



Linguistic Analysis of Translated News: An Insight into the Concept of News Value

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ABSTRACT

With the aftermath of globalization and the increased demand for localized information, translation assumed a significant position in the world of news. Due to this close connection, in recent years, journalistic concepts such as gatekeeping and framing have contributed to towards much interdisciplinary research in the field of translation studies. Nevertheless, many other topics have remained untouched by translation scholars, one of which is the seminal concept of news value manifested in the linguistic and semiotic dimensions of news products. Exploring news values and their relation to translation offers potentials for a better grasp on the nature of translated news and the process of news translation in newsrooms worldwide. Consequently, the headlines of 120 translated news pieces related to two international conferences were analyzed using Bednarek and Caple's (2017) discursive news value analysis framework. These news headlines were published on four renowned Iranian news websites from 2021 to 2023. The results revealed that these websites construct similar patterns of news values and establish eliteness, negativity, and superlativeness more than other news values in their translated headlines. This was an indication of the lack of originality among news websites in reporting international events and also their orientation toward following a predetermined ideological positioning. As a whole, the present research is a true interdisciplinary one attempting to learn about the construction of news values in the context of Iran and translation discourse and unveil news agencies' motivation in linguistically constructing and establishing these values.

KEYWORDS: Iranian news websites, journalism, language of news, news values, translation

1. Introduction

In recent years, as a result of globalization, growth in the flow of information, and the development of different types of media, news has become an ever more consumable source of information (Xia, 2019). Nowadays, news reaches people with significant speed and quantity (Schäffner, 2017) and has taken part in shaping people's understanding and interpretation of their surroundings and events (Gambier, 2006). Although, professional ethics of newsroom bind news producers to report events as it is and assume independence from outside control, it is a common assumption that news is affected by "different ideological manipulations in order to serve the favor of dominant authority and or power" (Azodi & Salmani, 2015, p. 163) arising from the established government or the news agency itself. In other words, news production sometimes leads to a new framing of reality (Bednarek & Caple, 2013) which, to some extent, undermines the objectivity of news pieces (Kristensen, 2021). This new reality is presented to the audiences in their own language (Bielsa, 2009) through the linguistic aspect as well as the semiotic dimension, which consists of news layouts, photos, videos, and audio.

As global as the world of news can be, a language barrier still exists for news consumption because of a strong public preference for news reading and viewing in their native-language. Thus, news has to be translated or, in fact, localized “to come to terms with the national-and political sensitivities of a people while meeting market requirements” (Orengo, 2005, p. 170) of a specific geography. The reason for using the term localization is to emphasize the transformation of the source text in the process of news translation (Zanettin, 2021). This transformation can consist of a few lexical substitutions to rewriting the whole linguistic and semiotic content, which can serve ideological purposes similar to that of news writing (Schäffner, 2017). Nevertheless, the ideological transformations are inherent in the process of news translation and conform with and reinforce “the reader’s ideological identity and sense of political affiliation” (Orengo, 2005, p. 179) so as to conceal the traces of the transformations, maintain a consistent number of readers, and create a sense of membership. This everlasting relation between ideology and news translation was unnoticed by the general public in the past, but due to the effort of many scholars particularly those in the field of translation studies, ideological manipulation of news translation is now seen as a general rule and even standard practice in news rooms (see Ameri & Khoshsaligheh, 2018; Jalalian Daghigh & Amini, 2022; Khanjan et al., 2013; Valdeón, 2022).

One of the main features of news production, closely linked to shaping and transforming the news content, is the concept of news value. In newsrooms, news values are one of the first criteria mentioned when talking about the rules of news selection and construction (Wendelin et al., 2015). They “enable news discourse both to attract, inform and entertain readers” (Bednarek & Caple, 2019, p. 126) and can be simply conceptualized as the worthy aspect of an event constructed or established through linguistic and semiotic dimensions of news discourse (Bednarek et al., 2021). Therefore, researching news values can provide insights into news production and the agendas of a news agency. As translation is fused with news production, the construction of news values impacts news translation as well. However, except in recent years, news values have not been the focus of linguistic or translation research (Bednarek & Caple, 2014) as a result of a lack of a proper framework and conceptualization of news values in the world of translation studies and linguistics.

With this gap in mind, the current research provides a nuanced understanding of news values and news translation in the context of Iran by focusing on translated news pieces published on four famous Iranian news websites. The main topic of these pieces was related to two international conferences called the World Economic Forum (Davos) and the United Nations Climate Change (COP). This research strived to determine if specific news values were emphasized or absent in reporting and translating topics related to international economic, political, and environmental issues in the context of Iran, and if there were any ideological motivations embedded in constructing them. With an analysis and comparison, this study further tried to establish whether or not Iranian news agencies act uniformly in constructing news values when it comes to similar topics. This study introduces an innovative outlook on the relation between journalism, linguistics, and translation studies as it focuses on the context of Iran and uses an interdisciplinary framework to learn more about a topic that was dismissed from previous research, not only in the field of linguistics and translation studies but also in journalism and news research. The findings could be of value and use for translators interested in professional opportunities in the world of news translation, those who seek to broaden their understanding of the relation between translation and news values, and individuals and institutions invested in revising and writing new materials for future news translators.

2. Literature Review

2.1. The World of News

One of the first things most people interact with on a daily basis is some form of news, whether national, international, hard, or soft news. Parallel to that, this interaction mostly occurs online and is not limited to the consumer’s geographical boundaries, which allows instant and real-time consumption of news taking place in a near but mostly distant location (Ban & Noh, 2018). Although interest in gathering information and news is not new, a version of this new form of news consumption took shape in the second half of the 19th century and is called modern journalism, which was a respond to the “growing appetites of metropolitan publics for news from around the world, giving rise to what has been described as the globalization of the event (Palmer, 1983: 213)” (as cited in Bielsa, 2016, p. 207). Around the same time, “the newspaper became the first mass cultural medium of modernity” (Bielsa & Bassnett, 2009, p. 38), and its defining characteristic was reporting factual information rather than opinions, resulting in the appearance of global journalism (Bielsa & Bassnett, 2009) and global news agencies. Furthermore, in these global newsrooms, news relevance rather than proximity (Bielsa & Bassnett, 2009), extreme speed and efficiency (Schäffner, 2017), impartiality (Bielsa & Bassnett, 2009), and online news publishing (Zanettin, 2021) replaced previous norms of news reporting in newspapers and on cable channels.

