Analyzing textual standards in media article
France 24 Website case of study

Sarra Meriem DENNOUNI

University of Abou Bekr Belkaid, Tlemcen, Algeria
dennounisarra@gmail.com

Abstract:

The present article demonstrates the occurrences of textuality in Algerian Military Crash France 24 Website translated article into Arabic. It also analyzes the standards of textuality mainly related to the receptor of text; informativity, acceptability and situationality. It compares the language policy and the information rendering in the English and Arabic versions. Does France 24 language policy respect the standards of textuality in the translation of its article? The primary aim is to respond to this hypothesis based on the relevant approaches of textuality, with empirical applications on the translated article of France 24 Website. The objective of the analysis is to ascertain whether the France 24 article meets the requirements of textuality related to the receptor of the text or not, and to identify the receiver position in the different versions. Analytical and comparative methods were used to elicit the approaches of textual translation and receptionnality and to compare the English and Arabic articles in terms of similarities and differences between the respective languages in terms of textuality and receiver position. to check the occurrences of the relevant criteria in the translation of France 24 Website Article. The study conducted on the France 24 Website Article came with new perspectives: the textuality criterion has not been respected in the translated article in different orders. The reception approach is used in terms of the social, ethical and religious background of the receiver in the translated version.

Keywords: France 24, language policy, textual analysis, translation, receiver position.

1. Introduction:

Text linguistics appeared in the sixties as a major science that deals with different functions of language. The sentence has been the only unit of analysing language for many years until the establishment of text linguistics. Teun Van Djik (1985) stresses the point that text linguistics cannot in fact be a designation of a single theory or method but it designates any work in language science devoted to the text as primary object of inquiry. (De Beaugrande, Dressler, 1981) .The genesis of text linguistics began with various disciplines in the direction of building an integrative paradigm for the study of text including rhetoric, stylistics, literary studies, anthropology, sociology, philology and semiotics.

A special focus on the seven standards of textuality is important for text production. The informativity criterion sheds light on the intention of the source text and its acceptance in the target text as well as on the receiver's expectations. As, the receiver's expectations differ from one language to another. Translation is an informative channel between the source language and the target language. It took a great advantage from the recent field that shaped the process of translating.

Translation studies draw from many disciplines such as semiotics; the science of sign systems or structures, anthropology and sociology as well as modern international technology. Nevertheless, it cannot be separated from its premise, which began with linguistic theory. In the 1970s, linguists turned to text analysis where a combination between text linguistics and translation occurred. The more linguists develop text theories, the more translators benefit to make practical applications on the translation process. (Nida, Taber, 1969)

Translation takes into consideration the reception approach. The informativity criterion is indicated in media texts. These are the corpus where textual informativity complies with translation. Media play a key role in shaping and transforming the public spirit. They have a tremendous effect on the way the receiver approaches events and conflicts. The new technologies and the innovative methods of broadcasting utilised by

international media have had a great impact on the public with its different religion, beliefs, cultures and background.

The present research attempts to demonstrate the occurrences of textual informativity in the France 24 article about the military air crash in Boufarik, Algeria in two language versions (English and Arabic) and its compliance with different informativity orders. In addition, the current article endeavors to analyze the text production policy on France 24 and see whether it respects the standard of textual informativity or not and moreover to discuss the position of the receiver in the source text and target text.

The primary aim is to respond to this hypothesis on the basis of the relevant theories of text linguistics, with empirical applications on the translated France 24 website article into arabic version by comparing the translated text in terms of reception theory and media language policy.

2. Text linguistics genesis:

Modern linguistics, which had been developed in Europe and the United States, considers the sentence as the maximum level of analysis. Progressively, the domain of linguistics research expanded to include the text on an ongoing basis, and in the twentieth century in Europe and the United states, text linguistics was configured as a separate discipline. (Giuffré, 2017).

As the text matters, it is the central defining issue in translation; text linguistics is a kind of further development of linguistics model reflecting the expansion of translation studies into discourse analysis and pragmatics. The genesis of text linguistics came out through an interweaving of internal and external causes: the internal causes because of the need to solve all the problems of sentence linguistics, the external causes due to the pressure of different disciplines to set an integrative paradigm for the study of text. (Giuffré, 2017: 24)

Many scholars contributed to the development of text linguistics such as Van Dijk (1985) and Dressler (1981) who devoted the work of any language units to the text until its development by Dressler and De

Beaugrande who set the seven standards of textuality: cohesion, coherence, intentionality, acceptability, informativity, situationality and intertextuality. Informativity is one of the contextual element that any text object should possess.

