

THE TRANSLATOR'S IDEOLOGY AND THE REPRODUCTION OF SUPERSTRUCTURE

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Abstract: This pilot study investigates whether the translator's ideology affects the reproduction of superstructure in translated argumentative newspaper articles. The superstructure of a Hungarian argumentative newspaper article and its two English translations created by two translators with opposing ideologies are compared with the help of Hoey's (2001) Superstructure Model. Based on the case study presented, it seems that the translator's ideology does not affect the reproduction of superstructure in target texts.

Keywords: translation, text linguistics, superstructure analysis, ideology, argumentative political newspaper articles

1 Introduction

Today political discourse takes place not only in national settings but in international and supranational settings. Political discourse in the latter two contexts inevitably involves translation. With the internationalisation of politics, research on the translation of political discourse focused on the ways translation can be and in practice is a means of manipulating political discourse.

In this context, Baker (2006) elaborates on the translation of narratives. Narratives for Baker, on the basis of Fisher's (1987) claim of all human communication essentially being a narrative, practically includes every type of discourse including argumentative newspaper articles. In her discussion of the translation of political narratives, Baker (2006) claims that translation can involve possible alterations in the target text with the intention of renegotiating the features of a given narrative in order "to produce a politically charged narrative in the target context" (p.105) through *framing*. In Baker's (2006) definition, framing denotes "strategic moves that are consciously initiated in order to present a [social, political or other] movement or a particular position within a certain perspective" (p.106). In fact, framing is usually carried out on ideological grounds: in support of or in opposition to the movement. Within the scope of this paper, ideology is interpreted as beliefs that are "developed by dominant groups in order to reproduce and legitimate their domination" (van Dijk, 1997, p.5) in their respective society and in order to influence people's thinking.

In her classification of framing, Baker (2006) argues that an especially common way of framing is *selective appropriation of textual material*. In this case, omissions from or additions to the original text are effected in order to "suppress, accentuate or elaborate particular aspects of a narrative encoded in the source text [...]" (Baker, 2006, p.114). With reference to the translation of argumentative political newspaper articles, which aim to convince their receptors, selective appropriation of textual material can potentially

present itself in target textual omissions or additions potentially affecting text type related properties of the resulting target texts. This implies that on condition ideology surfaces in a text, which the situation inevitably is in the case of political discourse, the superstructure of the source and target texts may not be equivalent. That is, the superstructure of the target text may be different from that of the source text as a result of the translation process involving the translator. In fact, Translation Studies has not yet explored if and to what extent ideology affects the reproduction of superstructure in target texts.

This paper explores whether the translator's ideology influences the reproduction of superstructure in target texts in the case of the translation of argumentative political newspaper articles. The paper describes a case study in which a political argumentative newspaper article is translated by two translators who have different political orientations and thus share different ideologies. The paper examines whether professional translators reproduce the problem-solution structure and will investigate whether translators ideologically manipulate through the partial (re)construction of superstructure in target texts.

The study is structured as follows: after providing the theoretical background of the analysis, the research design will be described. This is followed by the description of the actual analysis, the research results and the conclusions.

2 Theoretical background

This section justifies the use of Hoey's (2001) Problem-Solution Model and describes the Model in detail. This will be followed by van Dijk's (2003) description of ideology, which gives a brief justification of why differences in political orientation are interpreted as ideological difference and provides an explanation as to why ideology surfaces in discourse.

2.1 Hoey's (2001) Problem-Solution Model

Argumentative newspaper articles, from the point of view of their communicative function, are primarily classified as so-called **problem-solution type texts** (Hoey, 2001). As far as the function of such problem-solution texts is concerned, these texts raise (a) problem(s) worthy of attention and suggest possible solutions through argumentation. That is exactly what a political newspaper article generally does: it raises a problematic political issue to be discussed in the article and the article in turn presents arguments to convince the reader to support or reject the solution offered.

In connection with the problem-solution type nature of political texts, Schäffner (2001, p.135) claims that "some political texts belong to the argumentative text type and, in such cases, text typological conventions apply (e.g., **problem-solution structure**, contrastive evaluations)" (highlights by the author). Consequently, political texts may be regarded as typical problem-solution type texts that are built on argumentation.

The aim of argumentative texts is to justify or refute certain claims using arguments. These arguments are statements that support or undermine other statements, whose credibility is questionable or debatable. The arguments are self-contained and are

used so that the reader of the argumentative text is convinced by the piece of text (Károly, 2007). This in practice means that a problem is raised and a solution to the problem is offered through argumentation, which supports the position of the writer and challenges the position of his/her imaginary opponents (Károly, 2007).

With reference to the aim of political texts, Oakeshott claims that “[a]ll political discourses [...] aim at persuasion” (Oakeshott, 2001, p.193, translation by the author). In a similar manner, van Dijk (1997) also attests that the receivers of political texts are envisaged by the authors of such texts as persons to be convinced through arguments. Bánhegyi (2006) has also shown that functionally political texts are construed with the future receivers of these texts in mind and aim at persuasion. Thus, from a functional perspective, political texts, and consequently, political newspaper articles, will be classified as argumentative texts.

In terms of the method of argumentation in problem-solution texts, Kopperschmidt (1985) distinguishes two types of arguments: (1) **theoretical** and (2) **practical** arguments. In theoretical argumentation, the solution lies in the validity of the implicit theory applied, which is structured on knowledge (or truth, as perceived in our everyday reality) and thus “is based on the reliability of the information offered” (Kopperschmidt, 1985, p.161). In practical argumentation, the solution to the problems raised is found in the **correctness** of the issues raised. This correctness is based on the social acceptance of obligations (why something should be done) and evaluations (why something is good). This type of argumentation centres around everyday practical problems, such as, for instance, the question of building atomic plants, social and financial issues, etc. (Kopperschmidt, 1985, p.161). As political newspaper articles also deal with such practical questions and the solutions offered in the articles are evaluated on the grounds of correctness, they may definitely be regarded as texts containing the latter kind of argument. What is important here is that it is through these socially constructed obligations and evaluations that the translation of political texts can potentially be manipulative.

In order to be able to compare argumentation in source and target texts, a language-independent model is necessary. With reference to diverse structures of problem-solution texts, Hoey (2001) states that the structure of problem-solution texts is culturally different but functionally similar. Therefore, our aim when including a functional text model in our analysis was to find a model that is general enough to be used for the description of both Hungarian and English argumentative texts. Hoey’s (1994 and 2001) models are capable of describing both Hungarian and English argumentative texts as the models are functional and as such are independent of language and culture since actual linguistic realisations or culturally popular patterns of text arrangement do not influence the purpose of constructing the given text. Bearing this in mind, the model to be used in the present undertaking is Hoey’s (2001) Problem-Solution Model, which, after presenting a brief history of the model, shall be discussed below.

Hoey’s (2001) Problem-Solution Model is a further development of an earlier version of the same model, Hoey’s (1994) Problem-Solution Model. Based on the research of similar models by linguists such as Labov (1972), Longacre (1974), Grimes (1975) and van Dijk (1977), Hoey in 1979 developed his first model of the problem-solution structure, which was published in 1994. This model is based on the following global assumptions:

- each sentence of a text has a function in the structure of the whole text in question;

- such structural functions are definable only in relation to each other and the entire text;
- the structural functions are textually signalled;
- the structural functions can be identified by extending the discourse into a question-answer dialogue (projection technique), developed by Winter (1977).

