

الترجمة التتابعية بين سلطة الإعلام وهيمنة السياسة

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Consecutive Interpreting Between the Media Authority and the Dominance of Politics

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الخلاصة

أصبحت الترجمة الإعلامية في الوقت الحاضر ضرورة ملحة في العالم المعاصر، إذ أصبح الخطاب الإعلامي المعولم خاضعاً بدرجة متزايدة للعديد من الصراعات الأيديولوجية. ففي الواقع، نعيش ما يمكن وصفه بحرب معلومات، حيث يُشكّل المحتوى ويُبنى في كثير من الأحيان وفقاً لسياسات المؤسسات الإعلامية أو الجهات المزودة بالمعلومات، مثل وكالات الأنباء. وبناءً على ذلك، يُطلب من الترجمة أن تلتزم بهذه السياسات المؤسسية، الأمر الذي دفع الباحثين إلى الحديث عن صناعة الأخبار بدلاً من مجرد ترجمتها (Bielsa & Bassnett, 2021, p. 15).

تركّز هذه الدراسة على الترجمة التتابعية (Consecutive Interpreting)، مع إيلاء اهتمام خاص بالترجمة عبر الشاشة المباشرة، بوصفها شكلاً ظهر استجابةً لمتطلبات الاتصال عبر الأقمار الصناعية، وأصبح يُستخدم على نطاق واسع في القنوات التلفزيونية الفضائية. ويتطلب هذا النمط من الترجمة سرعة وفورية في الأداء، حيث يقوم المترجم الشفهي

بنقل خطابات مختلف الشخصيات خلال نشرات الأخبار، والمؤتمرات المنقولة مباشرة، والحوارات التي تضم عدة ضيوف، مع توظيف تقنيات الترجمة السمعية البصرية. ومع ذلك، فإن الترجمة التتابعية الإعلامية كثيرًا ما تكون محفوفة بالمخاطر، وقد تسببت في العديد من النزاعات التواصلية بين أطراف الاتصال. وفي هذا السياق، أصبحت الترجمة خاضعة بدرجة متزايدة لسلطة الإعلام وهيمنة السياسة، وغالبًا ما يكون ذلك على حساب الأخلاقيات المهنية ومبدأ الحياد. (Munday, 2022, p. 142)

Abstract:

Media translation has today become an urgent necessity, as globalized media discourse has come to be constrained by numerous ideological conflicts. Indeed, we are living in an information war in which content is often shaped and constructed according to the policy of the media outlet or the supplying body, such as news agencies; translation, in turn, is required to comply with that policy. Thus, we now speak of the *manufacture* of news rather than its translation. (Bielsa & Bassnett, 2021, p. 15)

This study focuses on consecutive interpreting, with particular emphasis on live screen translation, as a form that has emerged from the needs of satellite communication and is especially relied upon by satellite television channels. It is a mode that requires speed and immediacy in performance. The interpreter appears through their voice, conveying the speeches of various figures during news bulletins, live-broadcast conferences, or discussions involving multiple guests, employing audiovisual translation techniques.

However, what draws attention is that media Consecutive interpreting is fraught with risks and has been the cause of many disputes between parties to communication, insofar as translation in this context has become hostage to media authority and political dominance, amid the marginalisation of professional ethics.

Consecutive Interpreting Between the Media Authority and the Dominance of Politics.

Introduction

Our global village has truly become a stage for diverse political, economic, and regional events, as well as for a wide range of scientific, medical, technical, and technological developments. Media professionals crowd its arena, conveying these events in their newest forms and unfolding dynamics to inform and enlighten other nations. Within this space, events accelerate between news and discourse, riding the octopus-like networks of communication media. These means have thus become





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the fundamental mediator linking communication in all its forms, which explains why they have rightly been labelled the *Fourth Estate*.(Munday, 2022, p. 142)

Today, the media constitutes the backbone of communication and a distinctive means of transmitting knowledge—indeed, not merely a vehicle for knowledge, but also a producer and disseminator of it. It has even become a weapon in the hands of major media institutions, to the extent that it is no less significant than politics or military power in achieving objectives and goals. It is not surprising that John Sununu, former White House Chief of Staff during Bush's administration, once remarked: “*We do not need the CIA as long as we have CNN.*” What greatly facilitated missions of invasion and military intervention was translation in all its various forms, as it serves as the crucial link of communication whenever nationalities differ and languages diverge.(Ali Darwish, p. 249)