Robert De Beaugrande (1980), draws the informativity from the mathematical theory of communication by the two theorists Shannon Claude and Warren Weaver that is based on statistical probability .The value of information increases in proportion to the number of possible alternatives. He defined textual informativty as follows:"the informativity of particular occurrence is its relative probability (likelihood and predictability) as compared to other alternatives. The lower the probability of an occurrence, the higher the informativity." (De Beaugrande, 1980: 103). It is inferred that the informativity has degrees. The mentioned scholar sets three orders of the informativity criterion:

The first informativity order applies when an option in the upper range of probability is selected. The selection of an option in the middle or lower-middle degrees of probability results in the second informativity order. Finally, occurrences constructed as outside the range of more or less probable options convey the third order of informativity. (De Beaugrande, 1980).

Text linguistics can offer a substantial contribution to translation studies because translating is always a matter of actualization. (De Beaugrande, 1980). It was Albrecht Neubert and Gregory Shreve who applied the seven standards of textuality on the translation process. The process of translation is a textual process that connects one knowledge system with another. The translator makes the connection by inserting linguistic indices in the target text. (Neubert, Shreve, 1992).

They focused on the informativity standard by pointing at the problem of mutual knowledge in the translation of articles. Their research is based on the informative task present in any communication situation. In a typical communicative situation, there are two persons, the first as an actual

agent, the second one as possible agent, i.e. a group of persons with the same language and related conventions for interactions. (Van Djik, 1977)

Translation opens an information channel between senders and receivers: informativity in the translation process is a measurement of information about the language source events, states, processes, objects, individuals, places and institutions that a translation provides to a language target reader.

Translation and media have a strong relationship and the latter have a powerful impact on the ideology of nations. Anthonissen (2001) observes ideology as a 'delusion' as false consciousness, i.e. as false constellation of beliefs, attitudes, dispositions, etc. The concealed ideologies are considered to be enough important compared to direct and clearly brandished ideologies.

Media shape the ideological approach of any receiver, Media translation described in the margins of textual linguistics, and reception theory came up with new rendition ways of the message.

The reception theory appeared in Germany with Hans Robert Jauss and Wolfgang Iser (1982), who came out with some principals; reception of the text depends on the horizontal expectation of the reader. As these expectations are a matter of check out, the pre-structure of the text has a significant character that should be considered in the communicative process.

Furthermore, the aesthetic distance was defined by Jauss as "disparity between the given horizon of expectations and the appearance of new work." Where the various positions of distance have an influence on the reader: if the distance is too important, the work may appear overwhelming, and vice versa, if the distance is too small, boredom sets in and the reader may lose interests.

On the other hand, Iser focuses on analyzing the reading phenomenon, the blanks that constitute a signification for the reader. The

greater the number of blanks, the greater the number of different images built up by the reader.

Iser puts a high priority on the reader's significant role in the construction of meaning and to explain the effective text-reader interaction, he puts forward the notion of the implied reader. This notion consists of "both the pre-structuring of the potential meaning by the text and the reader's actualization of the potential through the reading process." (Iser, 1980)

As translation is an integral part of news production, journalists and translators work in collaboration to provide informative and communicative approach in news editing. Being defined as news value, the standard of the textual informativity plays a crucial role in journalism (Vasas, 2004).

3. France 24 article analysis on the plane crash in Boufarik:

In the current research, the article about the military plane crash in Boufarik, Algeria ,issued on the 11th of April 2018 in the English and Arabic versions is treated. Different methods -descriptive, comparative and analytical-have been used. The aim of the analysis is to ascertain whether the France 24 article meets the requirements of textual informativity or not, and also to measure the order of informativity in the two language versions and finally, to approach the text with the reception position and language policy.

3.1 Textual informativity orders analysis:

Informativity refers to whether the content of text is new or unexpected; it has many degrees that vary with the different text types. The contextual probability is a complex amalgam of factors because there is a progression of steadily more specialized expectations applied in various degrees during communication. (Giuffré, 2017)

Informativity is defined as "the extent to which a presentation is new or unexpected for the receiver and it applies to content usually and may go behind the content to the structure or the syntax." (De beaugrande, Dressler,

1981:135). The two linguists highlight the three orders of informativity and arise the source of expectations that define the order of informativity.

- The first order is the lowest and refers to predictable information and obvious fact, which receive little attention from the receiver.
- The second order refers to probable and frequent information. i.e common facts.
- The third and the highest order refers to less probable information, unusual, frequent occurrences according to the receiver's point of view.

