

**Ideological Adaptations
to Translating News
Articles from English into Arabic**

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Abstract

This study tackles the translation of news articles from English into Arabic within the framework of the source text sender and the prospected audience ideological views and perspectives.

Translation of news articles is mainly influenced by news organizations political and ideological views and beliefs in addition to their respective audience views and perspectives as well. . These ideologies and beliefs might impose certain restrictions and requirements that media translators should abide by in order to accomplish their translation tasks in a way consistent with the general ideological orientation of the news corporations on the one hand and to fully respond to the targeted audience ideology and views on the other.

The study aims at exploring various translation options offered for media translators when attempting to render ideologically loaded news articles from English into Arabic. It also aims at specifying the optimal transediting strategies that could be utilized by journalistic translators.

The study hypothesizes that each journalistic translation has a certain purpose to fulfill. This purpose is represented by conveying the ideology and perspectives of the source text sender to the targeted audience who assumes that the sender's message will be compatible with their views and perspectives. It also hypothesizes that this task can only be done by competent and skillful translators who should implement their translation assignment in a way consistent with the ideological orientations of the news outlets and with the inclinations and preferences of the targeted audience as well.

To test the validity of the hypotheses, a practical chapter is presented. It includes data analysis of several news excerpts that carry certain ideological connotations along with their translations into Arabic.

The study concludes that translating news articles should be done in a way that conforms to both the objectives of the news outlets and their audience. These goals represent the transfer of the views and perspectives of the text sender through targeting a certain audience in order to respond to their perspectives and views on the one hand and also to impact their standpoint and views on significant political, economic, social issues on the other.

Key words: translation, transediting, ideology, adaptation, news, articles

التكيف الايديولوجي في ترجمة المقالات الاخبارية من الانكليزية الى العربية

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المستخلص

تتناول الدراسة ترجمة المقالات الاخبارية من اللغة الانكليزية الى اللغة العربية في اطار الايديولوجيا الخاصة بالنص الاصلي.

ان ترجمة المقالات الاخبارية تخضع لتأثير الايديولوجيا والافكار السياسية الخاصة بالوكالات الاخبارية اضافة الى افكار وتوجهات الجمهور المتلقي والتي بدورها تفرض نوعا من القيود والالتزامات التي يتوجب على المترجم الصحفي الالتزام بها من اجل القيام بالعمل الترجمي على افضل وجه بحيث يكون عمله متوافقا مع اهداف وتطلعات كل من الوكالات الاخبارية من جهة والجمهور المتلقي من الجهة الثانية.

تهدف الدراسة الى استكشاف الخيارات الترجمية المختلفة المتاحة للمترجم عند قيامه بترجمة المقالات الاخبارية ذات المحتوى الايديولوجي من الانكليزية الى العربية كما تهدف الى تحديد الاستراتيجيات المتاحة للمترجم للقيام بعملية الترجمة على اكمل وجه.

تفترض الدراسة ان لكل ترجمة صحفية هدف محدد وان هذا الهدف يتمثل في ايصال افكار وتوجهات كاتب النص الاصلي الى الجمهور المستهدف والذي يفترض ان هذا النص سيكون متوافقا مع افكارهم وتوجهاتهم.

تفترض الدراسة ايضا ان هذا الهدف يمكن تحقيقه فقط من خلال وجود المترجم الكفوء الذي سيعمل على ايصال افكار وتوجهات كاتب النص الاصلي الى الجمهور المستهدف.

من اجل اختبار صحة الفرضيات فقد تم تخصيص فصل عملي يحتوي على تحليل البيانات لعدد من النصوص الاخبارية والتي تحمل مضمونا ايديولوجيا اضافة الى ترجمتها باللغة العربية.

تخلص الدراسة الى ان ترجمة النصوص الصحفية يجب ان يتم القيام بها بطريقة تكون متماشية مع التوجهات الايديولوجية للوكالات الاخبارية وهذا يعني ان يتم ايصال الافكار والآراء الخاصة بهذه الوكالات الى الجمهور المستهدف بحيث يكون هناك نوع من التأثير المطلوب في اراء هذا الجمهور حيال بعض القضايا السياسية، الاجتماعية، الاقتصادية وغيرها من القضايا الهامة الاخرى.