Hoey (1994) claims that each sentence has one clearly defined function in the problem-solution structure in the argumentative text as a whole. In order to reveal this function, Hoey (1994) analyses the sentences of a sample discourse by the so-called **projection technique**, i.e. by developing the sample discourse into a conversation between two imaginary communication partners so that the logical relationship between the individual sentences becomes clear on condition the dialogue makes sense. Hoey's (1994, p. 28) sample discourse contains the following four sentences (marked here with letters (a) – (d) for the sake of clear referencing):

(1)

Sample Text

- (a) I was on sentry duty.
- (b) I saw the enemy approaching.
- (c) I opened fire.
- (d) I beat off the enemy attack.

With the help of the projection technique, Hoey (1994, p.30) obtains the following imaginary conversation (Example 2) between the hypothetical two participants (A and B) of the conversation.

(2)

- A: What was the situation?
- B: I was on sentry duty.
- A: What was the problem?
- B: I saw the enemy approaching.
- A: What was your solution?
- B: I opened fire.
- A: What was the result?
- and
- How successful was this?
- B: I beat off the enemy attack.

Using the different functions established by Winter (1977), Hoey (1994) in the Problem-Solution Model describes the functions of the sentences of the sample text interpreted as a complete piece of discourse. The functions thus established are shown in Table 1 below.

Function	Sample Sentence
Situation	(a) I was on sentry duty.
Problem	(b) I saw the enemy approaching.
Response	(c) I opened fire.
Evaluation	(d) I beat off the enemy attack.

Table 1. The sample text and the different functions of the sentences in the sample text in Hoey's Problem-Solution Model; adapted from Hoey (1994, p.28)

Here **situation** describes the circumstances under which the events recollected in the text have taken place. **Problem** relates to “an aspect of the situation requiring a response” (Hoey, 1994, p.30) that is a problematic issue that prompts some kind of action pointing towards an envisaged solution of the issue. The action prompted this way is the **response**, while **evaluation** is the assessment of the response in light of the situation and the problem described.

Hoey (1994) adds to the above model another possible function, referred to as **result**, and claims that sentence (d) in the sample text has in fact two functions: **result** as a primary function (What was the result?: I beat off the enemy attack. = The enemy no longer posed a threat.) and **evaluation** as a secondary function (How successful was it?: I beat off the enemy attack. and I was successful.). This is apparent from the two questions relating to sentence (d) in the projected dialogue in Example 2 above.

Hoey (1994) thus concludes that the minimum structure of a Problem-Solution type of text is made up of the following functions:

Situation
 Aspect of Situation requiring a Response
 Response to Aspect of Situation requiring a Response
 Result of Response to Aspect of Situation requiring a Response
 Evaluation of Result of Response to Aspect of Situation requiring a Response

Discussing the actual textual realisations of these functions, Hoey (1994, p.34) claims that “discourses signal their structure” to facilitate their comprehension. Such signalling can be effected through grammatical signals, lexical signals and the position of sentences.

In this respect, Hoey’s (1994) Problem-Solution Model is language dependent. To be more precise, it is only the signalling devices that are language restricted but not the functional parts of a problem-solution type discourse. This is so as functional parts reflect logical relations, which are independent of the linguistic realisations expressing such logical relations. This is supported by Lucy’s claim, who, with reference to cognition, notes that cognitive procedures “come into play regardless of whether an individual is engaged in verbal behaviour” (Lucy, 1996, p.48), thus underlying the previous claim of the language independent nature of logical relations. This fact then validates the application of the model in cross-linguistic research such as Translation Studies.

Below, for illustration and clarification, a brief summary of actual signalling devices is provided in an English language text. Hoey (1994) in Example 3 establishes the different functions of the individual sentences in a connected discourse. The text Hoey (1994, p.36) uses for illustration is as follows:

(3)

Balloons and Air Cushion the Fall

(1)(a) Helicopters are very convenient for dropping freight by parachute (b) but this system has its problems. (2) Somehow the landing impact has to be cushioned to give a soft landing. (3) The movement to be absorbed depends on the weight and the speed at which the charge falls. (4) Unfortunately most normal spring systems bounce the load as it lands, sometimes turning it over.

(5)(a) To avoid this, Bertin, developer of the aerotrains, has come up with an air-cushion system (b) which assures a safe and soft landing. (6) It comprises a platform on which the freight is loaded with, underneath, a series of ‘balloons’ supported by air cushions. (7) These are fed from compressed air cylinders equipped with an altimeter valve which opens when the load is just over six feet from the ground. (8) The platform then becomes a hovercraft, with the balloons reducing the deceleration as it touches down.

(9) Trials have been carried out with freight-dropping at rates of from 19 feet to 42 feet per second in winds of 49 feet per second. (10) The charge weighed about one and a half tons, but the system can handle up to eight tons. (11) At low altitudes freight can be dropped without a parachute.

(from Technology Review, *New Scientist*, 1970)

The signalling devices identified by Hoey (1994) are given below with the number of the sentence the given signalling device appears in the connected discourse in Example 3.

The signalling of **situation** can be effected by:

- verb tenses, which signal periods of time rather than points of time, unless the situation is elaborated on in the form of a narrative. An example of this is found in (1)(a), where the present simple *are* signals a period of time rather than a point of time;
- lexical signalling using (anaphoric or cataphoric) references: *this system* in sentence (1)(b) refers to freight dropping in (1)(a);
- the position of the sentence in the text: situation, as a rule, is given in the first clause of the text, as in (1)(a).

The signalling of **problem** can be effected by:

- lexical signalling using the word *problem* or its synonyms. In the sample text *problem* is used in (1)(b);
- lexical items expressing obligation or need, e.g. *has to* in (2);
- lexical items expressing unfulfilled Instrument-Purpose relationship, e.g. *somehow* in (2);
- lexical items expressing negative evaluation, e.g. *unfortunately* in (4);
- the lexical item *avoid* or its synonyms, which are a common indication of a problem presented in a text. In (5), the verb *avoid* is featured.

The signalling of **solution** can be effected by:

- lexical signalling using the phrase *to avoid this*, as in (5a), or its synonyms, e.g. the phrasal verb *come up with*, etc.;
- change in tense, e.g. present perfect after the present simple tense, as in (5).

The signalling of **evaluation** can be effected by:

- lexical items including *assures*, as in (5), or its synonyms;
- lexical items expressing evaluative comments such as *ingenious*, etc.

To further refine the model, Hoey construed a newer version of his first Problem-Solution Model of 1994, which was published in 2001. The design of the second model was necessitated by observations that some problem-solution type texts exhibit a recurrent pattern of solution and evaluation functions. If the evaluation of the proposed solution is

negative, a further solution is offered and evaluated. This recurrent pattern could not be described with the help of the first Problem-Solution Model (Hoey, 1994) but can be accounted for by the second Problem-Solution Model (Hoey, 2001). Below, only the features new to the second Model will be summarised and some further remarks will be discussed concerning signalling.

Hoey (2001) states that in problem-solution type texts the problem-solution pattern is triggered by a lexical item expressing negative evaluation of the **situation**, which establishes the **problem** to be solved. This pattern is activated whenever the **situation** or the **solution** is evaluated negatively, which gives rise to a possible recycling mechanism in the pattern. As a consequence, every time the **situation** or, at a later point in the text, the **solution** is evaluated negatively, this will surface as a (next) **problem** to be solved in the text. In this case, the negative evaluation either redefines the **problem** (e.g., the solution partly works but leaves something to be desired, which causes yet another problem) or prompts the alteration of the **response** (e.g., another solution to the same problem has to be found and will be offered in the text). Hoey (2001) therefore constructs a model that is capable of accounting for the possible recycling of the solution and evaluation functions. Hoey (2001) thus offers an improved version of his original Problem-Solution Model, which is presented in Figure 1.