The informativity orders are linked with expectations, the first source of the receiver's expectations coming from the real world. It is constituted from the receiver's point of view by the social model that dominated the situation in which he lives and by its contours. The second source of expectations drives from the definitiveness of the language used in the text. The third source of expectations is the technical arrangement of the elements with respect to their informativity, where the highly informative elements tend to appear toward the end of a clause and to receive a high key. (Giuffré, 2017: 24) .Another source of expectations is the immediate context where the text occurs and is utilized.

Expectations also arise from text types. The expectations in a poetic text are very different from those in a journalistic or a literary text. The issue of text types is one of the global processing controls. People are probably able to utilize texts without identifying the type, but efficiency suffers, and the mode of interactions of speaker/ writer and hearer/ reader remains vague. (De Beaugrande, 1980).

World knowledge is relevant to informativity orders, if the text asserts relations that are typical and determinant, we classify it in the first order. The assertion of accidental and non-typical relations results in the second-order. The contradiction of determinant relations results in the third order informativity.

Translation changes and redistributes the orders of informativity. (De Beaugrande, Dressler, 1981) The redistribution is not only a matter of

rearranging the surface elements due to the difference in language, but also, the influence of divergent framing systems on the retrieval process that has an impact on the redistribution. The translator risks to be confused about the assumptions the reader in the target language will draw from what he heard or read.

3.2 Receiver position analysis:

In the current research, we develop the reception analysis as a methodology of research to understand the symbolic implications of the circulation of meaning through mass, broadcast media. In addition, this work is conceived as an investigation of the relationship between media and audiences.

Drawing on hermeneutics and phenomenology, Constance school of Germany developed a reception theory called reception aesthetics in the 1960s, represented by Hans Robert Jauss and Wolfgang Iser. The German theorist Jauss argues that: "The historical life of a literary work is unthinkable without the active participation of the addresses." (Jauss, 1982, 170). He proposes two main notions for the reader's reception: horizon of expectations and aesthetic distance. On the other hand, Iser(1980) places a high importance on the reader's significant role in the construction of meaning.

The receiver decides to predict the world according to his empathy, knowledge and mood. The contextual elements such as the means, the date and the place play an important role in shaping the mood of the receiver. A common topic can please the audience, while, a censored topic can shock the receivers. The reception theory can provide a more expansive analytical approach for the translation of media. Firstly, this theory focuses on the receiver as a main object, his expectations and background. The receiver selects particular information according to many factors- religion, socio-political status, convictions, ethnicity and so on. Secondly, the reception aesthetics of Hans and Iser is exploited in terms of the reader's expectations and the text structure. Meanwhile, in translation studies there is an important relationship between the world presented in the text and the prediction of

the receiver. Due to the cultural and spacial, distance between the receiver of target text and the receiver of source text, the impact will be different for both of them.

The journalistic text structure formulates a key for the receiver for example the inverted pyramid. This model, used in news making by media agencies that broadcast to different receivers tends to attract the reader by putting highly informative sentences on the top and less informative on the bottom. One of the most prominent characteristics of the inverted pyramid is the orientation of news.

France 24 users are different followers from France and overseas. The English receiver pays a special attention to economic and political news in France and worldwide. He is more interested in the socio-economic conjuncture of the country. The Arabic receiver, besides his interest in international news, pays a special attention on the political news of his own country. The majority of Arabic followers are from Maghreb countries as the site of France 24 targets the Maghreb and French countries. While, the British follower is either a native or immigrant, as he pays a special attention to the diffusion of news in matter of economy, politics and issues related to his territory.

3.3 Language policy analysis:

"Language policy is one mechanism by which dominant groups establish hegemony in language use". (Tollefson, 1991: 16). Language policy is primarily a social construct, which is the group of ideas, values, beliefs, attitudes, prejudices, religious structures and all other cultural baggage that speakers bring to their dealings with language from their background. (Schiffman, 1996).

Media studies have witnessed an enormous expansion of their boundaries while its production is becoming a matter of consumption, misusing the language rubric. Any media translation should be informative and comply with the source text.

Van Dijk (1985) observes that although news language is not considered to be persuasive discourse and its main role is informative in principle or intention, it might well have persuasive dimensions in a rather indirect sense.

France 24 website considers that the verbal sign attains its actual ideological meaning in the social context where it is produced and received by language users. It uses different policies in broadcasting its online articles. The markers of ideology differ in the language versions. It tends to enhance the wide spread of French language. The ideological stance can be identified in its texts in the French version with several methods: the redundancy, the keywords, the textual superstructure as the organization of information and ordering.