Evidently, from the agencies’ standpoint, opinions and preferences are not considered to be a part of news production, and news pieces are general and neutral reports of an event. However, in reality and in the public eye “media coverage is seen as a socially determined construction of reality” (Bednarek & Caple, 2013, p. 4) by all involved in the process of news production, especially the editors, because “[w]ith good editors, the newspaper is almost a mirror on their own personality. It reflects their own values” (Neighbour, 2011) rather than the unbiased report of events. Apart from what goes into newsrooms and the stance of the news publisher on a specific matter, the government and the market impose limitations, rules, and norms on the content of news (Lewis, 2006). Overall, audience monitoring made available through the internet and analytic software allows the power of government, organizations, markets, and news agencies to be applied smoothly and structure and shape the news content to their benefit.

All these discussions fall under the top of ideology and its direct relation to news production. Ideology in the context of news is not always seen as a positive aspect and comes with its own consequences, and is understood as “a process of constructing meanings in the service of power” (Deuze, 2008, p. 2). For instance, “the shape imposed on the message by the configuration [done through applying an ideology] affects in a crucial way the construction of the receiver’s mental image” (Falkenhayner, 2019, p. 21) and distorts and alters their perception of the happenings. On the other hand, ideology can assume a different definition in the field of journalism. This idea originated in Deuze’s (2005) work, and he equates journalism with ideology, but here, ideology has a different definition and is called occupational ideology, which is related to the journalists’ perception of their job and profession and how they incorporate that ideology into their day-to-day work. This occupational ideology is not similar to the ideological positioning imposed on news by different parties and might be of secondary importance, as journalists mostly cannot afford to work independently (Joseph, 2012), and they should adhere to the institutional and political rules and ideologies. Nevertheless, the presence of both forms of ideologies can be traced in various aspects of a news piece, one of which is the linguistic aspect.

2.2. The Language of News

In modern times and today’s context, a piece of news does not only consist of textual material but is accompanied by multiple types of media, such as graphics, images, emojis, typographical elements, audio, and videos, and journalists were taught to take liberties in their job and to be creative in embracing these extra options. Also, in some cases, the semiotic aspect of the news takes precedence over the linguistic part; for instance, Instagram is an image-oriented platform, and if an agency decides to publish news on this platform, they have to first take the image aspect into consideration and then pay attention to the linguistic segments. Nevertheless, what reflects “the corporate identity of the media institution” (Schäffner, 2017, p. 328) and is considered to be an integral aspect of the news production is the linguistic aspect of the news. The language of news differs from other linguistic forms and has specific guiding principles and rules. In a similar line of inquiry, van Leeuwen (2006) maintains that news language “differs from nearly all other forms of writing as it uses short, snappy sentences and the active voice to convey its information” (p. 222) needless to say, these strict rules are not limited to written texts produced for newspapers and are part of the journalists’ educational procedure and daily activities (Cotter, 2010). Maintaining such rules is in accordance with the objectivity and neutrality criteria most news agencies try to follow, and provides a product suitable to be sold to and published in various markets (Bielsa & Bassnett, 2009).

Furthermore, although linguistic rules are applied by news agencies to almost all news products, there are still language differences between news outlets and even between various news sections, such as local, international, or sports news (Bednarek & Caple, 2019). As these differences can be caused by organizational preferences or ideological motivations and as language has a social dimension, the “close analysis of situated language use [in news writing] can provide both fundamental and distinctive insights into the mechanisms and dynamics of social and cultural production in everyday activity” (Rampton et al., 2004, p. 2) of news outlets and agencies around the world. Likewise, Cotter (2010) mentions that the language of news goes beyond conveying facts and information and is relevant to the social context of the world and the communities where news circulates, as well as the social dimension of news texts and their language. However, without addressing translation and its discourse, analyzing the linguistic dimension of news would be incomplete.

As previously mentioned, access to international and national news happens in real-time through social media and live broadcasting; nonetheless, there still exists a language barrier for consumers (Ban & Noh, 2018), which can only be tackled with the help of translation. Although intertwined with news, translation has always assumed an invisible position in the process of news production, as it is rarely talked about in newsrooms and the academic environment (Schäffner, 2017). In addition, the speed of accessing information in audiences’ native language has increased to a near-instantaneity (Cronin, 2003), disguising and eliminating the intermediary position of translation in facilitating the process of news production and consumption (Scammell, 2020). Also, translators’ works are edited by journalists to make them fit for purpose (Schäffner, 2017), contrary to popular belief that considers any act of translation as proper translation, similar to literary or religious translation.

All discussed amounts to the fact that news translation is not a simple linguistic transposition or a word-for-word substitution, as a matter of fact, “news translation is heavily influenced by the processes and demands of journalism and by the linguistic framework specific to each cultural community” (Guerrero, 2022, p. 235) and also undergoes extreme levels of editing due to not owing much respect to faithfulness and source texts. Therefore, it can be deduced that “the norms in news translation are fully dictated by journalists and the news industry. So, while other professions may establish a more or less felicitous synergy with translation, the news industry imposes itself wholly on translation” (Floros, 2012, p. 929) and other forms of linguistic production in the news environment. Aside from the news industry, news translation “deals with recurring challenges that involve political correctness” (Bielsa & Bassnett, 2009, p. 32) similar to writing the news text. Transformations taking place in news translation, motivated by ideologies of organizations and governments, “become systematic and patterns emerge” (Conway, 2010, p. 202) which can be scrutinized to learn more about the crossroad of news, language, and translation. Overall, it can be inferred that the process of news translation and its language are highly influenced by invisible ideological, cultural, and political motivations that determine its shape and reception. Also, examining news translation provides a deeper understanding of these elements and the societies they operate within.

