysis;

…takes a radically different standpoint first and foremost giving much account of sociological variables such as ideology, power, hierarchy and gender seen as mainly   effective   elements   for interpretation or production of a text. In other words, in such a   context, focus is not only put on the text, rather in its relation to different kinds of societal impulses and structures (Khajeh and Khanmohammad, 2011: 26-27).

Besides, Fairclough (1995: 23) defines critical discourse analysis as "integrating (a) analysis of text, (b) analysis of processes of text production, consumption and distribution, and (c) sociocultural analysis of the discursive event (be it an interview, a scientific paper, or a conversation) as a whole".

Moreover, CDA is a kind of analysis that studies the concept of power that exists in discourse and it is believed that the concept of power and ideology are related to each other that are also highly dependent on language and the groups most affected by the discourse are the less powerful, and these groups are more easily manipulated for the interests of dominant groups (Khajeh and Khanmohammad, 2011).

Critical discourse analysis often chooses the perspective of the sufferers and analyzes critically the language use of the people in power who are responsible for the inequalities and also have the opportunity to upgrade the existing conditions (Azodi and Salmani, 2015).

4. TRANSLATION and IDEOLOGY

As stated before, ideology is an important concept that appears in many academic disciplines, including translation studies and most of the researchers believe that there is a multi-faceted relationship between translation and ideology.

To explain the relationship between translation and ideology, it can be asserted that translation, which provides intercultural communication and is also known as the meeting point of different cultures and civilizations, is exposed to different ideological manipulations to serve the benefit of the sovereign authority and power (Azodi and Salmani, 2015).

Moreover, it can be said that translators translate and reproduce a text according to their ideological beliefs and settings such as "Feminists, functionalists, descriptive and polysystemic scholars, sociolinguistic researchers, postcolonial exegetes, corpus studies propounders, critical linguistic theorists, gay and lesbian academics, semioticians, contrastive linguists embody some of the very many 'ideologies' that make up TS" (Perez, 2014: 7).

Similarly, Tymoczko also believes that the ideology of translation is based not only on the translated text, but also on the worldview and perspective of the translator and his/her relationship with the target audience (2014: 183).

In the same way, Schäffner (2014: 23) also states that translation is an ideological activity as the selection of the source text and the target text that emerges at the end of the translation process are specified according to the beliefs, goals and the interests of the translators.

According to Alghamdi, the influence of ideology is evident in a translated text, and the ideology influences the production and interpretation of the meaning in the translated text when compared to the source text therefore, a translated text is influenced by the translator's target language and ideology (2014). Because, in translation process, translators do not only transfer the ideological characteristics of the source text, but also, they transmit their ideological views so it can be said that "…the target text includes socio-cultural and ideologically embedded reflections of translator, as well as his/her attitudes and mental images" (Aslani and Salmani, 2015: 164).

Likewise, Grant, et. al (2017) indicate that there are so many underlying factors of the translation process and ideological factors are at the top of these for example; the ideology of the translators and the society where he or she lives, makes a lot of contribution to the translated text.

According to Wyszyńska (2017) the translated text should transmit the ideology of the source text and the author, but sometimes this is not achieved as the translator transmits his/ her ideology unintentionally and thus manipulates the source text as a result.

Quite in line with the things mentioned above, it is also asserted that translation criticisms have started to focus on the role of the translator in the translation process, both physically and ideologically, because the influence of ideology in the translation process is inevitable (Valerio, 2003).

Furthermore, Grant, et al. (2017: 4) depicts the relationship between translation and ideology as "On the one hand, translation is governed by ideology. On the other hand, translation at the same time contributes to production of ideology".

Moreover, "…ideological aspects can also be determined within a text itself, both at the lexical level (reflected, for example, in the deliberate choice or avoidance of a particular word) and the grammatical level (for example, use of passive structures to avoid an expression of agency)" (Schäffner, 2014: 23).

On the top of that, translated text is not only influenced by the culture and history of the societies but also by the ideology of the nation's thus it can be said that ideology is important in translation process as both the ideology of the translator and the society manipulate the process (Grant, et. al., 2017).

Moreover, in addition to translation, ideology plays an important role in the selection of books of publishing houses. As they choose to publish the books that are translated from their perspective and in line with their ideological stance and publishing houses even intervene in the text translated by the translator according to their own views during the editing process (Wyszyńska, 2017). And the ideological dimension of translation both causes changes and encourages the formation of a new identity (Tymoczko, 2003).

Similarly, it can be said that the ideological side of translation cannot be limited to the decisions of the translators and the strategies used by them during the translation process, the decisions of the editors and the publishing house can affect the process and they may also be ideologically prejudiced (Rojo López and Ramos Caro, 2014).

As it can be understood from what has been said, the concept of ideology, which appears in many fields, plays an important role in the translation process, because besides many variables, the ideological attitude and worldview of the translators greatly affect the translated text.

5. STUDIES CONDUCTED ABOUT THE EFFECT OF IDEOLOGY ON TRANSLATION

There are many factors that affect the translation of a text, one of which is the translators' socio-cultural background and ideological stance. Because, as it can be understood from what has been said, translation is not only the process of transferring a message from one language to another, but also it is an ideological transfer and many studies have been conducted and many theories have been put forward to explain the relationship between translation and ideology and the effect of translators' ideology on the translation text.