Consequently, media translation has become an inseparable component of media practice, particularly in light of the tremendous technological expansion accompanied by the rise of multinational and multilingual satellite channels across all fields—especially news broadcasting. These channels transmit world news from every corner of the globe and compete fiercely in monitoring events and airing them live and instantaneously. The rise of these channels and the speed of their dissemination have led to a transformation of many concepts and have opened numerous doors for the profession of media translation in general, and for interpreting in its various forms in particular. This has enabled it to play a broader and deeper role than ever before, firmly asserting its presence in the transmission of global discourse. Indeed, it has become a key element in the equation of power, contributing to the construction of loyalties, the sowing of seeds of conflict, and the spread of hostility.(Tymoczko, 2021, p. 85)

This reality reveals the gravity of the responsibility placed upon the consecutive interpreter, who becomes the channel through which the drums of war may be beaten or, conversely, through which embers may be extinguished and their fuse quenched. Accordingly, the role of the interpreter or translator is both perilous and highly sensitive. their very locations, such as CNN, France 24, and Al Jazeera.(Munday, 2022, p. 67)

1.consecutive Interpreting

Consecutive interpreting has become a national necessity and an indispensable companion to various international meetings and conferences, without which sessions can scarcely be conducted. It is one of the forms of oral translation, regarded as a communicative process

between two parties who speak different languages, mediated by an interpreter who conveys spoken discourse either instantaneously or consecutively. Its purpose is to clarify what may be obscure or ambiguous, thereby avoiding confusion that might arise among the participants in the communicative chain.(Gile, 2021, p. 78)

consecutive interpreting is an intellectual and creative activity, based on a complex and multifaceted performance framework. It has evolved through successive stages that laid down its foundations in the distant past, eventually assuming the form it has today. It is also referred to as *synchronous* or *real-time* translation, as these terms indicate the consecutive between the original speech and its immediate interpretation. It is, in essence, a form of direct translation.(Pöchhacker, 2016, p. 112)

Thus, it is widely employed in meetings, assemblies, press conferences, interviews, and similar settings. Its demand has increased significantly in recent times, particularly for the coverage of events and issues of a global nature. Consecutive interpreting occurs when a speaker begins delivering a message to an audience in the source language, while the interpreter renders it. Speakers will talk for up to five minutes or longer before taking a break to allow interpretation to occur. Interpreters taking on a consecutive interpretation project must have a strong memory and note-taking skills to keep information organised over minutes-long stretches of speech. —instantaneously—into the target language, often using technical equipment such as microphones and headsets, which are commonly employed in international conferences, with which this mode of interpreting has become closely associated. Its forms vary according to the contexts in which it is used.(Setton & Dawrant, 2016, p. 35).

This type of interpreting is considered a complex, multifaceted, and highly precise activity, as it requires specialised equipment and relies on extraordinary cognitive processes. It is based on listening, comprehension, and analysis within an extremely limited time frame. It requires a seasoned and competent interpreter endowed with linguistic, cognitive, and personal qualifications. In turn, it is further divided into various forms and categories dictated by necessity and contemporary circumstances, including tourism interpreting, conference interpreting, legal interpreting, diplomatic interpreting, telephone interpreting, screen interpreting, community interpreting, and others.Mikkelson, H. (1996).

1.1 consecutive Media Interpreting

Media translation is considered an indispensable link in the chain of media production and constitutes its backbone. Its fields are numerous, and its forms varied, differing according to the type of media involved. Hinako O'Hagan and David Ashworth argue that the tasks of media



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translation, in both its written and oral dimensions, are closely connected to audiovisual media. This includes the broadcasting of media content through subtitling, voice-over, narration, or consecutive interpreting. Gentile, A., Ozolins, U., & Vasilakakos, M. (1996)

What concerns us here, however, is the field of satellite visual media, which attracts large audiences—particularly news broadcasting, also known as the news broadcasting network, along with the various news-oriented talk shows derived from it. Dedicated satellite channels have been established, broadcasting live for around 24 hours. These channels rely on a vast human arsenal of technicians, media professionals, translators, and interpreters who work to deliver the news promptly and in a language understood by the audience. Consequently, various types of translation are employed. Wadensjö, C. (1998)

Consecutive interpreting as practised in satellite television channels—often referred to as *live broadcast interpreting*—represents a new form imposed by the demands of satellite communication, which requires speed and immediacy in performance. It differs from conference interpreting in terms of its principles and characteristics. Conference interpreting has a long-established history, whereas live broadcast interpreting, or what Ali Darwish refers to as *Telecast consecutive Interpreting*, is a relatively young and emergent type. It was first used in Europe at the height of the Cold War in the early 1960s, and its scope of use expanded over subsequent years due to its dynamism and its ability to keep pace with contemporary developments. Hale, S. (2007).