3. News Values

In newsrooms, news value or newsworthiness is a fundamental concept determining the news's linguistic and semiotic construction, transformation, and translation. News values are "selection criteria that are equally applied first to the 'event' that has taken place, ... and second to the 'story' as it competes with other stories" (Bednarek & Caple, 2013, pp. 3-4) for publishing and broadcasting. To put it more simply, news values demonstrate "how specific events are constructed as news-worthy in published news stories" (Bednarek & Caple, 2013, p. 5). This simple statement is only one of the definitions of this concept and is the closest one to the backbone of the present research. In addition to defining this concept, an effort was made by scholars and journalists to provide a comprehensive list of news values for future studies and training journalists. For instance, one of these classic lists proposed by Williams and Martin (1911) consists of "1. The prominence of persons or places concerned. 2. The proximity of the event to the place of publication. 3. The unusualness of the event. 4. The magnitude of the event. 5. The human interest involved. 6. Timeliness" (p. 213). Nevertheless, not much consensus exists among the proposed lists by various scholars.

In addition, news values are not only a list of qualities applied to the news but rather they take charge of various stages of news production (Cotter, 2010) and provide numerous information on the ideological nature of decisions made in newsrooms. In other words, news values are a reflection of "organisational, sociological and cultural norms combined with economic factors" (Weaver et al., 2009, p. 49) controlling news production. The news values' ability to provide such information is in relation to the fact that they are "socioculturally assigned, rather than 'natural' or 'inherent' in the event" (Bednarek & Caple, 2017, p. 42). Many scholars, especially linguists, have pointed out the ideological nature of news values, which is a sign that new values manifest themselves mostly in the linguistic or verbal aspect of news. They assume language is used to maximize and portray the newsworthiness of an event, especially in headlines, and "an investigation of headlines offers a general picture of the news values underlined by the press" (Zeng & Li, 2023, p. 5) and their general preferences toward using specific values. As a result, in recent years exploring news values which was once considered to be outside the scope of linguistics' work became captivating for them and "a handful of linguists have tried to come up with their own conceptualization of news values" (Bednarek & Caple, 2017, p. 36) one of which is the one put forth by Bednarek and Caple (2017) (see Methods). Translation, a tool for linguistic transfer of information and news, is equally guided by news values. The construction of news values in translation holds even greater significance as it is a clear indicator of how much a translation is kept close to the source and what standards are adhered to in specific newsrooms (Zeng & Li, 2023). However, the number of studies focusing on the relation between news values and translation is scant and demands additional consideration.

Moreover, news values manifest themselves in the pictures and videos accompanying the news, which is the semiotic aspect. The semiotic components of the news illustrate news values "through the ways in which elements, contexts, and participants are framed, cropped (in or out), or angled within the image frame" (Bednarek & Caple, 2017, p. 52) thus, concentrating on the semiotic aspect also demonstrates the hidden sociopolitical interest and the narrative that an agency or a government follows. All things considered, contemplating on and studying the concept of news value, whether from a linguistic or semiotic lens, is of importance since "they inform the mediated world that is presented to news audiences, providing a shared shorthand operational understanding of what working journalists are required to produce" (Harcup & O'Neill, 2017, p. 1470). Also, further research can provide proper answers for the remaining questions regarding how news values are constructed not only in authored pieces but also in translated ones and what implications their construction bear with themselves. Nevertheless, the semiotic analysis of news values falls outside the scope of the present study. Overall, this paper aims to linguistically analyze the constructed news values in the translated news pieces published on Iranian news websites to examine if these websites align or diverge in constructing news values and to determine the ideological reasons for their convergence or divergence.

4. Methodology

To study the news values, the headlines of selected news pieces were analyzed. Following a qualitative and descriptive strand of research, for this study, a monolingual corpus of translated news headlines into Persian was compiled that were published from 2021 to 2023. The main topic of these news pieces was related to two international conferences called the United Nations Climate Change (COP) and the World Economic Forum (Davos) conference. There were multiple underlying reasons for selecting such conferences. First and foremost, the scope of these conferences revolved around crucial discussions on political, economic, and environmental topics and issues such as the Israel-Gaza crisis and the Paris Agreement (COP2021). Also, these public debates and discussions happening among high-profile politicians from the West and the East are not theoretical and have sparked several international changes, such as averting a war between Greece and Turkey, providing low-carbon solutions, and vaccinating more than one billion children. Secondly, since the selected news pieces were translated and not authored, it would hopefully lead to a greater insight regarding the discourse of news translation in Iran, which has been shadowed by the invisibility of news translators and the process of news translation. Furthermore, the central reason for only analyzing headlines was that salient points of a news piece are always summarized in the headline, and markers of the ideological leanings of an agency can be located in the headlines (Orengo, 2005).

News pieces published on Asr Iran, Fararu, Khabar Online, and Entekhab websites were the main focus of this study. These four websites are widely known and referenced news websites in reporting hard news, especially in relation to economic and environmental topics in the context of Iran. To gather the news pieces, various keywords such as "davos", "davos اجلاس", "COP28", "COP27 اجلاس", "COP26", and etc. were searched on them with the help of their built-in search engine. A total of 617 news pieces related to both conferences were gathered. As finding the exact source of news in news translation is a difficult task, the present research solely focused on the target texts, or in other words, news texts that were considered to be translated. Therefore, all news pieces on the mentioned topics were read carefully to determine whether they

were translated or authored. In some cases, the name of a foreign news agency was mentioned as the source of the news; in others, the language and choice of words were unnatural, manifesting multiple features of translationese. However, we cannot solely rely on unnatural language to assert that a piece of news is a translation. Therefore, to enhance the reliability of data, only the headlines of those pieces that used direct quotations or phrases like “به نقل از” and “به گفته‌ی” were considered to be translated and a part of the research corpus. Based on these criteria, 237 pieces were translated, out of which 120 (30 news pieces for each of the four websites) were randomly selected to be analyzed. The main obstacle in the present research was related to finding the proper method for determining if a news text was translated or authored. This challenge was addressed through iterative analysis of each news text and also, identifying multiple indicators of translation as previously discussed.

