



Ideological Translation: The Intentional Use of Rhetoric in Political News Translation

Ahmed Mohammed Ahmed Al-Kaina'ay^{1,*}

¹Department of English - Faculty of Languages - Sana'a University, Sana'a, Yemen.

*Corresponding author: alkainaayahmed@gmail.com

Keywords

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Abstract:

This study explores ideological and rhetorical shifts in Arabic translations of Yemen-related political news articles published by some English-medium outlets, applying Aristotle's model of rhetorical appeals (ethos, pathos, and logos) to uncover how translation strategies can influence the ideological framing of political discourse. The study also draws on Skopos theories of translation and rhetoric to examine how translators may intentionally manipulate credibility, emotions, and logical arguments as tools of persuading and informing to align the translated text with certain political and ideological agendas. This paper aims to investigate the extent to which translators employ rhetorical appeals to alter the message of the original text or amplify that of the translation, as well as how such modifications can contribute to the ideological positioning of the target text. The paper thus highlights the critical role of translation in shaping political narratives, offering insights into how rhetorical strategies are adapted across languages to influence public opinion. The findings reveal that translators often employ specific rhetorical techniques to align political messages with targeted ideological perspectives. It is hoped that this study can contribute to the field of translation studies by highlighting the active role of translators in shaping political discourse, suggesting that translation is not merely a linguistic exercise but a strategic act with profound ideological consequences.

الترجمة الايديولوجية: التوظيف المتعمد للبلاغة في ترجمة الاخبار السياسية

أحمد محمد أحمد الكينعي^{1*}

اقسم اللغة الانجليزية ، كلية اللغات - جامعة صنعاء ، صنعاء ، اليمن.

*المؤلف: alkainaayahmed@gmail.com

الكلمات المفتاحية

1. الترجمة
2. الايديولوجيا
3. الاستمالات البلاغية
4. الخطاب السياسي

الملخص:

تتناول هذه الدراسة التحولات الايديولوجية والبلاغية في ترجمة الاخبار السياسية اليمنية من الإنجليزية إلى العربية، مع التركيز بشكل خاص على تطبيق وسائل الإقناع البلاغية لأرسطو مثل: مبدأ المصادقية (الايثوس)، مبدأ العاطفة (الباثوس)، مبدأ المنطق (اللوجوس) وذلك للكشف عن كيفية تأثير استراتيجيات الترجمة في تشكيل الإطار الايديولوجي للخطاب السياسي. استناداً إلى نظريات الغرض "السكوبوس" في الترجمة ومفاهيم البلاغة، تبحث الدراسة عن الكيفية التي يعتمد من خلالها المترجمون إلى التلاعب بمفاهيم المصادقية والعاطفة وكذلك الحجج المنطقية باعتبارها أدوات للإقناع والإخبار وذلك بهدف مواءمة النص المترجم مع أجندات سياسية وإيديولوجية معينة. ومن خلال تحليل عينة من مقالات الاخبار السياسية اليمنية، تستقصي هذه الورقة مدى توظيف المترجمين لوسائل الإقناع البلاغية لتعديل الترجمة أو تضخيمها، وكيف تسهم هذه التعديلات في توجيه النص الهدف أيديولوجياً. وتُبرز الدراسة الدور الحاسم الذي تؤديه الترجمة في تشكيل السرديات السياسية، مسلطة الضوء على كيفية تكييف الاستراتيجيات البلاغية عبر اللغات للتأثير على الرأي العام. وتظهر النتائج أن المترجمين غالباً ما يستخدمون في كثير من الاحيان تقنيات بلاغية محددة ليتماشى الخطاب السياسي مع توجهات ايديولوجية مستهدفة. وتسهم هذه الدراسة في مجال دراسات الترجمة من خلال ابراز الدور النشط الذي يقوم به المترجمون في تشكيل الخطاب السياسي، مشيرة إلى أن الترجمة ليست مجرد نشاط لغوي بل إنها عمل استراتيجي ذو تبعات ايديولوجية عميقة.

Introduction:

In the globalized world of political communication, news translation plays a critical role in shaping how audiences understand political events and issues. Political news is often a medium for persuasion, framing issues in ways that influence public opinion. Translation, in general, is not a neutral process; it involves making decisions that can reflect or alter ideological stances, particularly when political discourse is involved (Baker, 2018). When translating political news, translators play the same game as politicians by employing rhetorical devices as tools for shaping the events as well as for persuading the readership. Venuti (2008) contends that translators employ such linguistic strategies to adapt the original text in such a way resonates with the norms and values of the target audience.