In response to changes in the international arena—particularly with the revolution in satellite broadcasting—this mode of interpreting has come to be regarded as a fundamental link within the chain of specialised bilateral communication. It has become the very bread and butter of live broadcasting across various programs, shows, and news bulletins, constituting an inseparable part of reporting news and events directly from their locations. In this context, the consecutive interpreter turns into a living witness to events, almost as if he or she were part of the event itself, required to experience it in all its dimensions while assuming the role of the speaker with professional competence and utmost caution. This is due to the inherent risk associated with this type of interpreting, especially since it is broadcast live before millions of viewers. Díaz Cintas, J., & Remael, A. (2021)

Accordingly, the chief interpreter of Al Jazeera, the distinguished Dr. Muwaffaq Tawfiq Al-Khalidi, maintains that a growing of literature has begun to address consecutive interpreting, which was initially considered part of what was known as conference interpreting. Today, however, it

has acquired a much broader dimension, namely live consecutive media interpreting (*Media Interpreting* or *Live Television Interpreting*). It is classified among the most hazardous types of interpreting, given the extremely high level of risk involved. Gambier, Y. (2012).

In this context, the consecutive interpreter is regarded as a primary source of information, which is subsequently circulated among various elites and stakeholders within the media. Live media interpreting is also considered a form of bilateral electronic communication generated through the use of language and semiotics across diverse modern media devices. Indeed, in the view of some researchers, it represents a point of convergence for multiple disciplines and fields of knowledge, which renders it particularly challenging. It is surrounded by numerous obstacles as it performs a mediating role between two languages, two cultures, and two audiences. Among these scholars is Mayoral, who situates consecutive interpreting in this context within what is referred to as *constrained translation*, owing to the psychological, motor, cognitive, and social constraints that affect it from the perspective of neuropsychology. This is based on the premise that the interpreter's function consists of presenting to millions of viewers every utterance produced by a foreign speaker, connected to the interpreter through technical linking devices, whether within the same studio or via satellite transmission. Such conditions impose intense pressure stemming from speed and immediacy, creating a sense of constraint. Chesterman, A. (2009).

At the level of Arab media, the history of using live screen translation technology dates back to 1990. This development was largely driven by the growing Arab public engagement with the American channel CNN, particularly as the First Gulf War and the occupation of Iraq provided strong momentum for the establishment of satellite broadcasting stations. The launch began in London through the channel MBC, with the support of the royal family, positioning it as a beacon for the Arab world in covering various events. This was followed by the emergence of a number of Arab satellite channels, especially after the events of September 11, including LBC, Al Arabiya, Al Jazeera, and others.

1.2 Fields of Live Screen Interpreting

It should be noted that consecutive interpreting in the audiovisual sphere encompasses a range of specific fields necessitated by media practice. These include media conferences broadcast live on air, as well as interviews conducted within news bulletins, in which guests—whether neutral experts, independent analysts, official representatives, decision-makers, or spokespersons representing parties to conflicts, disputes, crises, and wars—are hosted via satellite, telephone, Skype, or other



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communication networks to discuss particular issues. At times, a foreigner, such as a minister or the president of a state, appears in a news bulletin, interviewed by a journalist and accompanied by consecutive interpreting. In addition, there are specialised programs that bring together political or economic analysts and intellectuals of diverse nationalities and viewpoints to debate a given situation, with communication between them facilitated by satellite links and supported by interpretation. Beyond this, live screen interpreting is also employed to convey other types of events, including sporting, cultural, and economic manifestations that attract global attention and are frequently broadcast worldwide. Many television networks hasten to transmit such events, such as Al Jazeera Satellite Channel, which has captured widespread attention through its close monitoring and comprehensive coverage of live and breaking events and developments on the international stage. Indeed, it often accompanies these events continuously over the course of a day, a week, or even a month. A case in point is the program “*Bila Hudood*” (*Without Borders*), produced by Al Jazeera, which hosts figures of various nationalities to discuss current news and events of all kinds and topics, addressing developments in political, economic, and ideological dynamics at both the local and international levels (Gambier, Y. (2012). Such instantaneous and live transmission renders interpreting particularly vulnerable to pressures, errors, and risks. Any mistake that may occur can lead to repercussions capable of triggering disputes and even disasters between people and states, especially since this mode of interpreting relies heavily on technical equipment that plays a crucial role in the success of transmission and broadcasting. For this reason, the International Association of Conference Interpreters (AIIC) recommends that, before any recording within the studio, program producers ensure the proper functioning of broadcasting equipment, particularly when connections are made via satellite. The interpreter, in turn, should be seated in the booth, monitoring all necessary equipment, which must also provide visual access to the participants in the program to follow them effectively. If, however, the recording takes place outside the studio—for instance, to cover an event such as elections, a sports competition, or a press conference—the interpreter renders what he or she hears through the screen. This requires careful monitoring to ensure that the audio signal is received under optimal conditions. Setton, R., & Dawrant, A. (2016)