For the purpose of this study, Bednarek and Caple's (2017) suggested framework, Discursive News Values Analysis, was utilized to analyze the translated headlines with the help of MAXQDA 2020 Software. Bednarek and Caple's (2017) framework consists of two aspects, linguistic and semiotic. However, the focus of the current study is on the linguistic aspect only. The linguistic list of news values consists of 10 resources, which are “consonance, eliteness, impact, positivity, negativity, personalization, proximity, superlativeness, timeliness, and unexpectedness” (Bednarek & Caple, 2017, pp. 79-80). This framework helps to determine which of the news values are more favored in Iranian newsrooms to be incorporated into the linguistic aspect of translations and what ideological reasoning lies behind their selection and construction. Therefore, the proposed list was adopted to discursively and linguistically examine the 120 translated headlines of news pieces related to the COP and Davos conferences published on the four mentioned Iranian news websites. It should be emphasized that through consistent coding, analysis, and revision, the influence of potential ideological biases was mitigated.

4.1. Data Analysis

To clarify the analysis process, two instances are presented, and then the results are elaborated.



Figure 1.

Khabar Online's News Piece on COP Conference

Figure 1 displays a news piece published on Khabar Online's website about the warning the World Health Organization gave at the COP conference¹. Table 1 demonstrates the constructed news values and the linguistic elements that correspond to those values.

Table 1.

Constructed News Values in Figure 1

No.	News Values	Headline
1.	Eliteness	WHO
2.	Impact	سالانه ۷ میلیون نفر در جهان مرگ مغزی می‌شوند (با آلودگی هوا) [7 million people worldwide suffer brain death every year (due to air pollution)]
3.	Negativity	آلودگی هوا، هشدار، مرگ مغزی [air pollution, warns, brain death]
4.	Superlativeness	۷ میلیون نفر [7 million people]

¹ . Translation: WHO warns about air pollution; 7 million people worldwide suffer brain death every year.
<https://www.khabaronline.ir/news/1557566/%D9%87%D8%B4%D8%AF%D8%A7%D8%B1-WHO-%D8%AF%D8%B1%D8%A8%D8%A7%D8%B1%D9%87-%D8%A2%D9%84%D9%88%D8%AF%DA%AF%DB%8C-%D9%87%D9%88%D8%A7-%D8%B3%D8%A7%D9%84%D8%A7%D9%86%D9%87-%DB%B7%D9%85%DB%8C%D9%84%DB%8C%D9%88%D9%86-%D9%86%D9%81%D8%B1-%D8%AF%D8%B1-%D8%AC%D9%87%D8%A7%D9%86-%D9%85%D8%B1%DA%AF-%D9%85%D8%BA%D8%B2%DB%8C>

The first constructed news value in this headline is eliteness because of the acronym WHO, which refers to a prominent and elite organization. For the next one, in the headline, the effect and implied cause of the effect are mentioned, resulting in the construction of the news value of impact. Moreover, the word ‘warning’ alongside two negative lexis is used, which creates the news value of negativity. Lastly, superlativeness is constructed in this headline by using a quantifier.

ادعای جدید اسرائیل: آنچه در حال حاضر رخ داده است، جنگ میان
ما و ایران است



Figure 2.

Fararu's News Piece on Davos Conference

Figure 2 displays a piece of news related to a topic discussed at the Davos conference ² which was published on Fararu's website. Table 2 is a demonstration of all the linguistic news values established in this translated headline.

Table 2.

Constructed News Values in Figure 2

No.	News Values	Headline
1.	Consonance	ادعای جدید [new claim]
2.	Impact	جنگ میان ما و ایران [war between us and Iran]
3.	Negativity	جنگ [war]
4.	Proximity	ایران [Iran]
5.	Timeliness	جدید، در حال حاضر [new, now]

The first established news value in the headline is consonance, which is constructed by using a phrase that refers to a similarity with the past. The second news value is impact, and it is established by referring to a situation with an implied significant consequence and effect. Additionally, the word ‘war’ is used in the headline, which constructs the news value of negativity. Also, mentioning the word ‘Iran’ leads to the construction of proximity for the target audiences who are Persian. The fifth and last news value in this headline is timeliness, which is constructed by using a temporal reference and also the word ‘new’.

5. Results and Discussion

5.1. Quantitative Analysis

As elaborated in the previous sections, this research was designed to gain a better insight into the linguistic construction of news values in the discourse of translation and also to specify the similarities and differences among various news websites in using the concept of news values and the reasons for such differences or similarities. Hence, Figures 3 to 7 display the frequency of news values for each of the news websites in the corpus.

²Translation: Israel's new claim: What is happening now is a war between us and Iran.