The ideology can be presented in a subtle or concealed way, it has always functioned as an invisible hand in the translation practice and, the fact that there are factors which influence translation, not only of a linguistic nature, but also those representing the transmission of ideology between different countries (Yan, 2007).

The production of articles in France 24 website in its different language versions aims targeted receivers and fulfill their expectations. An English follower of France 24 website differs partially from an Arabic follower. The matter of information interests changes from receiver to another and the language policy relies on the reader within its various dimensions; the socio-economic situation, intellectual development, religious background and social beliefs.

3.4 Analysis of the study data:

The steps of the current paper are firstly, to select passages from the article of the military air crash that occurred in Algeria in the two language versions. Secondly, to analyze the passages according to the textual informativity occurrences and orders in the two languages, the receiver's position and the language policy of each version and finally, to discuss the results of this analysis.

English version	Arabic version
At least 257 killed in Algerian military plane crash. Published on: 11/04/2018 at:11:12 Last update : 12/04/2018 at :15 :27	الجزائر: 257 قتيلا على الأقل في تحطم طائرة عسكرية في بوفاريك قرب العاصمة. Published on:11/04/2018 at:10:56 Last update : 11/04/2018 at :20 :36

Table 1: Analysis of the title

The title in English is concise and precise, the British receiver pays attention to the attractive style with reduced words. The informativity is in the third order, the information is improbable for the reader and the occurrences are constructed outside the range of probable options which results the third order of informativity.

The Arabic title also shows the third order of informativity, the clause attracts the reader by the common questions who, what, where and why. It gives the reader improbable information, the event is shocking and less common in the Algerian military air crash, the flow of information is important in the military plane crash the damage is tremendous in the number of victims and materials.

The analysis of the titles shows that the announced event is in the third order of informativity in the three versions, as it is rare and unusual and therefore extremely interesting. The receivers in the three versions empathize differently with the news. The Arabic receiver, mainly the Algerian one, responds sadly to the news as many families lose their relatives in the tragic crash

English version	Arabic version
At least 257 people were killed when a military plane crashed soon after takeoff in a field near Boufarik airport just outside the capital Algiers, state media reported on Wednesday.	أكدت وزارة الدفاع الجزائرية مقتل 257 شخصا في تحطم طائرة عسكرية الأربعاء بعد إقلاعها من قاعدة بوفاريك الجوية في ولاية البليدة (نحو 25 كلم جنوب العاصمة)

Table 2: Analysis of introduction

This analysis can be carried out by comparing the two versions language policy. The structure of the analyzed release shows that each language has its own policy of language use which determines the order of informativity. The Arabic version replies to the five questions: who, what, where, when, why and how. As well as the English version does. The analysis above shows that the text gives the expected information about the frame elements and answers to the well-known questions of news making.

The informativity varies between the third and the second order, in the English version the informativity is in the second order as it refers to common information and probable events.

The analysis of context demonstrates that the announcement of the accident affects all overseas French readers including those from Maghreb countries. However, Algerian receivers remain the target of the event. The English reader benefits from an amount of direct and exact information of the air crash.

The type of the text is journalistic. According to De Beaugrande (1980), the issue of text type is one of global processing controls. People are probably able to utilize texts without identifying the type, but efficiency suffers and the mode of interaction of speaker / writer and hearer/ reader remains vague.

The two passages are informative because they provide the reader with knowledge or understanding, which did not exist before. The two versions comply with the informativity requirements. The contextual elements stream the flow of information by analysing the communicative situation of the article in the two languages as follows: the receiver: direct public, mass media: international website, sender: AFP (Agence France Presse), communicative purpose: announcing the crash of the Algerian military plane near Boufarik air base.

English version	Arabic version
The secretary general of Algeria's ruling FLN party, General Djamel, told Ennahar that the dead included 26 members of the Western Saharan Polisario independence movement.	من جانبه كشف الأمين العام لحزب جبهة التحرير الوطني الحاكم في الجزائر جمال ولد عباس أن من بين الضحايا 26 عضوا من جبهة البوليساريو. وهذا التصريح أدلى به ولد عباس لمحطة "النهار" دون تقديم تفاصيل عن عدد القتلى في الحادث.

Table **3:** Analysis of text development

The clause in Arabic renders the first order of informativity: this order applies when an option in the upper range of probability is selected. The interesting elements were at the top of the article, complying with the model of inverted pyramid: classic news writing formula to get the most important information on the top and less important on the bottom. The inverted pyramid format shapes the order of informativity. In the passage, there is a low degree of interestingness, as a result the informativity is classified in the first order.