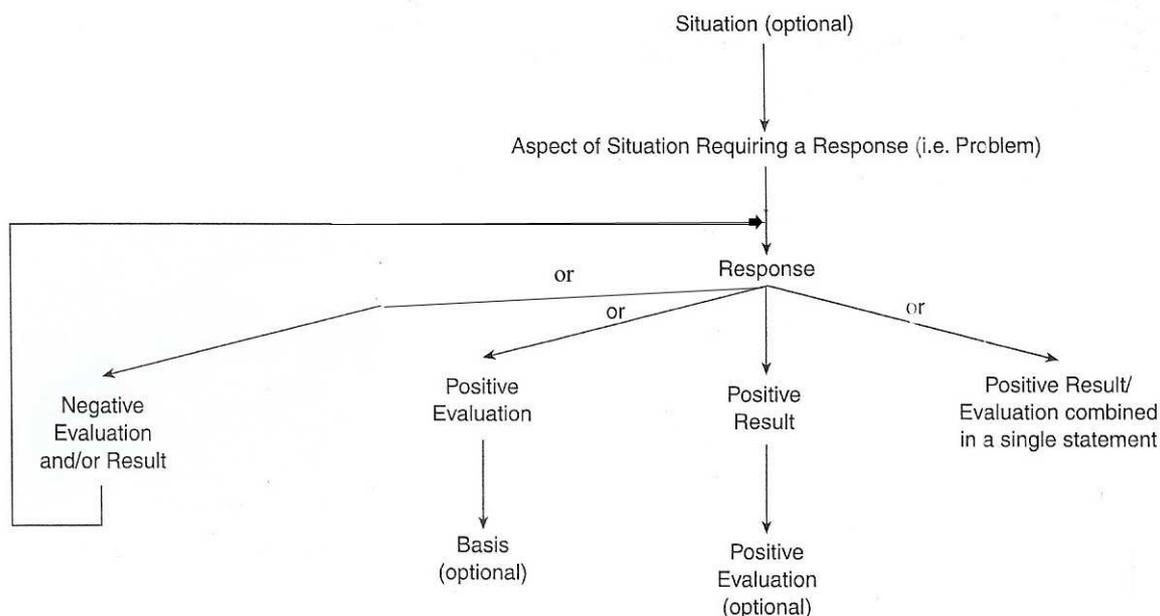


Figure 1: The basic problem-solution pattern with the recycling option, adapted from Hoey (2001, p.127 and 129)

In this model, the description of the **situation** is optional. After referring to the **response**, the actual response may be positively and negatively evaluated. If there is a positive evaluation, there may possibly be three functional parts composed of the permutation of **result** and **evaluation**, mutually excluding each other: (1) **positive result** (e.g. in the discussion about a problem with a machine and its solution: “The machine was operating.”) followed by an optional **positive evaluation** (such as “This really worked.” referring to the successful solution of mending the machine), (2) a **positive result** and the **evaluation** combined in one single sentence (as in “Now they are all academics.” with reference to the success of an educator teaching problematic students) or (3) a **positive evaluation** followed by the **basis of evaluation**, e.g. testing the solution against the backdrops of the situation pictured in the text (as in “The treatment was effective as it

could save the patient's life.”). The optional recycling, on the other hand, is triggered by the negative evaluation of the **solution** as shown in Figure 1. In this case, a new **response** is found and the cycle is repeated from **response**.

Hoey (2001) also notes that between the functions of Aspect of Situation Requiring a Response (i.e. Problem) and Response, there can be two optional functions: an element that defines what might count as adequate response (e.g., “He needs to be taught a lesson.” about somebody who needs to be taken down a peg or two) or suggestions as to what response to adopt in the given situation as in “I have a plan” when the participants of an action are in need of advice, with or without the elaboration of the **response** (here: the description of the plan). The rest of the 2001 model is identical with the features of the 1994 model.

Regarding signalling, Hoey (2001) notes that **problem**, apart from overt lexical signals and evaluative signals described above, can also be lexically signalled by evoking signals. Such evoking signals describe, in non-evaluative terms, real life events or situations deemed problematic or negative in the culture of the text in question (e.g. poverty and disease in European cultures, etc.). Even if no negative evaluation is present lexically, negative evaluation can be retained culturally, which functions as the description of *problem*.

In the present analysis, Hoey's (2001) Problem-Solution Model will be used, which offers a detailed and accurate description of the problem-solution structure.

2.2 Van Dijk's (2003) notion of ideology

There is no society and consequently no individual without ideology. Within a given group, typical and commonly shared group opinions and attitudes may be taken for granted and unquestioned (van Dijk, 2003). This results in commonly accepted group norms and values. The entirety of group norms and values make up a complex, interrelated system called ideology. Ideology extends to “the characteristic properties of a group, such as their identity, their position in society, their interests and aims, their relations to other groups” (van Dijk, 2003, p.7).

According to van Dijk (1997, 2001), ideology is articulated in discourse. Therefore, translation can also articulate, that is produce and reproduce, ideology. Ideologies are individual convictions, and as a result, different translators sharing diverse ideologies can translate political texts differently. It is possible that translators who support opposing political parties will translate political discourse differently and will exhibit different attitudes to the ideologies expressed by the source text. Therefore, different translations can reflect differences in ideologies, which can potentially surface as differences in superstructure.

3 Research design

3.1 The description of the source texts submitted to analysis

In choosing the source language articles to be included in the research, the following selection criteria have been applied:

- 1 The source article must be an authentic, unabridged article so that any purposeful or unintentional textual manipulation on the part of the researcher can be excluded. The impartiality of the researcher is a crucial factor in terms of the validity of the current research.
- 2 The source article must target political persuasion and thus be argumentative.
- 3 The source article must be about a controversial political issue. As these issues generate a lot of political tension and interest, it is likely that translators will politically position themselves with reference to the issues in question. Such positioning may surface as textual manipulation in target texts.
- 4 The source article should be a minimum of 350 words since it has been shown that logically proper argumentation cannot be developed in an appropriate manner in texts shorter than 350 words (Kinneavy *et al.* [1985]; Lincoln [1986]). For the feasibility of the analysis, texts longer than 500 words have been excluded as the analysis of longer texts would have caused difficulty within the scope of the present paper and could thus have undermined reliability.
- 5 The source text must exhibit ideology connected to a political viewpoint, which can be ideologically shared or opposed by the translators in the study. This feature is important as such qualities of the source text are likely to induce translators' manipulation of the target texts.

Another factor in the selection of texts for translation is that source texts have to be short enough to be translated within a relatively short time. As translators were not paid for their job, giving longer texts for translation might have resulted in their refusal to participate in the survey, thus risking the success of the current research.

The source language text selected for research is a Hungarian argumentative article from a Hungarian daily paper. "Másnap" (The Next Day) by Attila Farkas was published in *Magyar Nemzet* on 11th March, 2008. The source text is shown in Appendix A. The source language article selected for translation meets all the above criteria as detailed below:

- 1 The article is authentic and is used in the research in an unabridged form, thus excluding the researcher's manipulative text management.
- 2 The article targets political persuasion and is argumentative, which is underpinned by the fact the article appeared in the "Nézőpont" (Standpoint) column of *Magyar Nemzet*. This column publishes argumentative opinion articles on the most controversial current political issues on a daily basis.