This paper focuses on the use of rhetorical devices and their effects on audience perception. It investigates the rhetorical devices in a number of original political texts written in English and their Arabic versions to assess how they can affect ideological framing. The main aim, then, is to examine how rhetorical devices can be utilized by translators to render ideological messages in political news. Do translators adopt a neutral or an ideologically biased approach when rendering political narratives? How do the ST rhetorical strategies change in translation to align with specific ideologies?

To examine the role of rhetorical appeals in translating Yemen-related political news from English into Arabic, the study refers specifically to Aristotle's classical rhetorical framework (i.e. ethos (credibility), pathos (emotion), and logos (logic)) as a lens to analyze how political narratives are framed and how they may shift during translation. The reason of adopting Aristotle's Rhetoric (350 BCE) in analyzing political discourse lies in its influential understanding of the persuasion mechanisms, and its wide application in contemporary translation studies, which allows for an accurate examination of how translation can impact political messaging (Jansen, 2015).

This study aims primarily to analyze how translators of English-written political news about Yemen employ rhetorical appeals to establish authority, evoke emotions, and present logical arguments. By referring to Aristotle's rhetorical appeals as a theoretical framework, this paper will identify how political credibility, emotional responses, and logical reasoning are maintained, altered, or restructured during translation. This exploration is significant because it sheds light on how translation contributes to the ideological framing of political discourse across languages and cultures (Hatim & Mason, 1997).

Theoretical Background

Rhetorical Appeals

As is stated earlier, the present study is grounded mainly in Aristotle's Rhetorical Theory, which identifies three persuasive appeals—ethos, pathos, and logos—as central to effective communication which serves as a means to achieving persuasion in discourse. This theory has been applied by many studies that investigate the notion of persuasion. For example, Yang, Lee, Lee and Koo (2018) and Richard T. Torto (2020) adopted it to study the marketability of a product. In both these studies, the authorities identified three main persuasive variables, namely credibility, emotive bonding, and accommodation characteristics; and they evaluated their functions in establishing the trust of users. Aristotle's Rhetorical Theory, as outlined in Rhetoric, identifies three central modes of persuasion: ethos, pathos, and logos. These appeals are vital tools for persuading an audience by influencing their beliefs, emotions, and reasoning. Aristotle's model has been widely adopted and extended by contemporary studies of communication, discourse, and translation. This model can be represented diagrammatically as follows:

Aristotle's Rhetorical Theory

The Three Artistic Proofs

Ethos (human character) Pathos (human emotions) Logos (logical reasoning)

Ethos, Pathos, and Logos:

Ethos (Credibility): This refers to the credibility, authority, and trustworthiness of the speaker or the source of information. Aristotle argued that an audience is more likely to be persuaded by a speaker who demonstrates good character and competence. In political discourse, ethos is often constructed through the representation of political figures, institutions, or sources as reliable, moral, and authoritative (Kennedy, 1991).

Pathos (Emotion): This is the appeal to the emotions of the audience. Aristotle emphasized the importance of eliciting emotions like pity, fear, anger, or joy to influence an audience's attitude or behavior. In political news, pathos is often employed to rally support, provoke outrage, or generate empathy, making it a potent rhetorical tool for persuasion (Zarefsky, 2014).

Logos (Logic): This term refers to reason and logic. It involves the use of facts, statistics, logical arguments, and evidence to persuade the audience. In political news, logos is commonly used to present coherent arguments and support claims with factual evidence or reasoned analysis (Bizzell & Herzberg, 2001).

Skopos Theory (Purpose-Driven Translation)

Skopos Theory, developed by Reiss and Vermeer (1984), emphasizes that the purpose (skopos) of a translation determines the strategies used in the translation process. It is particularly useful for understanding how political texts are translated with specific goals in mind, such as influencing public opinion or promoting a certain ideology. As Schäffner (1998) explains, the theory highlights how ideological intentions can shape translation decisions, especially in politically charged contexts.