The theoretical part:

1- Definition of translation

There are numerous renderings for translation provided by several scholars who portray translation differently according to their own views and perspectives.

For example, Catford (1965) proposes that translation is the replacement of textual material in one language by equivalent textual material in another language.

Nida & Taber (1982) propose that translating consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and second in terms of style. Gideon Toury (1995:17) outlines that translation is "any target language text presented or regarded as such within the target system itself".

On the other hand, Oxford English Dictionary defines translation as "the action or process of changing from one language into another; likewise, the outcome of this; a version in a foreign language," Oxford English Dictionary (2018).

A different definition of translation has been provided by Bell (1991) who asserts that, translation is the "statement of what has been conveyed in another language (or target language) while maintaining semantic and stylistic equivalences" (1991: 5).

According to Foster, "translation is an act through which the content of a text is transferred from the source language in to the target language" (Foster, 1958).

Conversely, Jakobson (1959: 114) describes translation as "an interpretation of linguistic signs through the use of some other language signs."

Finally, Tymoczko (2003: 103), states that "translation entails a continuous cross-cultural juxtaposition of text kinds, communication patterns, and values as well as human decision-making techniques".

2- Equivalence in Translation

Equivalence represents a significant problem in translation. Without taking equivalence into account, handling translation will obviously be completely impractical.

Equivalence, according to Farghal and Shunnaq (1999: 4) and Obeidat (1998: 1), is crucial to understanding translation as well as to actually translating a variety of texts.

Equivalence has been evaluated and examined from a variety of angles. Equivalence, for instance, is viewed by Catford (1965: 27) as "an empirical phenomena which can be discovered by comparing the SL text with the TL text."

Formal equivalence according to Catford (1965: 27) is defined as "any TL category that may be claimed to hold the same place in the economy of the TL, as the given SL category occupies in the SL,".

Textual equivalence, on the other hand, is defined as "any TL form (text or portion of a text) which is observed to be the equal of a specified SL form (text or portion of a text)"

According to Nida (1964: 159), "there are two different kinds of equivalence: formal and dynamic. Formal equivalence emphasizes the message's form and substance, whereas dynamic equivalence is founded on the idea of equivalent effect". The principle of equivalent effect, according to Nida, "is primarily receptor-oriented and aims at duplicating an equivalent effect on the TL receiver as that experienced by the SL receiver, that is, it attempts to build a similar relationship between the SL receiver and the TL message" (Nida, 1964: 166-167).

Additionally, Popovic (1967, referenced in Mcguire, 1980: 25) makes the following distinctions between four types of equivalence:

1-"Linguistic equivalence: defined as "a word-for-word translation where there is linguistic equivalence in both the SL and the TL texts".

2-"Paradigmatic equivalence: an equivalence of grammar-related items"

3-"Stylistic Equivalence: A Functional Equivalence of Elements in Original and Translated Texts".

4-"Textual equivalence: An analogy between the syntagmatic organization of two texts. In other words, form and shape must be equal " (ibid: 26).

For her part, Baker (1992: 11–13) distinguishes between three types of equivalence:

1-"Grammatical equivalence, which has to do with how many different grammatical categories in various languages are determined, because languages differ in how they apply grammatical rules, there may be difficulties in locating the proper counterpart in the target language (TL). She thinks that the differences between SL and TL's grammatical patterns may alter how the message is conveyed ".

2-"Textual equivalence is based on the idea that a TL text and an SL text are equivalent in terms of coherence and information. Texture is a crucial aspect of translation since it offers helpful cues for understanding and analyzing the source material, aiding the translator in creating a text that is cohesive and coherent for the target reader in a given context ".

3-"Pragmatic equivalence, which outlines the avoidance strategies and implicatures utilized during translation. The translator must infer the meaning in order to transmit the original message because implicatures is

not about what is directly expressed but rather what is inferred. It is the translator's responsibility to faithfully convey the author's meaning to the target audience in a different culture so that they can understand it (Baker, 1992: 11-13).

According to Ghazala (1994: 9) "stylistic equivalence," refers to "the right selection of the TL text style that is derived from the style of the SL text,".