- 3 The article is about an extensively debated political issue. On 9th March 2008, Hungary held a referendum called the Social Referendum initiated by the major opposition party Fidesz – Hungarian Civic Union and its parliamentary partner KDNP (Christian Democratic People’s Party). The Referendum centred around three questions: the issue of hospital daily fee, the visit and tuition fees. Voters had to decide whether they agreed that the above fees (payable in excess of regular taxes and health contributions) be paid by those taking health and higher education services. The results of the Referendum showed that the large majority (over 80% with reference to each question relating to the three fees [OVI, 2008]) voted against the fees and urged that they be repealed. The results were a complete defeat for the governing coalition of the Hungarian Socialist Party (MSZP) and the Alliance of Free Democrats (SZDSZ) and marked a huge victory for Fidesz and KDNP. What is more, the Referendum generated considerable tension within the governing parties.

The Referendum was followed by lengthy and detailed political and media analyses of the positions of the governing parties and the major opposition party Fidesz. All the Hungarian dailies and magazines dealt with the Referendum for about two weeks. As for the topic of the source text, “Másnap” focuses on the possible political consequences of the Referendum.

- 4 The article selected as source text meets the criterion of length: “Másnap” is 444 words long. This means that the article is long enough to expound argumentation, is analysable within the scope of the present paper, and is translatable for the participants of the present research. The length of the translated texts, though it is a bit longer than that of the source language texts (between 605 and 663 words), is still manageable within the scope of the present paper.
- 5 The source text “Másnap” exhibits ideology connected to the Hungarian right wing political party Fidesz. This is underpinned by the fact that the article was published in *Magyar Nemzet*, which calls itself a civilians’ daily associated with Fidesz Hungarian Civic Union. Furthermore, *Magyar Nemzet* publishes articles that air and support Fidesz’s political and ideological views. Source text “Másnap” celebrates the results of the Referendum (Sentence 1) and severely criticises the Prime Minister supported by MSZP and SZDSZ (Sentences 6-10, 13-18) thus reproducing Fidesz’s ideology.

3.2 Method of data collection and the data collected

The aim of data collection was to explore participants’ professional backgrounds and political affiliation, which may well influence the production of target texts. Below the details of the data are described.

Data collection has been performed by way of oral interviews conducted with the participants. The reason for choosing the oral way of interviewing was that this allowed the participants the opportunity to talk about their professional careers and political convictions rather than being restricted to giving short answers in writing. Oral interviews ensured that professional career and political conviction related answers would actually be

obtained from participants in due course and, at the same time, increased the participants' motivation to partake in the research through establishing personal contact between the researcher and the participants.

The two main themes of the oral interviews were professional career and political affiliation. Therefore, the interviews extended to the following topics and issues: graduation (place, year), translation and other jobs held, professional experience in translating political texts, types of political texts regularly translated, translators' political affiliation since 1989.

Based on the above topics, three questions were prepared to guide the oral interviews with the participants of the study. Before the actual oral interviews, the interview questions were tested on a pilot group of 8 translators in the form of telephone interviews. The translators were selected on a random basis from the database of Intercontact Budapest Ltd. Based on the oral feedback received from the pilot group, the phrasing of the questions was slightly altered and examples were added to ensure that participants would provide all relevant information necessary for the research.

The questions thus finalised were used during the oral interviews with the participants of the research. The interviews were conducted in Hungarian. The English translation of the topics and the interview questions are provided in Appendix B. The interviews took approximately 7-10 minutes and were conducted in public places. Only the researcher and one participant were present at each of the oral interviews.

3.3 The participants of the research

This section will describe the selection procedure of the participants of the research and the characteristics of the participants finally selected. The selection procedure is detailed in Section 3.3.1, while the characteristics of the participants are described in Section 3.3.2.

3.3.1 Selection of participants

The following selection criteria were applied when choosing the translators of the source text article:

- 1 One aim of the selection procedure was to find experienced professional translators who have no professional difficulty translating argumentative newspaper articles. This criterion ensures that there will be no linguistic problems in the translations hindering the research and that the translators are skilled enough to tackle both linguistic and text type related challenges professionally.
- 2 Another aim was to find translators who regularly translate political texts and are, at least intuitively, familiar with the challenges of the translation of political texts. That is, they realise that functionally the texts are meant for persuasion.

- 3 The next aim was to find translators who could and were willing to work on the translations alone. This is important so that the possibility of translation taking place as a group translation effort can be excluded. This way it could be ensured that all texts are the exclusive products of the translators participating in the research. This can be guaranteed by requesting the participants to do the translations in their home and alone.
- 4 The last aim was to find two translators who support Hungarian political parties that ideologically oppose each other. Due to 2009 party preference data, these parties statistically are most likely to be the left wing Hungarian Socialist Party and the right wing Fidesz.

Intercontact Budapest Ltd. was ready to offer help finding the participants of the research. This firm is a translation and interpretation services provider entrusted to do translations for the Hungarian Prime Minister's Office after successfully obtaining a public procurement tender for the 2008 fiscal year. At the end of September 2008, an assistant employed by Intercontact Budapest Ltd. provided the researcher with the e-mail contact lists of those translators who regularly did written translation assignments from Hungarian into English for the Hungarian Prime Minister's Office on behalf of Intercontact Budapest Ltd. An invitation to participate in the research (see Appendix C for the original text), describing the translation task, was circulated by e-mail among the 14 translators concerned (in fact, approximately 20 translators do such assignments on a regular basis, nonetheless, some of them were temporarily unavailable: staying abroad, engaged elsewhere, etc.). All in all, eight positive replies were received. The translators interested were informed that for their participation in the research they would not be paid and that their anonymity would be ensured if they so wished.

The procedure of selecting the research participants, with reference to the criteria above, is described in detail below.

- 1 All the eight translators willing to take part in the research qualify as professional and experienced translators as they have been doing translation assignments for a period ranging between 9 and 16 years. The eight translators were selected in a way that they support the two major Hungarian political parties, the left wing MSZP and the right wing Fidesz. This gave a group of five translators supporting MSZP and three translators supporting Fidesz. Finally, taking account of political orientation, on the one hand, and, bearing in mind professional considerations – based on the evaluative feedback provided by Intercontact Budapest Ltd. and on the basis of former assessments by the Hungarian Prime Minister's Office –, on the other hand, the most professional two translators were selected. Out of these two translators, one supports MSZP and the other one supports Fidesz.
- 2 The two selected translators regularly translate political texts for the Hungarian Prime Minister's Office. The assignments include minutes, action plan programmes, development plans, application documents, tender documents, speeches, analyses, diverse reports including political climate summaries as well as political and newspaper articles. As the translators selected produce texts that qualify (both for the Hungarian Prime Minister's Office and for Intercontact Budapest Ltd.) as professional, superb quality translations, there is no reason to

be concerned that the translators in question would have difficulty translating the source newspaper article.

- 3 Another aim was to find translators who could work on the translations at home independently. Both of the translators agreed to work at home producing the target texts on their own. In order to verify that translators really did the translations independently, on the suggestion of one of the would-be participants, it was agreed that translators would work using webcams. The researcher was informed when the participants would start working on the translations and was able to monitor them. This way it could be ensured and verified that translators worked independently.

Neither of the translators selected to be participants wished to be named in the research for personal and political reasons. To ensure their anonymity, they will be called Klára and Richárd. Below, some further professional data are provided about the participants. These data were obtained with the help of the oral interviews.

3.3.2 Characteristics of the participants

This section will describe the participants of the research on the basis of the oral interviews conducted with the two participants. The interviews centred on the issue of professional career and experience and extended to the survey of political affiliation.

As for professional career and experience, the oral interviews gathered data about the following issues: graduation (place, year), professional experience in translating political texts, types of political texts regularly translated. During the oral interviews, the translators' political affiliations since 1989 were surveyed.