Applying Skopos Theory, this study examines how translators of Yemen-related political news may render the original texts in such a way that serves the interests of specific media outlets or political agendas, shaping the representation and identity of political actors in alignment with these objectives.

Application of Aristotle's Rhetoric to Translation Studies

The application of Aristotle's rhetorical appeals to translation studies offers a valuable framework for understanding how translators shape the persuasive elements of political discourse. Translators must not only convey the meaning of the text but also preserve, adapt, or reframe the rhetorical appeals to maintain the intended impact on the target audience. By analyzing how ethos, pathos, and logos are handled in political news translation, it becomes possible to uncover the ideological biases and strategic choices embedded in the translation process.

Political news is a particularly rich field for analyzing rhetorical appeals, not only because it is inherently persuasive, but also because it often reflects or challenges political ideologies. Moreover, translating political news involves choices that can influence how political events, figures, and issues are perceived by the target audience. Therefore, the study of rhetorical appeals in political news translation is crucial for understanding how translation shapes political discourse across languages and cultures (Hatim & Mason, 1997).

Application of Skopos Theory to News Translation

Skopos theory provides a useful framework for analyzing how translators' goals and intentions in representing identity influence the way news is translated. For instance, if the Skopos of a translation is to promote a particular political narrative, this purpose will directly impact the representation of political figures, movements, or countries. As a purpose-driven approach, Skopos theory emphasizes that translation involves deliberate choices which can shape

how the message is perceived. In other words, because translation is guided by the translator's intentions, the final product is rarely neutral. Rather, it becomes an ideologically charged activity that can manipulate the message to align with specific goals or perspectives.

Mona Baker (2018) highlights that translators operate within political and cultural frameworks that inevitably influence their choices. Translation is not merely a linguistic exercise but also a process deeply shaped by political and cultural ideologies. In the service of specific ideological agendas, translators often make decisions that shift the ideological stance of the original text. To this end, they may adjust rhetorical appeals to better align with the cultural, social, and political norms of the target audience. Such adjustments can result in shifts in the perceived credibility of sources (ethos), changes in the emotional tone of the message (pathos), or modifications in the logical structure of arguments (logos). These rhetorical shifts are particularly significant in political news translation, where ideological alignment can strongly influence how issues are framed (Baker, 2018).

Literature Review

The translation of political news has been a subject of increasing scholarly interest, particularly in understanding how translators navigate ideological shifts and persuasive strategies. Political discourse is inherently persuasive, and its translation often involves decisions that impact the ideological framing of political events, figures, and issues. Several scholars have examined the role of translation in political communication, emphasizing the ideological implications of translation choices.

Translation and Ideology in Political Discourse

Translation has long been recognized as an ideological act, with translators making choices that influence the ideological position of the text. Mona Baker (2006) argues that translation is not a neutral activity, particularly in politically charged contexts such as news media. She highlights how translators'

decisions; such as omitting, altering, or adding information can subtly or overtly shift the ideological stance of the original text. In political news, these choices are significant because they can shape how political events or figures are perceived by the target audience. Baker's work provides a critical lens through which to examine how ideological shifts occur in the translation of political news, and how these shifts align with or challenge the target culture's norms.

Rhetorical Appeals in Political Discourse

As Charteris-Black (2011) explains: "Within all types of political system, from autocratic, through oligarchic to democratic, leaders have relied on the spoken word to convince others of the benefits that arise from their leadership." Countless political leaders have taken advantage of various rhetorical skills to successfully achieve their political goals.

In his *Rhetoric*, Aristotle outlines three key modes of persuasion: logos, referring to logical reasoning; ethos, relating to the speaker's character and credibility; and pathos, which involves appealing to the audience's emotions (Richards, 2008). These rhetorical strategies are fundamental to political communication, as they offer a framework for analyzing how persuasion functions within political discourse. Studies have shown that political language frequently relies on these appeals to influence public attitudes and opinions. According to Kennedy (1991), ethos plays a crucial role in establishing the speaker's authority and trustworthiness. Similarly, Zarefsky (2014) highlights the use of pathos to stir emotions and galvanize public sentiment in response to political events. Meanwhile, Bizzell and Herzberg (2001) argue that logos is vital for constructing reasoned arguments and persuading audiences through logic and factual evidence.