<https://fararu.com/fa/news/701252/%D8%A7%D8%AF%D8%B9%D8%A7%DB%8C-%D8%AC%D8%AF%DB%8C%D8%AF-%D8%A7%D8%B3%D8%B1%D8%A7%D8%A6%DB%8C%D9%84-%D8%A2%D9%86%DA%86%D9%87-%D8%AF%D8%B1%D8%AD%D8%A7%D9%84-%D8%AD%D8%A7%D8%B6%D8%B1-%D8%B1%D8%AE-%D8%AF%D8%A7%D8%AF%D9%87-%D8%A7%D8%B3%D8%AA-%D8%AC%D9%86%DA%AF-%D9%85%DB%8C%D8%A7%D9%86-%D9%85%D8%A7-%D8%A7%DB%8C%D8%B1%D8%A7%D9%86-%D8%A7%D8%B3%D8%AA>

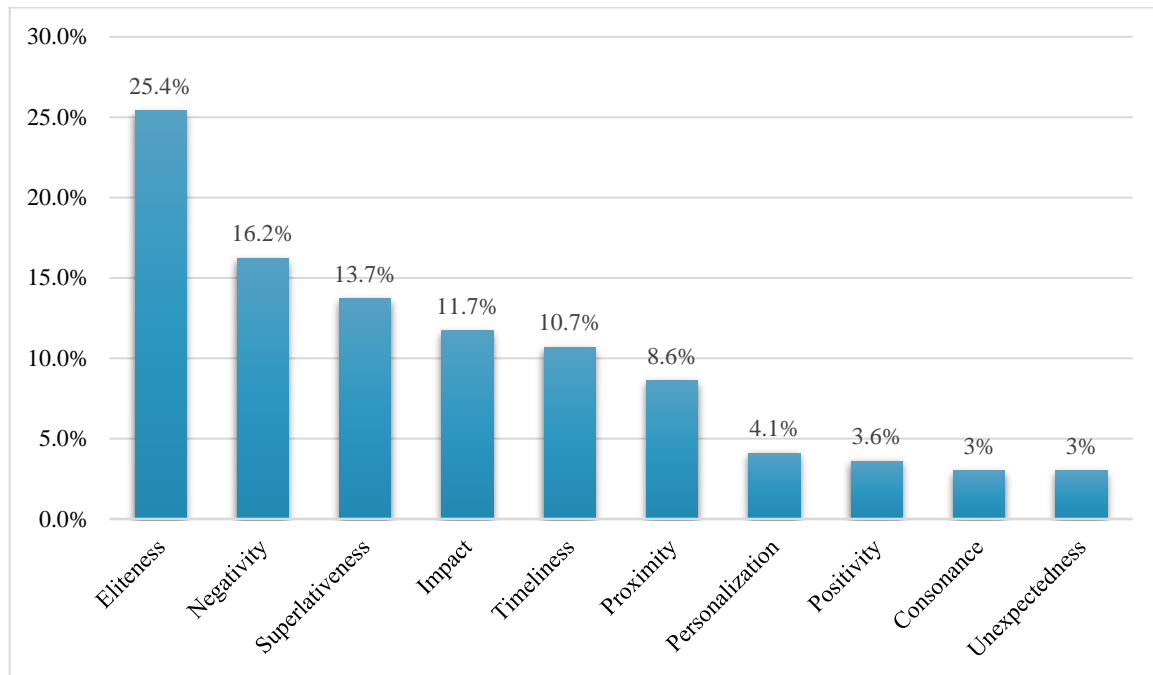


Figure 3.

Constructed News Values on Asr Iran's Website

In Figure 3, the frequency of each news value constructed in the analyzed headlines published on Asr Iran's website is shown. It is apparent that eliteness ($n = 50$) had the highest frequency among other news values, and consonance ($n = 6$) and unexpectedness ($n = 6$) were the least frequently established ones. Alongside eliteness, negativity ($n = 32$) and superlativeness ($n = 27$) enjoy a higher frequency compared to other news values, which is attestation to the fact that eliteness, negativity, and superlativeness have co-occurred in most news headlines. News values of personalization ($n = 8$) and positivity ($n = 7$) were not much favored by this website. Other remaining values, which are impact ($n = 23$), timeliness ($n = 21$), and proximity ($n = 17$), were moderately used, which probably is, due to constructing them where it was possible rather than overusing them to increase the impact of the news on the audiences or adding a sense of cultural or spatial closeness for them.

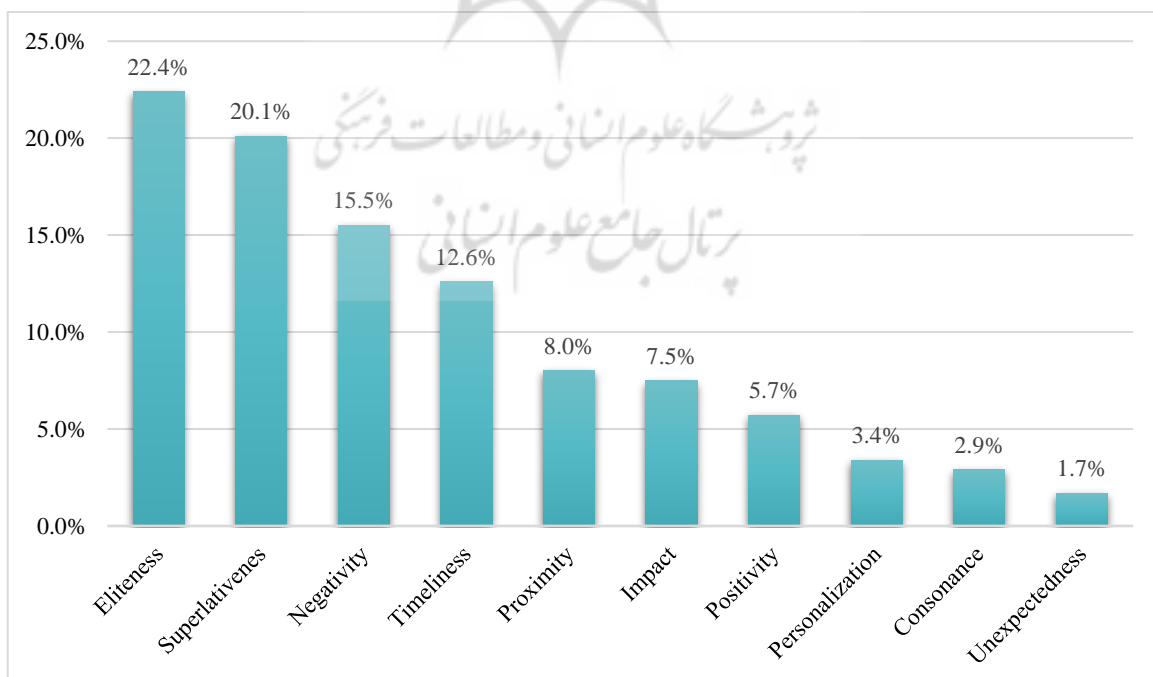


Figure 4.