Klára, aged 46 at the time of the research, lives in Budapest, has been a professionally trained freelance full-time translator for 16 years and has been involved in translating political texts for about 5 years, including regular commissions to translate texts for the Hungarian Prime Minister's Office. She specialises in translating minutes, action plan programmes, development plans, speeches, reports and newspaper articles. Her working languages are Hungarian, English and German. She has been a socialist supporter since the change of regime (1989), which suggests that she has her own deep political conviction.

Richárd is a Budapest-based man, aged 37 at the time of the research. He has been a professional freelance full-time translator for 13 years and has been involved in translating political texts for about 4 years, including regular commissions to translate texts for the Hungarian Prime Minister's Office. He specialises in translating development plans, speeches, reports and newspaper articles. His working languages are Hungarian and English. He has been a Fidesz supporter since around 1996, which suggests that his political orientation may be regarded long-established and stable.

3.4 The translation task

The two translators were sent the article entitled “Másnap” by e-mail accompanied by a description of the translation task. The description was given in Hungarian and contained the following information: the article to be translated appeared in the daily *Magyar Nemzet* and deals with the Social Referendum held in Hungary on 8th March 2008. The e-mail also stated that the translation would be posted on an Internet page featuring the main political events of the year 2008 and their media coverage.

No other information was provided to the translators so that no other details of the translation task would potentially influence translators. Because of the translators’ busy work schedules, there was no deadline for the translations. Setting a deadline would in fact have jeopardised the success of the current research.

The participants and the texts in the current research design are represented in Figure 2, which shows the ideology of each of the translators and the source and target texts.

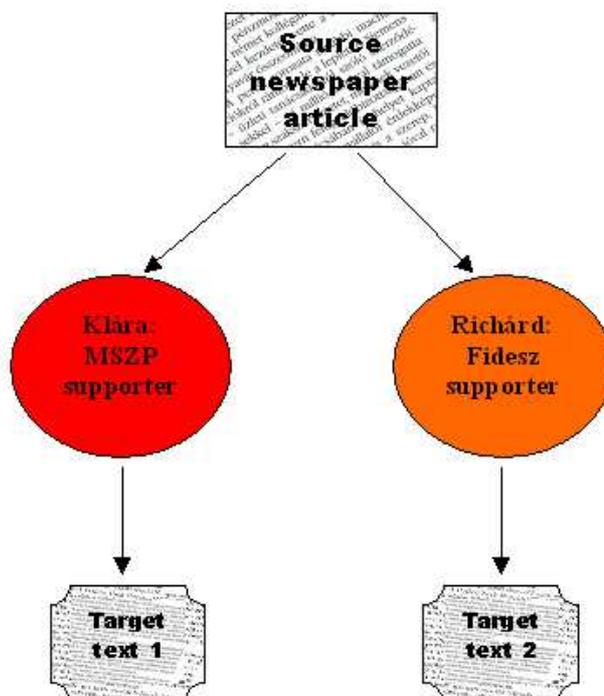


Figure 2: Visual representation of the participants and the texts of the research design

3.5 The procedure of analysis

Hoey’s (2001) Problem-Solution Model is used for establishing the superstructure of the source and target texts. The procedure of the superstructure analysis will be described and illustrated through the Hungarian source text.

Hoey’s analytical method, described in detail in Section 2.1 is used to distinguish the functional parts of **situation**, **problem**, **response**, **evaluation** and optional **result** of the problem-solution type texts submitted to analysis. Analysis first entailed reading and understanding the source and target texts, which was followed by the coding of the

functional parts of these texts according to Hoey's (2001) Problem-Solution Model. Below, using the source language newspaper article "Másnap" as an example, the procedure of the superstructure analysis is demonstrated.

The first two sentences of "Másnap" have been classified as **situation**:

[1] Az eddigi referendumokkal összevetve is kiemelkedő részvétellel lezajlott és az igenek elsöprő sikerét hozó szociális népszavazás estéjén Sólyom László köztársasági elnök kijelentette: az eredmény egyértelmű. [2] Majd arra intett, a törvényhozókon és a politikusokon a sor, hogy megtegyék a szükséges lépéseket és levonják a következtetéseket.

(See translation in Appendix A.) The reason is that this part gives the background information of the article, namely the political event in question (Referendum) and the political climate caused by the Referendum (in the interpretation of the President of the Republic of Hungary). In the Hungarian text we find simple present verbs referring to a period of time at the present and relating to future (such as /van/ *sor* 'it is/ time', *megtegyék [...]* *lépéseket* 'take steps', *levonják [...]* *következtetéseket* 'draw conclusions'.)

The **problem** is clearly indicated in sentence [3] (Ezt a feladatot kísérelték meg abszolválni tegnap az Országgyűlésben.) (see translation in Appendix A) through the choice of lexis featuring as signals: *feladat* ('task') and *abszolválni* ('to effect, to carry out'), both of which refer to a problem requiring a solution.

There are several cycles of **response** and **evaluation** in the text. To distinguish between them, the **response** and the corresponding **evaluation** are marked by indexing (i.e. **response**₁ and its corresponding **evaluation**₁ are both marked by index 1). A relatively longer chunk of text qualifies as **response**₁:

[4] Az már előzetesen nyilvánvaló volt, hogy mind a vizitdíj, a tandíj és a kórházi napidíj eltörlését kezdeményező Fidesz és KDNP, mind a megszüntetésük ellen mindent bevetve sikertelenül hadakozott kormánypártok törvénymódosítással kívánnak eleget tenni a nép akaratának, méltányolván a napirend előtti felszólalásokban is oly sokszor emlegetett voks populit. [5] Napirend előtt a fő szöveget Gyurcsány Ferenc igyekezett megadni. [6] És az eredmények nyomán keletkezett első sokkot – amelynek hatására dacos vasárnapi megnyilatkozásaiban a nem szavazókat a szocialisták támogatójaként próbálta meg vizionálni, illetve a 3,3 millió igennel szavazót pénztárcapártiként feltüntetni – kialudva valamelyest engedékenyebb húrokat pengetett. [7] Többszöri megszólalásai elején, nyilván némiképp számot vetve a helyzettel, még azt mondta: tiszteletben tartják az eredményt, mely szerint úgymond legalább hárommillió ember nem ért egyet „az elmúlt másfél év változásának mélységével, tempójával”. [8] Később azonban előkerült a megszokott vádaskodó hang; az igennel voksoló túlnyomó többség arról nem döntött, hogy ki fizesse a kieső díjakat. [9] Majd megkapták magukét szép sorjában az újságírók, akik nem ezt kérdezték lépten-nyomon, az Alkotmánybíróság – s áttételesen említve annak első elnöke, a jelenlegi államfő –, hogy merészeltek ilyen kérdéseket egy népszavazáson feltehetőnek ítélni. [10] Az Őszödi Böszme és a színlap egyéb kisbetűs szereplői (Kóka, Lendvai, Hiller) azzal érveltek, hogy az

önző „háromigenesek” az ingyenesség haszonlesői.

(See translation in Appendix A.) This part of the article describes the reactions of the Prime Minister and the governing parties and as a consequence uses past tense as the signal of response₁ in the following lexis: *hadakozott* ‘fought’, *igyekezett* ‘attempted’, *próbálta meg* ‘tried’, *húrokat pengetett* ‘played tunes’, *mondta* ‘said’, *előkerült* ‘revealed’, *megkapták* ‘got’, *merészeltek* ‘dared’, *érveltek* ‘argued’.