In the Aristotelian rhetorical framework, ethos is the first important persuasive appeal, referring to the persona or character the speaker wishes to present in his speech. It includes the credibility and trustworthiness of the speaker (Hartelius & Browning, 2008), or the authority

of the speaker as conferred by the audience (Green, 2004). According to Aristotle, ethos “may almost be called the most effective means of persuasion” Floyd (2014). Pathos focuses on the part of speech that appeals to the passions or will of the audience, relying on the activation of such emotions as happiness, satisfaction, pity, or fear (Aho, 1985). To use appeals of pathos, the speaker must first assess the psychological state of the audience and then decide which emotions to trigger with words. Burke regards this process as a kind of emotional “identification,” similar to the process in which “the persuader selects from a cluster of attitudes which surround a subject/object those that will evoke the pattern of experience persuasive to one’s cause” (Schwartz, 1966, p. 211). Finally, logos refers to the clarity and logical arrangement of the speech, emphasizing the appeal to reason (Green, 2004). To appeal to logos, the speaker should carefully plan the logical organization of the speech to ensure it is easily understood by the audience.

The Role of Translation in Rhetorical Appeals

The translation of political news texts offers a unique opportunity to analyze how rhetorical appeals are preserved or altered in cross-cultural contexts. Several scholars have addressed how translation strategies influence the deployment of rhetorical appeals in the target text. Hatim and Mason (1997) argue that translation is a communicative act that involves not only linguistic transformation but also ideological mediation. In their analysis of political texts, they highlight how the translator’s role as a communicator impacts the rhetorical structure of the text and shapes the ideological message conveyed. For instance, translators may choose to emphasize the credibility of political figures (ethos), evoke particular emotions (pathos), or stress certain logical arguments (logos) depending on the political context and the values of the target audience.

Political News Translation: A Case for Ideological Shifts

Research on the translation of political news has emphasized how ideological shifts occur during translation. Venuti (2008) discusses the concept of translator invisibility and how translators often make decisions to either domesticate or foreignize the text, aligning it with the cultural and ideological expectations of the target audience.

Baker (2006) and Hatim and Mason (1997) all argue that these ideological shifts are particularly pronounced in the translation of political news, where the goal is not only to inform but also to persuade. These shifts may involve changes in the tone of the text (e.g., the emotional appeal), the credibility of sources (ethos), or the logical structure of arguments (logos). Understanding these shifts is essential for analyzing the ways in which political narratives are reframed in translation.

Existing Research on Rhetorical Appeals in News Translation

While there is extensive research on rhetoric in political discourse, fewer studies have focused on how Aristotle’s appeals are specifically employed in the translation of political news. Jansen (2015) explores the intersection of rhetoric and translation theory, examining how translators adapt Aristotle’s rhetorical strategies to meet the needs of the target audience. He notes that in political news translation, ethos, pathos, and logos are often adapted to reflect the cultural and political sensibilities of the target language, which can lead to a re-framing of the original political message. Jansen’s study provides valuable insights into the application of Aristotle’s rhetoric in translation and lays the groundwork for further exploration of these dynamics in the context of political news.

In exploring the rhetorical dimensions of political news translation, Mosiienko (2024) investigates how Aristotle’s rhetorical appeals—ethos, pathos, and logos—are rendered in the translation of English news

headlines into Ukrainian. Drawing on examples from BBC News and Voice of America, the study emphasizes that headlines are inherently persuasive and that their effectiveness depends on how credibility, emotional appeal, and logical reasoning are maintained in translation. For instance, ethos is linked to the reputation and impartiality of sources, pathos reflects emotional resonance, and logos involves clarity and factual reasoning. Mosiienko argues that translating such rhetorical elements requires more than linguistic accuracy; it demands cultural sensitivity and rhetorical awareness. Her findings support the view that political news translation is not just about conveying facts but also about preserving persuasive intent, aligning closely with Aristotelian rhetorical principles. This is particularly relevant for the translation of political discourse, where credibility, emotional resonance, and logical coherence are essential to shaping public perception.

Methodology

This study employs a qualitative research design to investigate how Aristotelian rhetorical appeals are employed in the translation of Yemen-related political news from English into Arabic. Choosing the qualitative content analysis as the study approach is inspired by Crotty (1998) who proposed that qualitative research is largely subjective; the researcher derives meaning from his interpretation of the data collected. Similarly, Creswell (2009) was also of the opinion that qualitative researchers make interpretations of what they observe, hear, and understand. The researcher therefore used the qualitative research design to interpret the ideological shifts and rhetorical strategies used by translators when adapting political content for the Arabic-speaking audience. This section outlines the data collection, analytical framework, and steps followed in the research process.