Adding that "In contrast to other options open to the author, the style of a document is a combination of syntactic/grammatical and semantic/lexical elements of language. The translator naturally recognizes the elements that define style in that text ". (Refer also Robberecht, 1982:223, Kuepper, 1977: 243, Aziz and Latiwish, 2000: 66, Wendland, 2000: 4, and Nemet-Nejat, 1991: 1)

3- Context in Translation

The importance of context in translation is generally demonstrated in any translation task in the sense that It is impossible to translate any text in isolation.

Baker (2006) and House (2006) provide an in-depth analysis of the role of context in translation. They both assert that a deeper understanding of the significance of context will enable all parties involved in multilingual communication to work together to provide translations that are suitable, effective, and efficient.

Baker and House (2006) clearly state that the majority of context debate comes from sources outside of translation studies. Studying context in translation can help improve the creation of new translations or be used to analyze translations that have already been done. The 'context of situation' from Systemic Functional Linguistics, which consists of field, tenor, and mode, is the most explicit analysis of context into components in the translation studies literature (Halliday, 2004)

According to Olivera and Sacristán (2010), the translator selects an option during the translation process. The decision is context-dependent rather than random. When a translator chooses one of the options, they make their own decisions on grammatical constructions, the interpretation of hypothetical situations, and the creation and/or standardization of new terminology. In other words, they set the stage for a given number of decision-making processes to follow. The study of the subjective

elements that enable or restrict the translator's options in the decision-making stage of the translation process might improve actual ideas for translating micro contextual difficulties, such as metaphors, idioms, collocations, etc.

4- Ideology

The transmission of thoughts and perspectives between different nations and countries is another aspect that affects translation in addition to linguistic and semantic ones. Thus, we can conclude that ideology is a significant factor in translation practice and that ideology, including the ideologies of the translator and the community at large, manipulates the translation process. Both the essential alterations made to the translation process and the varied translation outcome are the consequence of the two ideologies' intricate interaction.

Fawcett (1998: 107) believes that "Individuals and organizations use their distinctive beliefs to produce a certain result in translation"

All translations, according to Schaffner (2003: 23), are ideological because "the selection of a source text and the subsequent use to which the target text is put are dictated by the interests, aims, and ambitions of social agents".

She clearly chooses Van Dijk's concept of ideology, which he defines as "fundamental systems of shared social representations that may regulate more specific group views" (1996: 7).

The final piece of work may be influenced by the translator's philosophy as well as the prevailing ideology of the society. In this approach, ideology, whether social or personal, can be said to have a significant impact on the results of the translation process. When one is aware of this, they are less likely to hold the belief that translation is only the act of transferring words from one language to another. Any translation process is influenced by a variety of elements, but ideological factors are among the most significant ones.

Thus, translators are those individuals who use their knowledge which is ideological, that is, governed by ideological norms to guide their action. Nearly every choice made in translation is, according to Nord (2003), is either deliberately or unintentionally influenced by ideological criteria.

5- Translation and Culture

For oxford dictionary, culture is defined as "the inherited knowledge, values, feelings, activities, traditions, customs, attitudes, beliefs, ideas, arts, social behavior, and the way of life shared by a particular organization, country or group of people or society".

Bing (2006:95) defines culture as "the knowledge and traditions possessed by a certain group of people including, language, music, habits, religion, arts, foods and different types of clothes and fashion prevalent in that community".

A particular community uses terms and expressions that are distinct from those used by other communities. This indicates that these phrases, words, and their appropriate meanings are tightly related to their respective cultures and groups. As a result, translators may run into a number of obstacles and hurdles as they work to find the best accurate translation equivalent for these terminology and expressions. These are referred to as "culture-specific terminology" as well.

According to Bing (2006), translation based on culture may represent serious challenges and issues for translators because some terminology unique to the SL culture may not be present in the TL culture, indicating that the target language lacks appropriate translations for these expressions.

Therefore, and in accordance with Newmark (1982), "a lexical gap could arise in the target language and that would render the translator unable to benefit from many translation possibilities except turning to particular ways to transmit the required meaning accurately," Newmark (1982). (1982: 55).

6- Adaptation

Verschueren (1999: 61) emphasizes that, "the ability to adapt is a feature of language that allows people to choose from a variety of linguistic options in order to get closer to communicative demands being satisfied". With the emergence of translation studies as a separate academic field, we can now study adaptation on its own terms as both a local and global phenomenon.