Thereafter, the two-sentence-long **negative evaluation₁** of response₁ follows:

[11] Hiába hívta fel a figyelmet Navracsics Tibor, a Fidesz frakcióvezetője, hogy senki nem gondolja az egészségügyről és az oktatásról, hogy azért soha egy árva petákot sem kellett fizetni, az újrarahangolt kormánypárti kortesbeszédok előadói arról győzködtek képviselőtársaikat és a tévénezőt: nemhogy kétszer, de egyszer sem fizetünk-fizettünk az orvosnál, az egyetemeken és a főiskolákon. [12] Persze mindeközben az oktatásra, gyógyításra és megelőzésre fordított GDP-arányos állami hozzájárulás mint tényadat gondosan homályban hagyatott.

(See translation in Appendix A.) These sentences contain references to the evaluation of the Prime Minister’s interpretation of the results of the Referendum and feature lexis acting as signal, which describe negative attitudes towards this interpretation including *hiába* (‘in vain’) and *kortesbeszéd* (approx. ‘party propaganda’).

This is followed by response₂:

[13] Ezzel szemben a kissé letargikus kormányfőtől megtudtuk, hogy a népszavazással Magyarország hosszú távon veszített.

(See translation in Appendix A.) This sentence refers to the longer-term envisaged consequences of the Referendum as interpreted by the Prime Minister and describes the Prime Minister’s reactions or response to the political issue on the table, which is signalled by the Prime Minister’s evaluative comment *hosszú távon veszített* (‘lost in the long run’).

Negative evaluation₂ of response₂ continues the article:

[14] S nyilván saját tapasztalataiból – a Szalay utcai ingatlan és az őszödi üdülő megszerzéséből – levezetve, hogy nem vezet az erős és modern Magyarországhoz, ha a polgárokat lebeszéljük arról, hogy saját önrésszel vegyenek részt a szolgáltatások igénybevételében. [15] Körülbelül ennyi volt a gyurcsányi önvizsgálat veleje.

(See translation in Appendix A.) Sentence 15 of this part features an evaluative summary to response₂, which is also signalled by the use of present tenses in sentence 14 (*lebeszéljük* ‘dissuaded’, *vegyenek részt* ‘take part’) and the phrase *ennyi volt [...] veleje* (‘the essence [...] was this much’).

Response₃ describes the Prime Minister's reaction to the lessons that could be learnt from the Referendum. Sentence 16 uses the word *újfent* ('yet again') to signal a new cycle of response and describes that the Prime Minister sees no lessons to learn but defends his political legitimacy and position as Prime Minister:

[16] Az Őszödi Böszme régi-új énjét megcsillantva a Fidesz elnökét ostorozó harmadik felszólalásában újfent kísérletet tett arra, hogy hírhedt hazugságbeszédét átcsomagolja igazságbeszéddé.

(See translation in Appendix A.)

Negative evaluation₃ of response₃ closes the article:

[17] A kampányfinitben a kecskeméti szocialista törzsközönség előtt szenvedélyesen, ám nem latinovitsi fokon Cipollát alakító Gyurcsány most a „Nincs a teremtésben vesztes, csak én” Bánk báni szólamot igyekezett kiénekelni - meglehetősen enerváltan. [18] Sokszori megszólalásai tartalma kapcsán pedig inkább egy shakespeare-i parafrázis fogalmazódhatott meg a hallgatóságban: *őrült beszéd, de nincs benne rendszer*.

(See translation in Appendix A.) This part describes the audience's, and, at the same time, the voters' interpretation or evaluation of the Prime Minister's talks on the issue of the Referendum and concludes with a slightly altered quotation by Shakespeare in sentence 18: "This be madness and there is no method in 't.'" The quotation is contextualised as an evaluative sentence in the context of the article "Másnap" through the use of *őrült* ('mad') and *nincs rendszer* ('without system').

As a summary of the above, the superstructures of the full article "Másnap" is provided in Figure 3 on the next page.



Figure 3: The superstructure of the article entitled “Másnap” and its two translations

3.6 Reliability

In order to ensure the reliability of the superstructure analysis, coding was effected, on the one part, by the researcher and, on the other hand, by a co-coder carefully trained in the terminology and application of Hoey's (2001) Problem-Solution Model. The two coders worked independently of each other and after effecting the analysis of the source and the two target language texts, they compared their findings and, in the case of disagreement, they agreed on the coding of certain problematic sentences. It must be noted, however, that there were two problematic sentences for the coders in each text.

After the two coders independently classified the sentences of the source and target texts into the functional categories of the Problem-Solution Structure (**situation, problem, response, evaluation /positive and negative evaluation/ and result**), an inter-rater reliability analysis was performed. The classification of each sentence in the source text and the two target texts by the two coders was compared and reliability was evaluated on the basis of the two coders' categorisation of the sentences in the case of the source and target texts (i.e. is the coding of a given sentence identical for the two coders?) using Cohen's (1960) Kappa method. The resulting percentage agreements between the coding of the Source Text and Target Texts 1 and 2 for Coders 1 and 2 are as shown in Figure 4.

	Source Text	Target Text 1	Target Text 2
Values of Cohen's Kappa method	.79	.80	.83

Figure 4: The results of the correlation analysis

As none of the Kappa values are below .70 (the threshold level of reliability), ratings can be considered as reliable, even more so as the classification of superstructure categories is largely based on interpretation (Károly, 2007). It can thus be concluded that the results of the superstructure analysis are reliable.

3.7 Results

The raw data of the superstructure of the source language and the two target language texts are provided below. Functional parts **situation, problem, response, negative evaluation and positive result** are marked in the texts. The different functional parts have been marked to the right of the texts using braces. For the sake of clarity, responses and the corresponding evaluations have been numbered with the same indexing.

Some functional parts in the texts extend only to one sentence, whereas other parts comprise several sentences. This could be explained by the fact that the source text argumentative newspaper article submitted to analysis is rather short and quite complex and dense in its content. This means that in each functional part of the text the author tries to squeeze as much information into one (complex) sentence as possible. This, at the same time, suggests that each functional part is very dense in information content. The translators in this study, in the majority of the cases, keep the sentence boundaries of the source texts in their translations: the 18-sentence article "Másnap" became 17 to 19 sentences long in the translations. The functional parts of the source text are retained in both target texts (see the results of the superstructure analysis in Figure 5). And the signalling devices of the Source Text are also retained in Target Texts 1 and 2 (e.g. the situation in the source text is signalled by /van/ *sor, megtegyék [...] lépéseket, levonják [...] következtetéseket*, which signals also surface in Target Text 1 as /is/ *turn, draw the consequences, take the [...] steps* and in Target Text 2 as *urged, draw the conclusions, take the [...] steps*, and so on through the use of equivalents in each superstructure part in both target texts).



Figure 5: The superstructure of the source language article “Másnap” and its two translations, Target Texts 1 and 2

The signalling devices in the individual superstructure parts of the Source Text and in Target Texts 1 and 2 are provided in Figure 6. The --- sign in the figure means that the given signal was not retained in the given target text.

	Source Text	Target Text 1	Target Text 2
Situation	/van/ sor	turn	urged
	megtegyék [...] lépéseket	take steps	take steps
	levonják [...] következtetéseket	draw consequences	draw conclusions
Problem	feladat	task	---
	abszolválni	absolved	doing so
Response₁	hadakozott	---	---
	igyekezett	dominated	gave
	próbálta meg vizionálni	envisioned	imagined
	húrokat pengetett	sounded more moderate	was more manageable
	mondta	said	announced
	előkerült	---	came
	megkapták	---	got
	merészeltek	---	---
Negative evaluation₁	hiába	in vain	in vain
	korteszbeszéd	speeches advocating the standpoint of the government	pro-government propaganda
Response₂	hosszú távon veszített	lost [...] in the long run	in the long term [...] will sadly miss
Negative evaluation₂	lebeszéljük	talk out of	convinced
	vegyenek részt	taking part	---
	ennyi volt [...] veleje	this was the essence	extended to as much as this
Response₃	újfent	again	yet another
Negative evaluation₃	őrült	madness	madness
	nincs [...] rendszer	there is no method	there is no method

Figure 6: Signalling devices in the Source Text and Target Texts 1 and 2

The similarities between the Source Text and Target Texts 1 and 2 suggest that the superstructure of the Source Text is retained in both target texts. Thus it may be claimed that functionally equivalent target texts have been produced in slightly different sentence set-ups. This suggests that when translating argumentative newspaper articles, translators in this study retain the functions of each superstructure component in the texts irrespective of ideological similarities and/or differences between the source text and the ideology shared by the translator.