These distinctive characteristics, scholars and researchers have differed and even disagreed over how to label this practice, which techniques it requires, and how it should be performed. As a result, a number of studies

have emerged seeking to explore the nature of this form of cross-linguistic mass communication and to situate it within the hierarchy of translation. Some argue that conference interpreters are the only professionals who possess the courage and competence required to carry out this type of interpreting, recommending the use of conference-interpreting techniques in all their features, as they allow dialogue to proceed naturally and enable ordinary interaction among program participants. However, such techniques are often inappropriate to the limited airtime of television programs, particularly since this type of interpreting usually operates in a single direction. For this reason, the technique of live consecutive interpreting (SI) was proposed, along with what Luyken and others refer to as the *revoicing method* or *live voice-over*, as a means of saving time. Yet even this technique has not been without difficulties, nor has it always guaranteed the smooth execution of interpreting. This has been especially evident in the criterion of trust, given that program producers are keen to ensure credibility and transparency in their work. Consequently, practitioners of this form of linguistic transfer suggest that the choice of the appropriate technique depends on the direction of interpretation. If the interpreter works from a foreign language into the mother tongue, conference interpreting or voice-over techniques may be employed, as these allow viewers to follow the discourse in both languages—the speaker's and the interpreter's. By contrast, the use of consecutive interpreting enables audiences to receive the discourse solely in its interpreted form, that is, in a single language. When interpreting from the source language into the target one, however, the whispering technique (*chuchotage*) is often preferred and is regarded by program producers as the most effective approach. This is because, first, it takes into account audience management choices by not allowing viewers the opportunity to criticise or comment on questions posed in the source language, and target one .(Díaz Cintas, J., & Remael, A. (2021)

Time, in this mode of interpreting, constitutes a crucial factor and is even considered by Moser-Mercer to be a major obstacle and challenge in consecutive interpreting in general. Moser-Mercer argues that live broadcast interpreting is not entirely consecutive, as it incorporates time-saving techniques, non-synchronous multi-channel transmission, and synchronous transmission techniques. This temporal delay between the source discourse and its interpretation represents a gain for the interpreter, allowing a few seconds to catch one's breath or reformulate the utterance—approximately five seconds—precious seconds that conference interpreters often lack.Liu, M. (2001).



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Accordingly, live consecutive screen interpreting remains a distinctive and highly specialised mode, practised only by those with extensive experience in consecutive interpreting. It requires high levels of stamina and a set of skills combining sustained attention, effective selective listening, alertness, and excellent linguistic and extralinguistic competence, enabling the interpreter to handle diverse linguistic and cultural levels with tact, caution, and vocal strength. It is therefore unsurprising that the majority of screen interpreters tend to be senior professionals. Given the difficulty and sensitivity inherent in this type of media translation, some television channels resort to—or prefer—the use of other translation techniques, which also fall under the umbrella of audiovisual translation, such as subtitling, dubbing, or voice-over. Nevertheless, even these techniques are not entirely free from potential errors. (Kalina, S. (2000).

Otherwise, it risks turning into a quagmire of distortion, falsehood, and deception, to which the media actively contribute through dissemination and amplification. This reality has led translational activity to be increasingly classified today as politically and ideologically oriented translation, given its close association with media and politics. At the same time, it plays a pivotal role in establishing links of understanding and communication by conveying global news and the speeches of prominent figures. It thus functions effectively in both exporting and importing political texts, and even assumes a fundamental role in the making of international politics and diplomacy. (Setton, R., & Dawrant, A. (2016).