It is crucial that we recognize adaptation as a type of creative activity that aims to restore the harmony of communication that is frequently upset by conventional translation techniques. Therefore, we can only begin to

comprehend the rationale behind employing it and comprehend the relationship between it and other conventional translation techniques by accepting it as a valid tactic.

For Bastin (2001: 5) "It's possible to think of adaptation as a series of translation related operations that produce a text that isn't considered to be a translation but is still acknowledged to be a roughly equivalent source text".

It is feasible to develop a preliminary list of the methods or modes in which adaptations are carried out, such modes can be categorized into the following:

- 1- Word-for-word replication of the original text through transcription.
- 2- Omission: the removal or condensing of a portion of the text.
- 3- Expansion: Adding information that was previously implicit.
- 4- Exoticism: using roughly identical words in the target language to replace long lengths of slang or dialect in the original text.
- 5- Updating: substituting current information for out-of-date information.
- 6- Situational equivalence: the use of an alternative context that is more recognizable than the one used in the original.
- 7- Creation: a more comprehensive replacement of the original text with a new text that only retains its primary concepts, message, and functions.

7- Transediting in News Translation

According to Schäffner (2012), the majority of researches that looked at the translation of news stories have come to the conclusion that the translation procedures are extremely complex since texts are changed to meet the demands and expectations of the target language audience.

Bassnett and Bielsa (2009: 25) are in favor of this viewpoint about the translation of news reports. They contend that "information that travels through news agencies between cultures is not only 'translated' in the interlingual sense, but it is created, edited, synthesized, and altered for the consumption of a new set of readers".

Several transediting processes or methods, including removing, adding, and altering, are described by Stetting (1989).

The terms cutting, explaining, cutting, substituting, and generalizing are preferred by Bani (2006) ,Contrarily, Hursti (2001) uses the phrases "deletion," "addition," "substitution," and "reorganization".

The phrases "addition," "deletion," "reorganization," and "substitution" are used by Vuorinen (1994: 170) to describe transediting processes.

Alternative ideas have been provided by Vuorinen (1994) to clarify the Stetting concept of transediting.

According to Vuorinen (1994), editing is the stage of news production where the language and structure of the source text are changed through the processes of deletion, insertion, substitution, and reorganization.

However, translation entails portraying the portions of the original text that the target culture deems newsworthy. In other words, transeditors or translators are responsible for choosing the noteworthy stories or portions of stories to relay to the audience. Transeditors make a translatorial (trans editorial) judgments when they rearrange, delete, add, or replace content in a news story from one news agency to produce a report in another nation or another language, Hursti (2001).

In the following a brief explanation for several transediting strategies are highlighted:

A-Deletion

Stetting (1989) defines deletion as the removal of specific lexical items, phrases, sentences, or paragraphs in their whole, in addition to removing any undesirable or unnecessary data points.

These details are not thought to be newsworthy. Because the intended readers are already familiar with them, they may become redundant or too detailed for readers who are not local to the events being described. There is a chance that vital material could be eliminated, even while deletion may produce a text that satisfies the cultural requirements or stylistic expectations of the intended audience (Hursti, 2004).

B-Addition

Stetting (1989) believes that further augmentation might be required when the target readership are interested in acquiring more information on certain social, economic or political events. In order to fully understand certain important worldwide news, it could be required to give

background information that is crucial for the readers in the new setting. This is because some cultural characteristics must be made clear.

Hursti (2001) argues that addition is made when it appears that a news agency's narrative appears to take the target readers' comprehension of a certain detail or background information for granted when this is not the case. It can also be found in culturally distinctive additions where reporters or translators describe a certain word or phrase that has a unique reference in the culture of the source text, Hursti (2001).

C-Substitution

Textual restructuring, addition, and deletion are examples of textual transediting processes that are included in the operation of substitution. A lot of different processes are related to substitution. It is possible to round up or down numbers and quantities as well as representing them differently.

In some circumstances, summaries rather than longer, more in-depth analyses of the sub-events may be provided.

Hursti (2001) adds that in some other settings, new titles and illuminating subtitles are frequently used in place of old ones in order to eliminate source language implications and make the report's content more understandable to the reader.

D-Reorganization

Reorganization entails rearranging the text's stylistic elements to better suit the needs of the intended audience. In other words, foregrounding or backgrounding can sometimes highlight or decrease particular details. According to Stetting, the topics that are highlighted are typically ones that are significant to the news producer, Stetting (1989).