In this section, some of these studies will be mentioned and the effect of ideology on translation will be explained in more detail. To begin with, Shahsavar and Naderi (2015), conducted a study about the influence of ideology on the novel translation titled "A Tale of Two Cities" by Charles Dickens from English to Persian and in this study the researchers try to show the ideological differences between the source and two Persian versions of the source text. The results of the study showed that second translated text is more similar ideologically to the source text compared to the other translated text and the rates are 67% to 43%. This is because of the fact that, the translator omitted especially the ideological and arguable words in the translated text.

Another study to illustrate the influence of ideology on translation was conducted by Valerio (2003). In this study, Italian short novel titled Pinocchio and its three translations that are English, Russian and Turkish were analyzed comparatively in order to show the effect of translator's choices and ideology in the translation process and the results indicated that the English and Russian versions of the translated texts are the ones that show most alteration in terms of content but the two Turkish versions of the source text were source culture oriented compared to the English and Russian versions.

Moreover, another study conducted by Wyszyńska (2017) tried to show the any variances in meaning and content related to translation of ideological concepts about the World War II period by the help of the examples taken from the Spanish translations of "Medallions" and short-stories of Tadeusz Borowski. According to the results of the study, it is found out that the translated versions of the original text do not present the ideological aspects of the original texts and they just tried to present the facts just like the historical texts. Therefore, it can be said that the translators did not present the ideology of the author of the source texts.

Another study that tries to examine the effect of the ideology on translation is conducted by Shahbazi an Rezaee (2017). In this study, Uncle Tom's Cabin' and its translation were chosen as examples and they were analyzed critically in order to find out the influence of the ideology on translation process and the results of the study indicated that though the translator tried to express the ideology of the author in the translated text, some manipulations were detected in the translated texts.

Moreover, another study conducted by Khajeh and Khanmohammad (2011) aimed to explain the relationship between ideology and translation and to find out the revealing ideologies that do not appear in the Persian versions of the English book titled Media Control written by Noam Chomsky in the framework of critical discourse analysis again. According to the results, it was seen that intentionally or unintentionally, there are significant differences between the lexical items and grammatical structures chosen by the two translators of the target texts when compared to the source text.

Furthermore, another study is conducted by Aslani and Salmani (2015) in order to shed light on the role of the ideology in translation and in order to achieve this, English news texts and their Persian translations were analyzed comparatively within the scope of critical discourse analysis. Additionally, it is thought that the power relations and ideological stances of news agencies greatly affect the translation process in news translation and according to the analysis results in the study, it was concluded that news translations, analyzed in that study are ideological and biased.

Another study to explain the relationship between ideology and language in the translated text and to investigate the influence of ideology on the translator's choice of strategies while translating the source text, is conducted by Alghamdi (2014) and the English book titled Media Control by Noam Chomsky and the two Arabic versions of it were analyzed in the scope of critical discourse analysis and the study also tried to discover the effect of translator's ideology on the translation process. And the results of the study showed that, when compared to the source text, the word choice and the use of lexical items of the two target texts are very different from each other thus it can be said that those differences are the results of the translators' ideology and worldview therefore it can be said that the ideology of the translators' influence the target text to some extent.

Moreover, Azodi and Salmani (2015) conducted a study in order to find out the impact of ideology on translation of news stories from English into Persian in the frame of critical discourse analysis (CDA). According to the results of the study, it can be said that ideology played an important role in controlling and directing the aim of the news stories that are translated from English to Persian and it is seen that the translations of news stories had the desired effect on the target audience.

As can be seen above, many studies have been conducted investigating the effect of ideology on translation process and it is clearly seen that the results of most of the studies presented above confirm the effect of ideology on the translation process to a great extent.

6. CONCLUSION

Translation is not only a process of finding the meaning and equivalence of words in the source language, but also a tool that conveys the cultures, backgrounds and ideologies of societies.

Based on the fact that ideology has an important role in the translation process, this study tried to give information about the role of the ideology in translation studies. Because, it can be asserted that the influence of ideology on translation is inevitable as the translators' thoughts, background and ideology affect the target text. To put it another way, the strategies preferred by the translator in the translation process, especially the source text, and even the title she/he chooses for the translated text are clear evidence of the influence of ideology in the translation process. For this purpose, firstly, the concept of ideology was explained in detail and the relationship between ideology and translation was tried to be clarified.

Secondly, this study also presented the previous studies carried out by various researchers in different contexts to examine the effect of ideology on translation process. In general, the results of most of the studies were found to be similar. As for the results of the previous studies conducted on the effect of ideology in translation, it can be asserted that in the translation process the ideologies of the translators affect the target text to a large extend as it is understood that the translators manipulated the translated texts as the beliefs, background, knowledge and choices of the translators are different from each other. Moreover, it can also be said that the translator's choices and ideologies, especially the choice of words and grammatical structures, have an impact on the target text and the act of translation is deliberately manipulated by the translators in order that the translated text is compatible with the culture, expectations and ideology of the translators.

The last but not the least, it is hoped that this study is an enlightening and informative study in terms of covering the concept of ideology in detail and explaining the relationship between translation and ideology from different angles.

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