As a result, translation has partially shifted away from its original meaning to become, in certain contexts, a practice of manipulation, industry, reformulation, fabrication, and contextual restructuring—particularly in the media sphere. In this regard, Tymoczko and Gentzler argue that translation is “not simply an act of faithful reproduction, but rather a process of selection, articulation, assemblage, structuring, and fabrication, carried out consciously and deliberately, and in some cases involving falsification, rejection of information, and the creation of covert symbols.” Because translation and media together constitute a mediating channel through which truth and information are conveyed, this mediation represents a locus of risk, wherein distortion and alteration may occur in disregard of professional ethics. Were it not for the existence of other mediators and multiple countervailing sources that uncover facts and correct errors, the international community would be plunged into lamentation and outrage. (Moser-Mercer, B. (2000)

A. The Iranian President's Speech and the CNN Correspondent

In the coverage broadcast by CNN, a grave incident nearly led to the outbreak of war between the United States and Iran, as a result of an error committed by the American network's correspondent while translating the speech of the Iranian president, Mahmoud Ahmadinejad. Pöchhacker, F. (2016)

"Iran has the right to nuclear energy, and that a nation has civilisation does not need nuclear weapons; he added, our nation does not need them"

"Iran has the right to build nuclear weapons. "

However, the interpreter rendered it differently. Naturally, the original text was translated from Persian into English, and it appears that the interpreter failed to grasp the president's intended meaning. The latter had expressed his country's right to possess nuclear energy, whereas the interpreter conveyed it as Iran's insistence on its right to possess nuclear weapons. The difference between the two meanings is substantial, and this misinterpretation plunged the situation into potentially dangerous repercussions.

B. The Speech of Egyptian President Mohamed Morsi and the Iranian Interpreter

The incident dates back to the convening of the 16th Summit of the Non-Aligned Movement on 30 August 2012 in the Iranian capital, Tehran. The event was widely covered by numerous news agencies, newspapers, and television channels. During this summit, the Iranian interpreter—whether due to error or, as some analysts contend, deliberate manipulation—misinterpreted the speech of Egyptian President Mohamed Morsi. These inaccuracies caused considerable embarrassment among several countries, including Iran, Qatar, Syria, and Egypt, and nearly led to a rift in diplomatic relations. This was the result of the intentional distortion carried out by the official Iranian radio and television interpreter of certain parts of President Mohamed Morsi's address, particularly those related to the Syrian file. Specific terms were altered so as to convey different connotations to the Iranian public, with the aim of misleading public opinion.

In referring to peoples struggling for freedom, the president stated: *"The Palestinian and Syrian peoples are now courageously striving for freedom, justice, and human dignity."* However, the interpreter rendered it as: *"The people of Palestine and the people of Bahrain are struggling for freedom."* Officials of the television network justified the error by claiming that it resulted from the similarity in pronunciation between Syria and Bahrain in Persian. This justification, however, was



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unconvincing. As translators, we know well that proper names are generally rendered with the same phonetic form across languages. Moreover, every time *Syria* was mentioned, it was translated as *Bahrain*—the same error was repeated consistently, which is implausible. One may also ask why *Syria* alone was altered and not *Tunisia* or *Libya*, for instance.

In light of this situation, the president's speech and the accompanying interpretation were reviewed once again, confirming that what occurred was a deliberate and intentional distortion, as evidenced by the numerous errors committed. Among these are the following:

Iranian Translator	The Speech of President Mohamed Morsi
The Islamic Awakening	Arabian Spring
The veto has rendered the Security Council ineffective in addressing the crises of popular transformations.	The veto has paralyzed the Security Council's ability to resolve the Syrian crisis
We stand in solidarity with the Syrian people against the conspiracy directed at their country.	We stand in solidarity with the Syrian people against injustice and oppression.
We hope for the continuation of the regime enjoying popular support."	The Syrian opposition is a necessity

Table No. (1): Shows the translation errors and their types as they appeared in Morsi's speech (2012).

If translation is meant to be a message of dialogue and peace between peoples, in this case it reveals the opposite, due to the absence of professional conscience in the translator, who trampled the ethics of their profession and succumbed to the entity that employed them, thereby exposing their stance, ideology, and the policies of the media outlet that broadcast the summit. At a time when they should have adhered to neutrality, transparency, integrity, and loyalty to their profession.