According to Hursti (2001), journalists must evaluate the source text to determine how to restructure it before changing the content in the target text. They must respond to queries like, "Is the ST structure transferrable as such?," "Should I refocus the material in the lead paragraph?," and "Could some of the details be provided elsewhere in the story" Hursti (2005: 5).

The Practical part:

Data analysis

In this section a thorough analysis of the translation of several news excerpts will be presented. These excerpts have been quoted from reports of the BBC and REUTERS news agencies. These news articles' main focus is on the situation in the Palestinian occupied territories. The translation of these excerpts were carried out by a number of Arabic news and media outlets translators . The renderings offered for the news articles will be analyzed and discussed to verify whether or not the translators were committed to making use of the above mentioned strategies, in addition to how far they were successful in responding to their audience expectations on the one hand and to news agencies objectives on the other. Consequently, achieving the goals of their translation tasks.

These goals are represented by full compliance to the audience needs and expectations of having a translation that condemns the occupation authorities and exposes their aggressive practices against the Palestinian people.

ST 1:

The three women were seen standing next to the fence, and after being halted by police for a search and being discovered to be in possession of knives, they were placed in arrest.

TT 1:

"اعتقلت قوات الاحتلال ثلاث فلسطينيات لمجرد مرورهن بالقرب من السياج الخارجي لمركز عسكري تابع للاحتلال في الضفة الغربية".

Analysis:

The strategies of deletion and substitution were used to translate this text. The translator in conveying his translation has first opted for using the strategy of deletion. It is obvious that certain ST components were deleted. For example, the ST text

being discovered to be in possession of knives
was deleted.

Seen, halted, for a search

Also were deleted

police, three women

Were substituted by

قوات الاحتلال , 3 فلسطينيات

In doing so, the translator is trying to emphasize and portray the ongoing oppression and unfair practices of the occupation forces and hence achieving the objective of the translation task through responding to the readership needs and expectations.

ST 2:

"Palestinian Terrorist Kills Two in South Tel Aviv Stabbing Attack"

TT 2:

ابيب" تل في فدائية عملية ينفذ فلسطيني "ردا على الجرائم الصهيونية ،

Analysis

The strategies of addition, substitution and deletion have been utilized to render this text.

Lexical items such as

Palestinian terrorist, kills, stabbing, attack

which might convey negative connotations against the oppressed Palestinian people have been deleted and alternative positive items have been used instead, such as,

فلسطيني

As a substitute to

Palestinian terrorist.

Also, the ST text

عملية فدائية

Has been used as a substitute to

Stabbing attack

The translator as a means to arouse the anti-occupation popular sentiments has resorted to the strategy of addition by adding the phrase

ردا على الجرائم الصهيونية

The translator in following these strategies has been successful in complying with his clients' needs and expectations on the one hand and on the other hand achieving the goal of the translation task represented by sympathizing with the Palestinian people through shedding light on the

unfair and oppressive practices they are subjected to by the occupation authorities.

ST 3:

"Two adults and ten minors from the community of Bir a-Sika were detained, according to the Shin Bet and the Israeli Police, for their alleged involvement in two instances in which rocks and firebombs were hurled at passing cars on Route 6. None of the instances resulted in injuries".

TT 3:

"قامت سلطات الاحتلال باعتقال عدد من المواطنين الفلسطينيين بينهم عشرة اطفال من قرية بئر السقا لقيامهم برشق قوات الاحتلال والمستوطنين".

Analysis

The translator has opted for the strategies of substitution and deletion in rendering this text.

The translator has substituted

The shin bet and the Israeli police

سلطات الاحتلال

Two adults and ten minors from the community of Bir a-Sika were detained, has been substituted for *باعتقال عدد من المواطنين الفلسطينيين بينهم عشرة اطفال*. The translator has also substituted, *rocks and firebombs were hurled at passing cars*

for

رشق قوات الاحتلال والمستوطنين

The translator has deleted,

For their alleged involvement in two instances, in which rocks and firebombs were hurled at passing cars, Route 6. None of the instances resulted in injuries".

In translating (minors) into

اطفال

The translator has put more emphasis on the inhuman and indiscriminate practices of the occupation authorities that show no sympathy even to young children who might be arrested for any trivial and unreal accusations.