Data Collection

The procedures involved in data collection in qualitative research are: observation, interview, documents, and audio-visual (Creswell, 2009).

The data source of the current study is news articles, which are a subcategory of documents; therefore, the current study uses qualitative media documentation as the data collection type. Creswell (ibid) distinguished between two data sources associated with the qualitative data collection. The first is public documents including newspapers, magazines, minutes of meetings, and official reports. The second data source is private documents which consist of personal journals, diaries, letters, and e-mails. Public documents such as newspapers and news articles were selected as data for the present study, as the study involves analysis of translations of Yemen-related political news published by some English-medium outlets .

The final sample includes seven political news articles originally published in English by reputable outlets such as The Associated Press (AP), Foundation for Defense of Democracies (FDD), *Algemeiner*, and *ACLED*, along with their corresponding Arabic translations sourced from *Daffaq News*, *Yemen Shabab*, *CraterSky*, and *Al Rasseef Press*, respectively. These articles cover significant political events in Yemen, such as armed conflicts and diplomatic negotiations. The selection criteria were based on the coverage of recent, high-profile political developments, the publicity and credibility of the source, and their global reputation, ensuring that the texts represent professional translation practices. The data translations were chosen to capture a wide range of topics, political contexts, and translation strategies.

Analytical Framework

The analysis is guided by Aristotle's rhetorical appeals (i.e. ethos, pathos, and logos), which are employed in both the original English articles and their Arabic translations. The framework will be applied as follows:

Ethos (Credibility) :

The study examines how the credibility of sources is established in both the original and translated texts. This involves analyzing the representation of political figures, institutions, or media outlets. The study investigates whether the data translations maintain or alter

the perceived credibility of the source material. It also examines how the inclusion or omission of authoritative voices enhances or undermines credibility.

Pathos (Emotion) :

The emotional appeals in the articles will be analyzed to determine how emotions are evoked in the original and the translated texts and how emotionally charged words are used to amplify or downplay events. Special attention will be given to any changes in tone, emotional intensity, or persuasive strategies that might influence the target audience's response .

Logos (Logic) :

Logos will be examined and identified in terms of the logical arguments, evidence, or statistics presented in the articles. The analysis will focus on how logical reasoning is framed in the original and translated texts, looking for differences in the presentation of facts, cause-and-effect relationships, or the use of evidence that makes arguments more accessible or convoluted, depending on the ideological goal.

Analytical Procedure

The analysis will proceed through the following steps:

Initial Reading :

Each article (both original and translated) will be read in its entirety to gain an understanding of the content and overall message.

Identification of Rhetorical Appeals :

The articles will be analyzed for instances of ethos, pathos, and logos. For each appeal, relevant passages, phrases, or strategies used to establish credibility, evoke emotion, or present logical arguments will be identified and highlighted.

Comparison Between Originals and Translations:

A detailed comparison will be made between the English and Arabic versions of the articles,

focusing on the preservation, alteration, or amplification of the rhetorical appeals. This comparison will highlight any significant ideological shifts in how credibility, emotion, and logic are presented in the target text compared to the source text.

Interpretation of Results :

The final step will involve interpreting the results to understand how Aristotle's appeals are employed in political news translation. The analysis will explore the translation strategies adopted and find out whether they affect the ideological framing of political events, as well as whether the translators have adapted rhetorical strategies to align with the political agendas of the warring sides.

Limitations and Ethical Considerations

This study is subject to certain limitations:

Sample Size: The relatively small sample size (seven articles) limits the generalizability of the findings. However, the focus on high-profile, politically significant events in Yemen allows for a meaningful analysis of rhetorical strategies.

Subjectivity: While the analysis follows a systematic approach, interpreting rhetorical appeals can be subjective, and independently conducted.

Ethical considerations include ensuring that all data used in the study is publicly available and that the focus is on analyzing the rhetorical strategies rather than making judgments on the content of the political messages themselves. Therefore, the current study did not involve human subjects, as the corpus was drawn from public news websites and political newspapers.