Constructed News Values on Fararu's Website

Figure 4 displays the frequency of news values found when analyzing headlines on Fararu's website. As is evident, eliteness ($n = 39$), superlativeness ($n = 35$), and negativity ($n = 27$) are the most constructed news values, and again, consonance ($n = 5$) and unexpectedness ($n = 3$) fall in the last place. However, another news value with a relatively higher frequency is timeliness ($n = 22$), indicating this website's tendency to allude to the newness of the news in the headline. Furthermore, the news values of proximity ($n = 14$) and impact ($n = 13$) were moderately used, and the news values of positivity ($n = 10$) and personalization ($n = 6$) fell on the side of the less constructed news values.

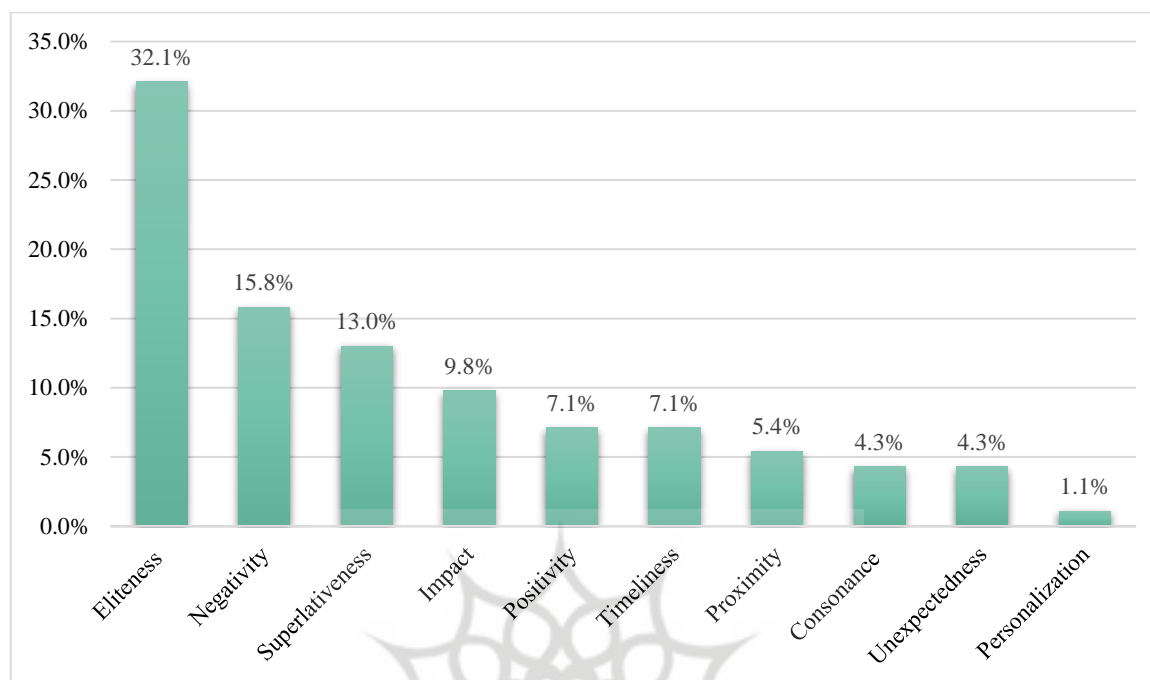
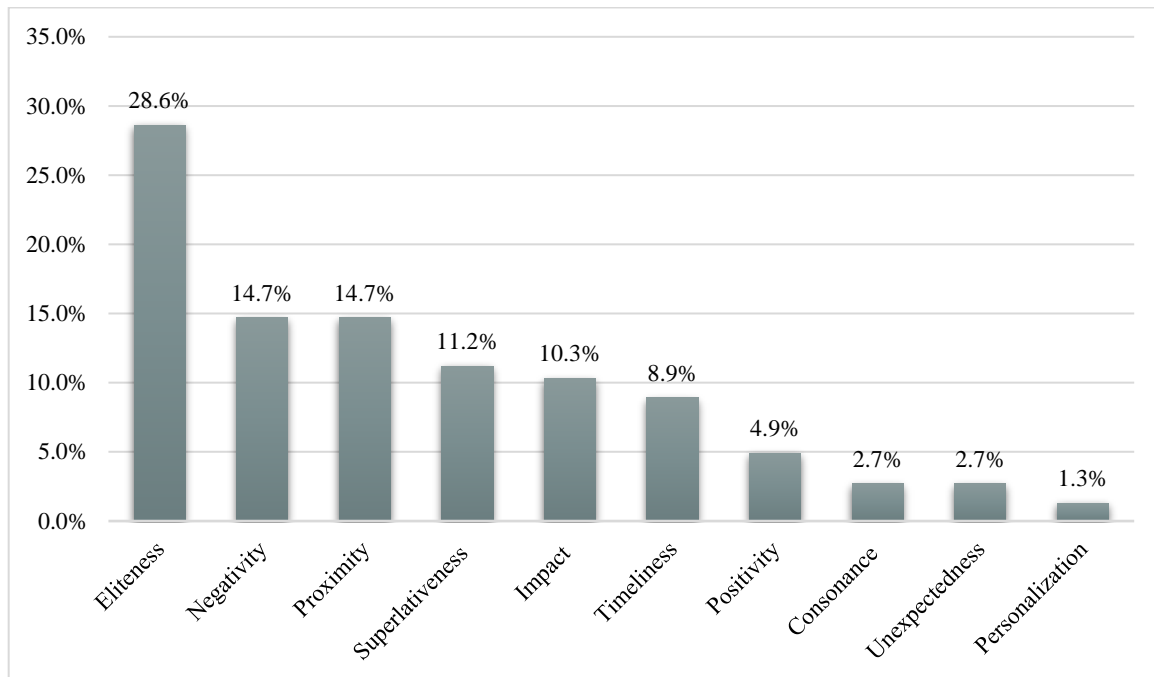


Figure 5.