ST 4:

"One of the diners said the four men were put into a police vehicle and taken from the scene"

TT 4:

"افاد احد الاشخاص المتواجدين داخل المطعم بان شرطة الاحتلال وضعت المواطنين الاربعة مكبلين في عربة تابعة لها واقتادتهم الى جهة غير معلومة"

Analysis

The translator has opted for the strategies of addition and substitution in conveying this text. Certain paragraphs such as the segments,

شرطة الاحتلال

مكبلين

اقتادتهم الى جهة غير معلومة

have been added to the translation in order to arouse anti-occupation feelings and to promote more sympathetic sentiments in support of the detained Palestinians.

With regard to utilizing the strategy of substitution, it is clear that the lexical item

The four men

police vehicle

were substituted by

المواطنين الاربعة

عربة تابعة لها

Through using this strategy, the translator will shed more light on the daily sufferings of the Palestinian people under occupation.

ST 5:

"During a rampage in a southern Tel Aviv office building, a Palestinian terrorist with a knife killed two Israelis and moderately wounded a third."

TT 5:

"نفذ شاب فلسطيني بعد ظهر يوم الخميس عملية طعن داخل مبنى جنوب مدينة تل ابيب المحتلة استهدف فيها عددا من المستوطنين الصهاينة"

Analysis

In translating this text, the translator has opted for the strategies of substitution and deletion.

It is noted that,

Palestinian terrorist

Killed two Israelis and moderately wounded a third

Has been substituted by

شباب فلسطيني

نفذ عملية طعن استهدف فيها عددا من المستوطنين الصهاينة

The translator has resorted to using the strategy of deletion

with a knife

During a rampage

Have been deleted.

The translator has also employed the strategy of addition

بعد ظهر يوم الخميس

داخل مبنى

Have been added to the target text.

ST 6:

"IDF claims that rather than the conventional suspects like Hamas or Islamic Jihad, the majority of terrorist acts have been carried out by disorganized gangs or lone wolves. Most of these attackers are untrained, some of whom are as young as 13 "

TT 6:

"وفقا لتقديرات الجيش الصهيوني فإن معظم من قام بالعمليات الفدائية التي استهدفت المستوطنين هم أشخاص غير مشتبّه بانتمائهم لتنظيمات جهادية كحركتي حماس والجهاد الاسلامي، بل على الأغلب هم أشخاص منفردين وغير مدربين، منهم من هو دون سن 13 عام".

Analysis

In rendering this text, the translator has resorted to using the strategies of substitution, deletion and addition.

IDF which stands for the Israeli army has been substituted by

الجيش الصهيوني

the majority of terrorist acts

Has been substituted by

الفدائية بالعمليات قام من معظم

The translator has deleted,

by disorganized gangs or lone wolves

in order to distance the translation from any negative connotations that might be attached to the Palestinian fighters.

The following sentence,

rather than the conventional suspects like Hamas or Islamic Jihad

Has been substituted by

الاسلامي والجهاد حماس كحركاتي لتنظيمات جهادية بانتمائهم مشتبه غير هم أشخاص

The translator has substituted,

Most of these attackers are untrained, some of whom are as young as 13

For

عام 13 سن دون هو من منهم موجهين، وغير منفردين هم أشخاص الأغلب على بل

As well as deleting the word,

Attackers

Since it might convey some negative connotations for young Palestinian children reacting spontaneously to unfair and aggressive measures of the occupation authorities.

The translator has tried by using these strategies to accomplish the objectives of the translation through responding to the target readers views and expectations represented by a text that support the legitimate rights of the Palestinian people on the one hand and to fully respond to the ideology and perspectives of the SL text sender represented by the news organization on the other.

Conclusions

The study arrives at the main following conclusions:

- 1- Translation of news articles is highly impacted by the ideology and views of the news organizations and their respective audience.
- 2- Translators should conduct their translation tasks in a way that conforms to news organization objectives as well as responding to their text receivers perspectives.
- 3- The views and perspectives of the text receivers are represented by news reports that are compatible with their respective ideology and thoughts mostly exerted on encountering and resisting the Israeli occupation unfair measures and practices.

- 4- Translation of news articles as an example of ideologically loaded texts should be done by skillful and proficient translators who ought to be mindful of the ST sender as well as the target text receivers views and perspectives.

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