C. John Kerry and his support for President Bouteflika.

The details of the story date back to the historical visit that led U.S. Secretary of State John Kerry, on April 2–3, 2014, to discuss regional security and military issues and to establish partnership relations between the two countries. This event revealed that Algerian television lacked a live consecutive translation service to follow and cover the visit, whether alongside his counterpart, Algerian Foreign Minister Ramtane Lamamra, who is fluent in English, or with President Abdelaziz Bouteflika. During the broadcast on the terrestrial channel, while the reporter was

commenting on the report, the communication between the parties—the President and his consecutive interpreter, and the Minister and his translator, who translated into French—was interrupted. John Kerry, who speaks and understands French, used consecutive translation in only one direction, and we did not hear any translation into Arabic in real time. During the press conference that followed the visit, attended by both Lamamra and Kerry, each delivered statements in English, which were translated into French by the American Minister's interpreter, as if Algeria had no skilled translators. Subsequently, the U.S. Embassy in the capital issued a statement protesting the misrepresentation of Secretary of State John Kerry's words following an Algerian news agency dispatch that contained an inaccurate translation of his speech. This sparked media and political controversy, especially as the visit took place at a sensitive time, with Algeria approaching the presidential elections scheduled for April 17, during which President Bouteflika was running for a fourth term despite his deteriorating health. Comments and interpretations followed, considering this visit as political support for the presidential election process.

an Arabic translation of the speech.”	The speech as reported by the Algerian News Agency:	The speech as translated by Kerry's interpreter
الولايات المتحدة تعرب عن ارتياحها لشفافية المسار الانتخابي	<i>Nous nous réjouissons de voir le processus de l'élection se dérouler dans la transparence ».</i>	<i>John Kerry a dit : « Nous espérons des élections transparentes. / Nous attendons des élections transparentes et conformes aux standards internationaux (Reuters)</i>
وسوف تعمل الولايات المتحدة مع الرئيس الذي يختاره الشعب الجزائري لكي يبني المستقبل الذي تستحقه الجزائر، وجيرا، مستقبل يتمتع فيه المواطنون بممارسة	et les États-Unis travailleront avec le président que choisira le peuple algérien afin de produire l'avenir que l'Algérie et ses voisins méritent	" Les USA travailleront avec le président que le peuple algérien choisira, pour dessiner l'avenir que l'Algérie et ses voisins méritent", a-t-il

حقوقهم المدنية والسياسية والإنسانية بكل حرية، وحيث تكون الشركات العالمية ورجال الأعمال واثقين من قدر م على الاستثمار على المدى الطويل		ajouté, en évoquant "un avenir où les citoyens peuvent exercer librement leurs droits civiques, politiques et humains"
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Table (2): Illustrating Errors in the Translation of the Speech of U.S. Secretary of State John Kerry on 3 April 201...

Moreover, other news agencies also reported the event, including Reuters, France 24, and Al Arabiya Channel, each of which presented statements that differed in form yet converged in substance. However, the Algerian News Agency stated that its reporting of U.S. Secretary of State John Kerry's remarks was based on the consecutive Arabic interpretation provided by his official interpreter, and it denied any distortion or manipulation of his speech. This reflects the nature of political maneuvering when opposing parties exploit media outlets to destabilize political conditions and diplomatic relations. It is beyond the scope of this discussion to enumerate all such serious translation errors, which have frequently disrupted political, diplomatic, and social relations among interacting parties and, in some cases, altered the course of history. Consequently, translation practice in this context has come to be classified as politically oriented translation, particularly in light of the marginalization of professional ethics and violations of its fundamental principles.

Conclusion

From the foregoing, we conclude that real-time screen translation is an important and promising specialization imposed by developments in electronic communication. It contributes to the exchange of televised programs across linguistic borders by localizing them according to the requirements of the target audience, using various methods and techniques, foremost among them voice-over, the most widely used technique. This allows the audience to hear the discourse in both languages, which may prevent distortion of the translation at moments when the translator may overstep professional values and thus fall victim to errors.

History has demonstrated some such cases, which occurred deliberately when translation is subjected to media authority, and when the media outlet becomes a mouthpiece for a particular political entity; in such circumstances, errors are expected to occur and crises may be fabricated. Translation thus becomes detached from its noble mission of

strengthening bonds of communication and spreading the message of peace.

Accordingly, errors multiply and slips vary during translation practice due to numerous factors and circumstances, which may stem from a lack of experience and competence or from external pressures. This may cause errors to differ depending on those circumstances, including linguistic, professional, cultural, personal, and cognitive errors. Regardless of their type, if ethical principles frame the practice and are adhered to by all who engage in it—by performing their duties with honesty, integrity, transparency, and professionalism—there will be no pitfalls or errors that diminish the value of translation and translators.

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