Analysis and Discussion

This section presents an analysis of the seven English texts and their Arabic translations in terms of Aristotle's rhetorical appeals, with a particular emphasis on the ideological shifts that may occur during the translation process. Political news translation, especially in the Arabic context, often

involves the subtle mediation of political content to either align with or challenge prevailing ideological positions. It highlights the translator's ideological stance when representing narratives, figures, and events.

Text One

ST: "Several doctors in Sanaa said that Houthi officials secretly work in partnership with medicine smugglers".

كشفت وكالة أخبار دولية عن ارتباط قيادات الحوثيين TT :
سرا بعصابات تهريب الأدوية إلى اليمن.

The source article was originally published by Associated Press and translated by Daffaq News. The source of the ST's information is "Several doctors in Sanaa", giving the statement professional credibility, as it relies on neutral, reliable experts speaking from their professional understanding. However, the Arabic translation shifts the source of information from "Several doctors in Sanaa" to "An international news agency revealed". This shift of credibility can carry a very different political connotation, potentially enhancing the credibility of the statement and influencing the audience's perception of the reliability of the claim.

Additionally, the Arabic version replaces the evoking suspicion of "secretly work in partnership" with "ارتباط" link an emotionally loaded term that serves various ideological purposes. Rendering "Houthi officials" into "Houthi leaders" and using the term "عصابات" gangs adds another level of criminalization which invokes negative emotional responses, aligning the Houthi leaders with illegal, immoral actions to influence public opinion in a negative direction.

The logical structure of the English excerpt relies on the claim of the doctors to validate the claim. But, the translation directly emphasizes the claim using the phrase "كشفت" revealed", framing the news item as something that has been uncovered and publicized. The logical appeal is manipulated by revealing rather than claiming to divert the audience's attention from a reasoned evaluation to an emotional reaction.

Thus, the Arabic translation clearly alters the source, amplifies its emotional impact and shapes its logical appeal, shifting the focus ideologically from a claim-based report to an emotionally charged narrative that could influence the audience's perception of the event.

Text Two

ST: "A New Iran Deal Would Empower the Houthis".

TT : "تقرير أمريكي يحذر: أي صفقة جديدة مع إيران
ستفاقم إرهاب الحوثي في اليمن"

The source article was originally published by FDD (an American organization) and translated by Yemen Shabab. Obviously, the TT adds a layer of credibility through the addition of "An American Report", which implies that the source is a governmental or authoritative body. This shift from a neutral deal to an American report subtly influences the audience's perception of the report's purpose.

The translation also dramatically changes the emotional tone by using terms like "تفاقم" worsen and "إرهاب" terrorism instead of the English term "empower" to invoke feelings of fear and danger, framing Houthis as a threatening group whose influence needs to be contained. In contrast, the original term "empower" has a neutral tone and does not directly invoke emotional language.

Headlines of both articles follow a logical cause-and-effect relationship; however, the Arabic uses the phrase "ستفاقم إرهاب الحوثي" will worsen Houthi terrorism" shifting the logical structure from a neutral empowerment to terrorism. Thus, the logical appeal is manipulated to focus on the negative consequences of the deal by framing the deal as a bad decision that will have the worst possible outcome.

In short, the translation shifts from a neutral tone to a biased one that reinforces credibility and introduces a potential negative attitude towards the Houthis. Additionally, it strengthens the emotional appeal by replacing "empower" with "worsen terrorism", to invoke

a sense of fear and to intensify the emotional response, thereby emphasizing the negative consequences of the deal to shape readers' perception of the political situation.

Text Three

ST: The Houthis officially took responsibility for the attack and continue to threaten Israel. Ahmed Hamed, director of the presidential office in Sana'a, Yemen, announced on the Houthis' television channel on Oct. 25 that 'the Palestinians will not be alone in the battle against Israel.' He explained that the Houthis' support for 'Palestine' is an Islamic religious obligation that Yemen respects and will not give up even if the whole world does. Salim al-Ma'als, a member of the political bureau of the Ansar Allah organization, said, 'Yemen is ready for a confrontation on more than one front'.