Constructed News Values on Khabar Online's Website

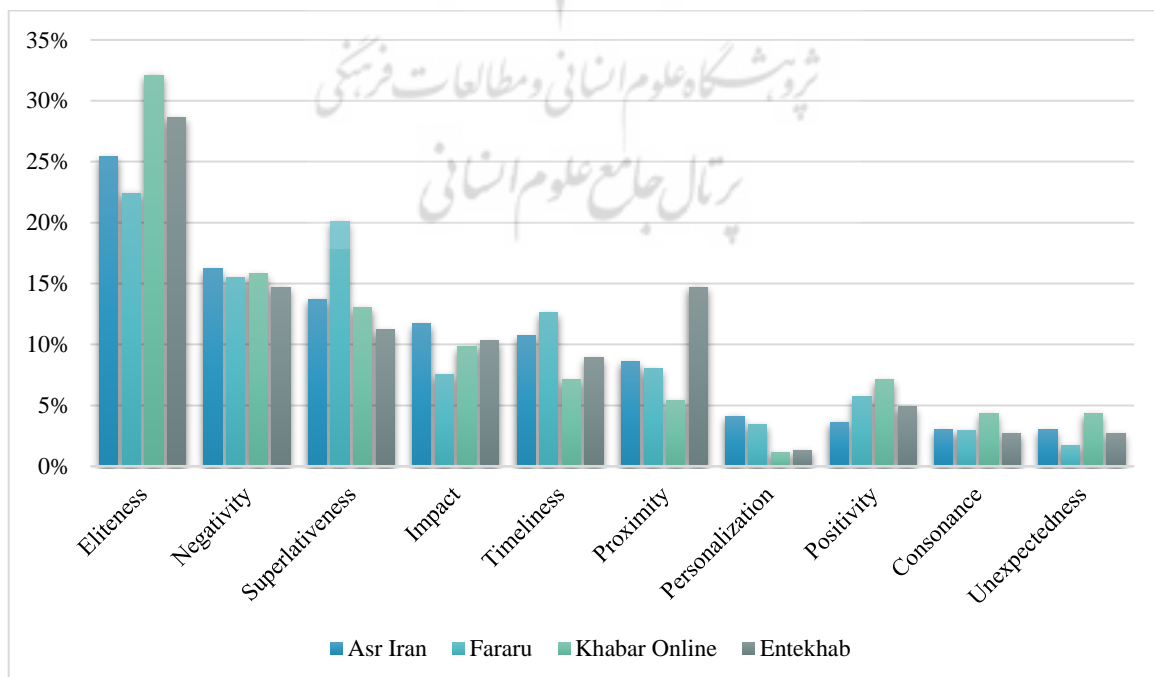
Similar to Figures 3 and 4, Figure 5 is related to another website (Khabar Online) and again eliteness ($n = 59$), negativity ($n = 29$), and superlativeness ($n = 24$) were constructed more than other news values, except the fact that the frequency of eliteness is considerably higher in this news website compared to other news values. Another exception is related to the news value of positivity ($n = 13$), which has been moderately used in the translation of the headlines and falls alongside the news values of impact ($n = 18$), timeliness ($n = 13$), and proximity ($n = 10$). In addition, the news values of consonance ($n = 8$), unexpectedness ($n = 8$), and personalization ($n = 2$) were the least frequent ones.

**Figure 6.**

Constructed News Values on Entekhab's Website

Figure 6 demonstrates the frequency of news values linguistically constructed in the headlines of Entekhab's website. On this website, the news values of eliteness ($n = 64$) and negativity ($n = 33$) still enjoy a higher frequency among other news values, nevertheless, the news value of proximity ($n = 33$) also falls in the category of most frequently used news values while superlativeness ($n = 25$) is moderately used similar to impact ($n = 23$) and timeliness ($n = 20$). The other four remaining news values (positivity ($n = 11$), consonance ($n = 6$), unexpectedness ($n = 6$), and personalization ($n = 3$)) are the least constructed ones in the translated headlines of this website.

Aside from scrutinizing the frequency of news values of each of the websites on its own, it is necessary to provide a comprehensive picture of these frequencies alongside each other, enabling us to compare and contrast and reach a justifiable and credible conclusion.

**Figure 7.**

Constructed News Values on the Four Websites

It is easily discernible from the data demonstrated and elaborated in Figures 3 to 6 and now in Figure 7 that these four websites use a similar pattern in constructing linguistic news values in their translated headlines. Therefore, eliteness, superlativeness, and negativity are the most constructed news values, and the least established ones for all four websites are consonance and unexpectedness.

5.2. Qualitative Analysis

Based on the data presented in Figures 3 to 7, it can be deduced that in all these websites, eliteness had the highest frequency compared to the other nine news values, which can be due to the nature of the two conferences that the news pieces revolved around. COP and Davos conferences are notable conventions that invite elite figures from all around the world to attend and share their thoughts and theories so as to find the best way to deal with international matters. In most analyzed pieces, the name of an eminent figure or institution was mentioned. Thus, it would be natural for eliteness to be constructed more than other news values by stating the role labels or the names of elite figures in the headlines while reporting these conferences. Apart from eliteness, the two news values of negativity and superlativeness had higher frequencies in comparison with other news values. A possible explanation for this is that negative and intensified news tends to result in higher rates of audience interaction, attraction, and engagement with the news. In today's world, this engagement is of significant importance for news websites as most news readership happens online, and news revenue now depends less on newspaper sales and more on attracting digital clicks, which brings about more revenue and the chance of survival for news websites alongside other websites and platforms people use to publish their narrative of the news. This is aligned with what Zanettin (2021) and Ban and Noh (2018) discuss on online and negative news production and consumption. Furthermore, the higher frequency of negativity explains the lower frequency of positivity as they are contradictory in nature, and also, positive news is not as attractive as negative news for the target audiences.