Based on the results of the superstructure analysis, it can be argued that the target texts have preserved the genre-specific functional characteristics of the problem–solution type argumentative source language discourse. This indicates that the target texts examined within the scope of this study remain argumentative, which gives the reader the opportunity to agree or disagree with the arguments featured in the target texts. As a

consequence, the target texts featured in the present study are capable of effecting political persuasion just like the source text.

3.8 Discussion of results

Based on the comparison of the functional categories of the superstructure of the source language text and its two translations, it can be established that the superstructure of the source text is reproduced without any changes and consequently with no ideological manipulation in the superstructure. This seems to suggest that translators – whether they share or oppose the ideology surfacing in the source text – do not manipulate the superstructure of argumentative political newspaper articles in target texts.

It must, at the same time, be noted that due to the small population of analysed texts, the current results cannot be generalised to the translations of argumentative texts in general. The results, however, are transferable and show possible tendencies.

In order to research the effects that the translator's ideology has on the reproduction of the superstructure, a larger scale research involving numerous translators would be necessary. A large population of analysed texts could provide statistically reliable findings, from which conclusions in connection with translation behaviour could be drawn.

On the other hand, according to Kraus and Davis's (1976) **injection needle model**, political texts are constructed to persuade and achieve persuasion through the arguments presented in the text and stored in the receivers' long term memory. With reference to their Model of Text Comprehension and Production, Kintsch and van Dijk (1978) claim that people are likely to remember only the summary or the gist of texts. This suggests that political texts will persuade receivers through their gist. The macrostructure of a text constitutes its gist. Therefore, it would be interesting and revealing to compare and contrast the gists of source and target texts and analyse whether the translator's ideology affects the reproduction of macrostructure in target texts. Such an analysis could show whether the translator's ideology potentially affects the macrostructure of target texts in the case of the translation of argumentative political newspaper articles.

3.9 Conclusions

This study examined whether the ideology of the translator affects the reproduction of superstructure in translated political argumentative newspaper articles. The superstructure of a Hungarian argumentative newspaper article and its two English translations created by two translators with opposing ideologies were compared with the help of Hoey's (2001) Superstructure Model. It was found that, based on the case study presented, ideology does not affect the reproduction of superstructure in target texts. It was proposed that translators' ideologies might interfere in the translation process and affect the macrostructure of target texts. In order to examine this, macrostructure analysis of source and target texts and a comparison of results would be necessary.

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APPENDIX A

The source text and the target texts

Source text “Másnap” with sentence numbers

Másnap

Farkas Attila

[1] Az eddigi referendumokkal összevetve is kiemelkedő részvétellel lezajlott és az igenek elsöprő sikerét hozó szociális népszavazás estéjén Sólyom László köztársasági elnök kijelentette: az eredmény egyértelmű. [2] Majd arra intett, a törvényhozókon és a politikusokon a sor, hogy megtegyék a szükséges lépéseket és levonják a következtetéseket.

[3] Ezt a feladatot kísérelték meg abszolválni tegnap az Országgyűlésben. [4] Az már előzetesen nyilvánvaló volt, hogy mind a vizitdíj, a tandíj és a kórházi napidíj eltörlését kezdeményező Fidesz és KDNP, mind a megszüntetésük ellen mindent bevettve sikertelenül hadakozott kormánypártok törvénymódosítással kívánnak eleget tenni a nép akaratának, méltányolván a napirend előtti felszólalásokban is oly sokszor emlegetett voks populit.

[5] Napirend előtt a fő szöveget Gyurcsány Ferenc igyekezett megadni. [6] És az eredmények nyomán keletkezett első sokkot – amelynek hatására dacos vasárnapi megnyilatkozásaiban a nem szavazókat a szocialisták támogatójaként próbálta meg vizionálni, illetve a 3,3 millió igennel szavazót pénztárcapártiként feltüntetni – kialudva valamelyest engedékenyebb húrokat pengetett. [7] Többszöri megszólalásai elején, nyilván némiképp számot vetve a helyzettel, még azt mondta: tiszteletben tartják az eredményt, mely szerint úgymond legalább hárommillió ember nem ért egyet „az elmúlt másfél év változásának mélységével, tempójával”. [8] Később azonban előkerült a megszokott vádaskodó hang; az igennel voksoló túlnyomó többség arról nem döntött, hogy ki fizesse a kieső díjakat. [9] Majd megkapták magukét szép sorjában az újságírók, akik nem ezt kérdezték lépten-nyomon, az Alkotmánybíróság – s áttételesen említve annak első elnöke, a jelenlegi államfő –, hogy merészeltek ilyen kérdéseket egy népszavazáson feltehetőnek ítélni. [10] Az Ószödi Böszme és a színlap egyéb kisbetűs szereplői (Kóka, Lendvai, Hiller) azzal érveltek, hogy az önző „háromigenesek” az ingyenesség haszonlesői. [11] Hiába hívta fel a figyelmet Navracsics Tibor, a Fidesz frakcióvezetője, hogy senki nem gondolja az egészségügyről és az oktatásról, hogy azért soha egy árva petáért sem kellett fizetni, az újrarendelt kormánypárti kortesbeszéd előadói arról győzködtek képviselőtársaikat és a tévénézőt: nemhogy kétszer, de egyszer sem fizetünk-fizettünk az orvosnál, az egyetemeken és a főiskolákon. [12] Persze mindeközben az oktatásra, gyógyításra és megelőzésre fordított GDP-arányos állami hozzájárulás mint tényadat gondosan homályban hagyott.

[13] Ezzel szemben a kissé letargikus kormányfőtől megtudtuk, hogy a népszavazással

Magyarország hosszú távon veszített. [14] S nyilván saját tapasztalataiból – a Szalay utcai ingatlan és az őszödi üdülő megszerzéséből – levezetve, hogy nem vezet az erős és modern Magyarországhoz, ha a polgárokat lebeszéljük arról, hogy saját önrésszel vegyenek részt a szolgáltatások igénybevételében. [15] Körülbelül ennyi volt a gyurcsányi önvizsgálat veleje. [16] Az Őszödi Böszme régi-új énjét megcsillantva a Fidesz elnökét ostorozó harmadik felszólalásában újfent kísérletet tett arra, hogy hírhedt hazugságbeszédét átcsomagolja igazságbeszéddé.

[17] A kampányfinisben a kecskeméti szocialista törzsközönség előtt szenvedélyesen, ám nem latinovitsi fokon Cipollát alakító Gyurcsány most a „Nincs a teremtésben vesztes, csak én” Bánk báni szólamot igyekezett kiénekelni - meglehetősen enerváltan.

[18] Sokszori megszólalásai tartalma kapcsán pedig inkább egy shakespeare-i parafrázis fogalmazódhatott meg a hallgatóságban: örült beszéd, de nincs benne rendszer.