: ونقلت عن أحمد حامد، مدير المكتب الرئاسي للانقلاب TT في صنعاء، على قناة تلفزيون الحوثيين في 25 أكتوبر/تشرين الأول أن 'الفلسطينيين لن يكونوا وحدهم في المعركة ضد إسرائيل'، كما نقلت عن عضو ما يسمى بالمكتب السياسي لمليشيات الحوثي، سليم المغلس قوله إن 'اليمن جاهز للمواجهة على أكثر من جبهة'

The source article was originally published by Allgemeiner and translated by Crater Sky. The source presents the Houthis as actors within the presidential office, establishing their credibility in expressing their political stance. However; the Arabic translation undermines the ethos of the Houthis, framing their representatives as illegitimate and untrustworthy by labeling them as a "coup", and diminishing their credibility by using terms like "ما يسمى بـ..." the so-called" which further erodes trust in their authority.

The source message emphasizes emotional appeal which seeks to unite audiences around the Palestinian cause. The Arabic version retains this emotional appeal but also injects a sense of conflict by referencing the "coup" which could resonate with nationalistic feelings among Yemenis .

The original logical argument in the ST is clear: the Houthis are positioning themselves side by side with Palestinians. The Arabic version,

however, evades the logical structure by undermining the legitimacy of the Houthis' claims and leadership. It only emphasizes the Houthi's illegitimacy portraying them as "militias" "مليشيات" "to distort their image in public opinion.

Text Four

The family of one of the deceased children said that their son felt pains and cramps after receiving the expired chemotherapy treatment then died five days later. said the boy's father, who asked not to be named for his and his family's safety.

في السياق، نقلت وكالة فرانس برس، أمس الجمعة، عن مصدر طبي مسؤول في صنعاء رفض الكشف عن هويته خوفا من الملاحقة، قوله: إنَّ الدواء كان منتهي الصلاحية، وإنَّ الأطفال توفوا "أثر الحقن مباشرة".

The source article was originally published by Associated Press and translated by Daffaq News. In both texts, the use of unnamed sources (the father in the source text and the medical official in the target text) appeals to ethos, However, the target text establishes fake credibility by attributing the statement to medical officials, this anonymity serves a dual rhetorical function, providing credibility and reinforcing the narrative of oppression under Houthi rule.

The source text uses pathos subtly through the father's description of his child's suffering "pains and cramps", appealing to the reader's empathy without overwhelming emotion. The target text, on the other hand, emphasizes the immediacy of death "أثر الحقن مباشرة" "immediately after the injection", which strengthens the emotional impact.

To achieve logic, the source text presents the father's narrative about the events leading up to the child's death. The target text incorporates more loaded language "منتهي الصلاحية" "expired" and "أثر الحقن مباشرة" "immediately after the injection," appealing less to logic and more to emotional immediacy. The TT logical connection made between the expired medicine and the children's deaths is more direct and emphatic, furthering the ideological message

that the Houthis are directly responsible for this health crisis.

Text Five

ST: It is difficult, though, to establish a precise account of the alliance's initial weapons cache.

TT : "وأكد التحليل الأمريكي، أن مخزون الصواريخ والطائرات المسييرة والأسلحة الإيرانية المقدمة للمليشيات الحوثية غير محدود، في ظل تدفق الدعم الإيراني عبر موانئ اليمن البرية والبحرية،"

The source article was originally published by ACLED and translated by Alraseef Press. The original statement expresses uncertainty about the alliance's weapons cache. In contrast, the translated text asserts the existence of a "غير unlimited" stockpile of Iranian weapons supplied to the Houthis, suggesting a definitive stance that may enhance the questionable credibility of the analysis and could evoke alarm or concern of regional security. The translation also establishes a challenging logical structure for the claim but it could weaken its logical appeal.

Text Six

ST: "Villains Playing Innocent and the Future of Yemen" by Dr. Kamilia Al-Eriani

TT : "أكاديمية استرالية: السعودية والإمارات كأوغاد في لعبة البراءة من تدمير مستقبل اليمن" (ترجمة خاصة)

The source article was originally published by International Affairs and translated by Sahafatak. The ST establishes credibility through Dr. Al-Eriani's academic background and critical stance. The TT phrase "أكاديمية استرالية" "Australian academic" adds authority to the translation, which can enhance trust in the critique of Saudi Arabia and UAE's actions. Both excerpts use strong terms that convey anger and frustration towards the actions of Saudi Arabia and the UAE. The author of the original article concludes that "If the KSA and the UAE continue to play innocent, and Yemeni political elites continue to bow to them, then what hope do the millions of innocent and ordinary Yemenis, dispossessed of their livelihoods, have? The obvious answer to this question gives us a clue as to where the

future of Yemen's unity and peace is heading." However; the TT explicitly evokes strong emotional responses from the audience through the use of "تدمير مستقبل اليمن" "destroying the future of Yemen", revealing the translator's ideological position against the two Gulf countries. Logically, the original text and the translation connect the actions of Saudi Arabia and the UAE with the deterioration of Yemen's socio-political landscape.