The English versions provides the second order of informativity, where the selection of an option ranges from the middle or the lower degrees of probability. The type of information differs from language to another, in the Arabic and English version the number of Polisario victims are cited.

The English policy language emphasizes the respect of the rule of news editing, repeating the number of victims, the place and the source of information. Also it responds to the reception theory as Iser (1980) points out redundancy as a guarantee against errors of communication. He emphasises that in the communication of information, however, the redundancy must be formulated so that the newness of information can be conveyed. The English reader is more favorised in news production than the other readers, which claims that France 24 website is designed for European readers.

Despite of the dominance of English language, the French production gains a high attention because of its language policy that tends to achieve its ideological goals: to enhance and strengthen the dominance of French on the international scene. The versions are translated, as translation is regarded as an integral part of the entire broadcast news making process. The acronymic name of the front was transliterated in Arabic, one technique in translation made by Vinay and Darbelnet, (1958).

The Arabic language policy reveals that the secretary general did not give any details concerning the number of victims. The announcement is informative, the concluding sentence breaks the pattern with the unpredictable sentence where the lack of correct information given by the general secretary makes the audience confused about the reason of not giving details about the victims.

The technical arrangement of elements gears the informativity by disclosing the data in the Arabic version of the article; we classify the textual informativity in the second order.

English version	Arabic version
Wednesday's crash was the first involving an Algerian military plane since February 2014, when a US-built C-130 Hercules turboprop slammed into a mountain in Algeria, killing 76 people and leaving just one survivor.	ويذكر أنه في شباط/فبراير 2014، قضى 77 شخصا من عسكريين وأفراد عائلات عسكريين في سقوط طائرة نقل تابعة لوزارة الدفاع كانت تقوم برحلة بين تمنراست على بعد الفي كيلومتر جنوب العاصمة الجزائرية وقسنطينة (450 كلم شرق العاصمة).

Table 4: Analysis of the conclusion

The version in Arabic differs from the versions in French and English in the matter of accurate information. First, in the Arabic version, the location of the crash is not precise, and the language policy of Arabic on France 24 website demonstrates a poor control of the Arabic language. The cohesive devices are misused in the concluding sentence, engendering

a third order of informativity, due to discontinuities and gaps. The structure in Arabic is not informative for the exact location and the type of plane.

The English version differs from the Arabic one in the number of victims. News editing in the website contradicts the rules of the press in the exactitude of information. As a conclusion, the France 24 passages are not translated, some information were cited in one version but not in the other one. The language policy of Arabic lacks of correctness and style on the France 24 website.

4. Results and discussion:

The present article proposes an analytical, comparative perspective of an article published on France 24 website in the Arabic and English versions. The analysis sheds the light on the textual informativity orders in the different language versions. The receivers position was outlined in matter of different models and the manner of responding to the event. The different language policy was highlighted on the basis of translation. The results of the discussion are summarized in the following points:

- The France 24 article meets the requirements of textual informativty. It is the contextual elements and the production reception situation that design the order of informativity in each version. The orders vary from the first to the third.
- The receivers takes a considerable place in news making: the readers expectations and reactions shape the language policy of each version.
- The language policy of France 24 uses attractive editorial models. It practices hegemony of its first language (French). Otherwise, Arabic language was misused in terms of grammar rules and style.
- The article was literally translated in some passages; the Arabic version presents mistakes in the style and structure.
- The France 24 article about the air crash does not comply with the seven standards of textuality, the coherence and cohesion were ignored in many passages.

5. Conclusion:

Finally, the English and Arabic versions meet the requirements of textual informativity with different orders; the receiver in different languages is given a considerable attention according to his background. The language policy in each version consists in managing the arrangement of occurrences to influence the reader's ideology.

The media translation has been analysed according to the equivalence between source text and the target text, this limit of analysis encourages researchers to look into the methods of rendering the texts in orders of textuality, the receiver's position and the same language policy of the English version.

The research work will contribute to the production of France 24 articles and its language policy. Moreover, it will be an original work of translation in terms of textual informativity. Many previous studies did not elaborate the topic of article redaction on websites in terms of textual linguistics. The model of analysis suggested in this article is useful both for research purposes made by media agencies that attempt to develop and modify their language policy in making news. Also this research is beneficial for didactic reasons, as the translation is studied in terms of theories, techniques and text linguistics approaches.

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