With regard to news values of impact, timeliness, and proximity, it can be stated that they were constructed on moderation. If in every headline a cause and effect or a consequence of a situation was mentioned, the headlines would have looked very similar and lost the initial attraction, which justifies the moderate construction of impact. Also, in the case of timeliness, as these conferences happen once a year and the news pieces are published mostly around the same time they are happening, specifying the newness of the news piece would be superfluous. Additionally, owing to the international nature of the conferences and in agreement with what Bednarek and Caple (2017) mention about reporting international news in a specific locale, constructing the news value of proximity for the Persian audience is difficult and unnecessary. Therefore, the moderate use of this news value is related to the news pieces that talked either about a related topic to Iran or about Iran's attendance at these conferences. The remaining news values, which are personalization, consonance, and unexpectedness, had the lowest frequency compared to the other ones on all the websites. As Bednarek and Caple (2017) explain elaborating on the DNVA framework, the lower frequency of these news values is partly because of the essence of the topic of the news pieces (personalization and consonance) and the difficulty in linguistically constructing the value (unexpectedness).

Apart from the similarities, there are a few noticeable differences in the construction of the news values. For instance, Khabar Online has constructed eliteness more than other websites; in the case of Fararu's website, the news values of superlativeness and timeliness have higher frequencies compared to the frequency of the same news values in the other websites, and proximity was mostly established in news headlines by Entekhab's website. Nevertheless, the difference between the frequencies of these news values among the four websites is not consistent and notable enough to make inferences about them. The random dissimilarities, such as the ones mentioned, can be explained based on what Deuze (2008), Falkenhayner (2019), and a countless number of other researchers had put forth regarding the specific ideological motivations, general organizational rules of news agencies, and market demands. Making concrete conclusions about these dissimilarities requires further discursive and descriptive studies on each of the selected news websites.

6. Conclusion

This research was designed in an attempt to analyze the topic of news values in the context of Iran, to understand Iranian news agencies' preferences and norms regarding the construction of such a concept in the discourse of translated news, and deduce the underlying reasons for the linguistic construction of specific news values. Therefore, a set of translated news headlines related to two international conferences (COP and Davos) published in four famous Iranian news websites (Asr Iran, Fararu, Khabar Online, and Entekhab) was discursively analyzed, implementing the linguistic framework proposed by Bednarek and Caple (2017) for researching the topic of news values.

By and large, the results attest to the fact that the four websites used very similar patterns of constructing news values while translating their news headlines. The co-occurrence and the higher frequency of eliteness, negativity, and superlativeness in all these websites became evident through the results, and the underlying reasons, such as the attraction of negative and intensified news for the audiences, the increased revenue based on this attraction, and the elite and international nature of the conferences, were explained (See Results and Discussion). The similarities might have multiple causes. First and foremost, although globalization has sped up the information-retrieving process for people, "it has not led to a diversity of content" (Scammell, 2020, p. 295), because most news agencies translate and publish news already distributed by international news conglomerates rather than broadcasting the news themselves or finding other sources to rely on for translation. This leads to the homogenization of news rather than providing newer takes on an event or a happening. This homogenization also "flout[s]

established language and cultural norms and standards” (Darwish, 2006, p. 60) of a community and ignores audience preferences in favor of the news agency or the government’s dominant ideologies.

Another reason can be associated with the four chosen news websites falling under the category of reformist news websites based on the distinct approaches taken by their chief editors and news directors in news reporting. Thus, their predetermined tone and dominant ideology in reporting news can be similar, resulting in the construction of the same news values whether writing or translating the news. In addition, the similarities can be a result of Iran’s general inattention to international economic and especially environmental issues; otherwise, the ideological differences would have been more prominent in reporting and translating the news. Also, the higher construction of proximity compared to other moderately and less used news values is an indication of the fact that these agencies focus more on topics concerning Iran and do not provide original and different ideas on international topics. Aside from the similarities, random differences were spotted in the data analysis. These differences can be explained based on news agencies’ in-house decisions and their understanding of what their respective readership demands from them. The pressure to comply with the demands of the readers has soared in recent years due to the increased competition among agencies, the emergence of the concept citizen-journalists, the development of new audience monitoring opportunities, and the proliferation of news publishing on the general public’s social media pages. In general, none of the mentioned reasoning is considered to be more dominant and superior than the others, and an amalgamation of these reasons might be at work.

In conclusion, it should be mentioned that this research is delimited to study news values and yet we know that, in a newsroom many things can happen last minute, hence, “arbitrary factors including luck, convenience and serendipity can come into play” (Harcup & O’Neill, 2017, p. 1473) not only affecting the construction of news values. Nevertheless, learning about how news is shaped linguistically and the central motivations in news production in a particular context, results in a heightened understanding of how information is conveyed to people, especially in the age of globalization where instantaneous access to any form of news has increased but the mainstream media is still being controlled by a specific few. Also, this understanding can help people form a critical view of the information they receive, rather than being only passive consumers of this commodity. From a theoretical and academic point of view, the present research is also valuable for gaining a better understanding of the noteworthy but unexplored concept of news values in Iran and the discourse of news translation. This paper can lay the ground for further research. As an alternative to centering the attention on a similar corpus, soft news pieces or hard ones published on other leading Persian news agencies, whether inside or outside Iran, can be selected, or a specific time period can be opted for to determine the historical changes of news value in Iran’s newsrooms. Also, analyzing the semiotic aspect of news values and only focusing on news images can be a fruitful direction for future research. Last but not least, identifying and proposing a list of culture-specific news values remains an uncharted territory. The incorporated list of news values in this research is proposed for English-speaking countries, and the question persists as to whether a localized list can be discovered for the context of Iran, which requires ensuing investigation.

7. References

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