Target Text 1 with sentence numbers

The Next Day By Attila Farkas

[1] On the evening of the referendum with a record high participation rate compared to other similar occasions so far, and a strong ‘Yes’ victory, Mr. László Sólyom, President of the Republic of Hungary, claimed that the result speaks for itself. [2] Then he declared that now it is legislators’ and politician’s turn to draw the consequences and take the necessary steps.

[3] This task was attempted to be absolved in the House of Parliament yesterday. [4] It was obvious from the beginning that both Fidesz-KDNP (Hungarian Civic Union – Christian Democratic People’s Party) initiating the abandonment of the visit fee, the daily fee for hospital treatment and the tuition fee and the governing parties vehemently opposing the abandonment want to take legislative steps to submit to the wish of the people in an appreciation of the popular vote frequently mentioned also in pre-agenda speeches.

[5] Mr. Ferenc Gyurcsány’s speeches dominated the pre-agenda session. [6] This time, more relaxed, he sounded more moderate than in his castigating Sunday night reactions when he envisioned all ‘No’ voters as socialist supporters and the 3.3 million ‘Yes’ voters as people reluctant to pay. [7] At the beginning of his manifold statements, surely resulting from his evaluation of the situation, he said that the referendum result will be respected, according to which at least 3 million people disagree with the “speed and depth of the changes of the recent one and a half years.” [8] Later, however, the usual critical tone: the majority voting ‘Yes’ did not decide on who is to pay the fees repealed. [9] Criticism was communicated towards everyone: the journalists who did not keep on asking this question, the Constitutional Court and indirectly its first president, the current President of the Republic of Hungary, how they deemed such questions suitable for a referendum. [10] The “Jackass of Őszöd” and the more insignificant members of the cast (Mr. Kóka, Ms. Lendvai, Mr. Hiller) argued that those selfish ones who voted 3 times ‘Yes’ are the bargain hunters of free deals. [11] Mr. Tibor Navracsics Leader of the parliamentary group of Fidesz called attention in vain to the premise that nobody thinks that nothing ever has had to be paid for health care or education: speeches advocating the standpoint of the government were trying to convince fellow MPs and TV viewers that we have not been paying at the doctor and in higher education twice, not even

once while the GDP proportionate state contribution spent on education, healing and prevention was not elaborated on.

[12] At the same time we learnt from the mildly melancholic head of government that Hungary lost with the referendum in the long run. [13] And, obviously judging from his own experience of the privatization of the Szalay utca building and the Ószöd holiday complex, PM Gyurcsány stated that it does not lead to a strong and modern Hungary to talk citizens out of taking part in using services when concurrently paying their own contribution. [14] Approximately this was the essence of PM Gyurcsány's introspection. [15] The "Jackass of Ószöd", showing a glimpse of his old-new self, attempted again to convert his widely-known Ószöd speech into a speech of justice in his third speech directing criticism at the President of Fidesz.

[16] At the finish of the campaign, PM Gyurcsány, like a passionate Cipolla though not quite as talented as the great Hungarian actor Latinovits, appeared in front of the socialist supporters of Kecskemét and tried to sing the Bank Ban opera tune "There is no one unluckier on earth than me" in a rather enervated manner. [17] His manifold statements conjure up a Shakespearian line paraphrased in the audience: "This be madness and there is no method in 't."

Text 2 with sentence numbers

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[1] On the evening of the referendum, characterised by an unprecedented high participation rate compared to other similar occasions so far, and a strong victory of the 'Yes' side, Mr. László Sólyom, President of the Republic of Hungary, said the result speaks for itself. [2] Consequently, he urged legislators and politicians to draw the conclusions and to take the necessary steps.

[3] The House of Parliament was engaged in doing so yesterday. [4] From the beginning of session, both Fidesz (Hungarian Civic Union) and KDNP (Christian Democratic People's Party), the parties having initiated the repeal of the visit fee, the daily fee for hospital treatment and the tuition fee, as well as the governing parties, who had been strongly opposing the repeal, have obviously felt motivated to take the necessary legislative steps to guarantee the fulfilment of the wish of the people appreciating the 'popular vote' frequently referred to in the pre-agenda speeches.

[5] MP Ferenc Gyurcsány gave the keynote speech in the pre-agenda session. [6] More in terms with the actual situation, this time, his speech was more manageable than his insolent Sunday night reactions, when he imagined all 'No' voters as socialist supporters while the 3.3 million 'Yes' voters as people deciding purely on financial grounds. [7] Most probably as a result of his evaluation of the current situation, at the beginning of his numerous speeches, he announced that the results of the referendum will be respected with at least 3 million people disagreeing with the "speed and depth of the changes in the recent one and a half years." [8] Yet, later there came the usual accuses: the majority voting 'Yes' did not in fact settle who is to compensate for the fees to be repealed. [9] And then the journalists got scolded, who failed

to ask this question time and time again, to be followed by the Constitutional Court and indirectly its first president, the current President of the Republic of Hungary with the Prime Minister questioning how come they did consider such questions suitable for a referendum. [10] The Dimwit of Ószöd and the less significant members of PM Gyurcsány's team (Mr. Kóka, Ms. Lendvai, Mr. Hiller) claimed that those selfish persons who cast three YES's in the ballot boxes in fact wish to receive services for free. [11] Mr. Tibor Navracsics, Leader of the parliamentary group of Fidesz, was in vain trying to highlight that nobody thinks no contribution whatsoever has had to be paid for health care or education services. [12] Parliamentary advocates of the re-echoing pro-government propaganda tried to persuade fellow MPs and the TV viewers that one does not pay at the doctor and at the university once, let alone twice. [13] Naturally, at the same time, data on the GDP proportionate state contribution allocated to education, health care and preventive medicine were deliberately cloaked.

[14] However, the slightly lethargic Prime Minister revealed that in the long term Hungary will sadly miss something as a result of the referendum. [15] And, obviously based on his experience of privatizing the Szalay Street building and the Ószöd holiday resort, PM Gyurcsány assured us that no strong and modern Hungary can be built if citizens are convinced that using services can by no means entail having to pay one's own contribution. [16] All in all, PM Gyurcsány's introspection extended to as much as this. [17] While having the President of Fidesz under fire, the Dimwit of Ószöd made yet another attempt to translate his infamous Ószöd speech of lies into a talk of truthfulness in his third pre-agenda speech revealing his new-old self.

[18] At the close of the campaign, PM Gyurcsány, while passionately acting in the role of Cipolla but not as perfectly as Latinovits in front of socialist supporters in Kecskemét, this time was trying to sing the part in the opera *Bank Ban* "There is no one unluckier on earth than me" in an enervated tone. [19] For the audience, the essence of his numerous speeches can be summarized in a Shakespearian paraphrase: "This be madness and there is no method in 't."

APPENDIX B

Interview topics and questions

Professional career and experience:

- graduation (place, year)
- professional experience in translating political texts

Politics:

- political affiliation since 1989

Questions to guide the oral interviews

The interviews were conducted in Hungarian using Hungarian questions. Below, the English translation of these questions are provided.

Professional career and experience:

- Where and when did you graduate (place, year)? What programme did you complete (BA or MA, etc.)?
- What and how many years of professional experience do you have in translating political texts?

Politics:

- What is your current political affiliation? Which political party do you support? How has your political affiliation developed since 1989?

APPENDIX C

The English translation of the invitation to participate in the research

Please, translate the attached newspaper article into Hungarian. The article appeared in the daily Magyar Nemzet and deals with the Social Referendum held in Hungary on 8th March 2008. The translation will be published on the Internet in a column that deals with the most important political events of the year 2008 accompanied by their news coverage.

Source:

“Másnap” by Attila Farkas, published in *Magyar Nemzet* on 11th March, 2008