Text Seven

ST: "Here's What the Houthis Really Want When They Attack Israel | Opinion "

TT : "أمريكا: هذا سبب مهاجمة الحوثيين للسفن في باب المندب(صدمة)"

The source article was originally published by Newsweek and translated by News Max. The mention of a credible source in the translation like "أمريكا" "America" lends weight to the analysis, suggesting that the insights about the Houthis are grounded in reputable journalism. Furthermore, the use of "صدمة" "shock" in the translation elicits an emotional response, prompting the audience to consider the surprising nature of the claims of the Houthis' motives. The strategic framing encourages a logical examination of the Houthis' actions, presenting them as part of a calculated strategy rather than a purely motivated party.

Findings

The findings suggest that translation not only involves linguistic transfer but also the careful negotiation of persuasive strategies that impact how political messages are received across languages and cultures. The study finds that the rhetorical use of language has been effectively implemented in the translation of Yemeni political news. In terms of logos appeals, news translators are greatly skillful in utilizing facts and reasoning to caution the audience of the serious consequences. In terms of pathos appeals, translators stir up the emotions of Yemeni national pride. Terrorism is repeatedly mentioned in the translated versions to remind the audience of the authority. People's emotions are also affected by the pains of the consequences of smuggling. In terms of ethos,

translators build up their amplified or faking image to establish credibility .

To sum up, effective rhetoric is frequently utilized in the translation to persuade the audience. The three modes of persuasion, when working together skillfully, can best enhance the power of language .

Several key findings regarding the ideological manipulation in the translations can be summarized as follows:

Ethos (Credibility): The translators introduced specific sources that lent an authoritative weight to the translated material, potentially influencing the audience to trust the political perspective embedded in the message.

Pathos (Emotional Appeal): By using emotionally charged terms, the translations sought to evoke fear in the audience, framing the issue as a dangerous escalation.

Logos (Logical Appeal): The translations also manipulated the logical appeal, shifting from a politically neutral discussion to a cause-and-effect narrative that emphasized the potential negative consequences of the issue.

Conclusion

In conclusion, translation is not a neutral act, particularly in political discourse. This study has demonstrated how translators actively shape ideological narratives and influence public perception by manipulating rhetorical appeals—ethos, pathos, and logos. Analyzing Arabic translations of political news revealed that translators strategically adapt these appeals to reflect the values, emotions, and political contexts of the target audience. Such adaptations underscore the role of translation in reinforcing or challenging political ideologies.

The findings highlight that translation is not merely a linguistic transfer but an act of ideological mediation. This becomes especially significant in contexts involving war, terrorism, and international relations, where language choices can sway public opinion. The ethical implications are considerable: should

translators remain neutral, or is alignment with certain ideologies justifiable when translating sensitive content?

As put forward by Richard Andrews (2014), “most of the time we are unconscious of rhetoric...it operates in the everyday world...to provide a framework for designing, making and understanding discourse...once rhetoric is recognized and defined, it can be learnt and/or taught, thus enhancing the power of rhetoric to improve the quality of communication.” However, the rhetorical analysis conducted by this paper is by no means an exhaustive one. Rather, it is an exploration of rhetoric in modern political discourse on a macro level, following the traditional approach. While this rhetorical analysis is not exhaustive, it offers a macro-level perspective on how language shapes discourse. Future research could explore micro-level linguistic choices—syntax, semantics, and figures of speech—to deepen our understanding. Comparative studies across languages and political systems, as well as quantitative research on audience response, would also enrich the field.

Ultimately, recognizing the power of rhetoric in translation is essential—not only for translators but also for writers, speakers, and learners seeking to communicate persuasively and ethically.

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