Voice-over Translation of News Programs on Television: Evidence from Iran

La traducción para *voice-over* de programas informativos de televisión: el caso de Irán

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Abstract: Compared with dubbing and subtitling research, the current literature on voice-over translation is fairly scarce, and research has been mainly reported from Europe. Likewise, there are few reports on the topic from an Asian context including Iran. The main goal of this paper is, therefore, to examine voice-over translation in Iranian news broadcasting. The study uses a corpus of English news materials translated into Persian and have been broadcast on Iranian Television. The study has described Persian translation for voice-over from two perspectives: synchronization techniques, and faithfulness and ideology in translation. The overall findings suggest that voice-over translation is a common modality used for translation of foreign news reports in Iran, which entails considerable appropriation and manipulation due to solutions adopted for synchronization and ideological purposes of the news agency.

Keywords: voice-over, news programs, synchrony strategies, technical and ideological manipulation, Iran

Resumen: En comparación con la investigación llevada a cabo en doblaje y subtitulación, la literatura disponible hasta la fecha sobre la traducción para *voice-over* (o voces superpuestas) es bastante escasa y los estudios existentes se centran en Europa. Del mismo modo, este tema se ha investigado poco en Asia, especialmente en el contexto iraní. El objetivo principal del presente artículo es analizar la traducción para *voice-over* de programas informativos en Irán. El corpus utilizado para este estudio se compone de material en inglés traducido al persa que ha sido emitido en la televisión iraní. La traducción persa para *voice-over* se describe aquí desde dos perspectivas distintas: técnicas de sincronización e ideología en traducción. Los resultados sugieren que la traducción para *voice-over* es una modalidad empleada comúnmente en la traducción de informativos

extranjeros en Irán, lo que da lugar a la apropiación y a la manipulación debido a las soluciones que adoptan las agencias de noticias con fines ideológicos y de sincronización.

Palabras clave: *voice-over*, programas informativos, estrategias de sincronía, manipulación técnica e ideológica, Irán

INTRODUCTION

Although audiovisual translation (AVT) has forged ahead in the past two decades, fairly limited research has so far been conducted and published on voice-over (VO), and it is vastly underexplored (Chiaro, 2009; Diaz-Cintas and Orero, 2010). Notwithstanding this hesitation among the researchers for probing VO, there has been an increasing interest in the past few years (e.g. Sepielak, 2014, 2016a; Sepielak and Matamala, 2014; Hołobut, 2015; Khoshsaligheh and Ameri, 2016b; Mazur and Chmiel, 2016; Ortiz-Boix and Matamala, 2017). Most of the research has been inspired by the pioneering work of Franco (2000) and Franco et al. (2010).

VO is the prevailing modality applied to translation of non-fictional programs including documentaries and news reports in Iran (Khoshsaligheh and Ameri, 2016b). In media translation, during the Gulf War (1990-1991), VO was an all-purpose translation approach as it could offer "mixing orality, audibility and a more or less high degree of information" (Gambier, 1994: 276) and some scholars take the view that this means is aimed for presenting an almost faithful and complete transfer of original information. Nevertheless, such an opinion which has been attached to the definition of VO was once questioned by Franco (2000). This paper examines a news translation corpus in search of empirical support. This study suggests anecdotal assumptions about VO translation to be revisited in light of empirical evidence. It should be highlighted that VO translation for news programs has recently begun to form a line of inquiry (Darwish and Orero, 2014; Filmer, 2016). Against this setting, the purpose of this research is to study how VO is used in translation of news broadcast on a select Iranian TV channel with special emphasis on synchrony strategies and technical and ideological issues in translation. Therefore, it attempts to answer these research questions:

1. How are VO synchronization strategies applied in the voiced-over news programs?

2. How is translation for VO affected by technical and ideological issues in the voiced-over news programs?

1.   VOICE OVER: DEFINITION

VO has its roots in the former Soviet Union with the name of Gavrilov[1] translation (Franco et al., 2010: 24) and its pervasiveness during the Gulf War (1990-1991) for news programs was noticeable (Gambier, 1994: 276). At this point, it should be mentioned that in terms of its terminology and conceptual issues, the very early literature on VO translation seemed to be ambiguous and confusing (for an overview of these issues see Franco, 2001) perhaps because VO had not been well-documented at the time, bringing about misunderstanding and false impressions. This is seen as a reason why the idea of "faithful, literal or full translation" in VO has been claimed by some earlier scholars or practitioners (Franco et al., 2010: 29).

On a practical and technical perspective, VO, according to Luyken et al. (1991: 80), can be characterized by two main features, one, "the faithful translation of original speech" and two, "approximately synchronous delivery". In practice, VO is an AVT modality in that the original voice with a decreased volume in the background and the translation with an increased volume on the top can be heard simultaneously and occasionally the original soundtrack at the beginning and/or end of the speech can be heard clearly for a few seconds (Diaz-Cintas and Orero, 2006, 2010; Chaume, 2013).

Broadly speaking, VO is used to encourage the audience's appreciation of the authenticity of and truth in the original program (Espasa, 2004: 189) or in the words of Chaume (2013: 108): "a greater impression of verisimilitude" is granted by VO, which presents more reality and credibility to the program. In many countries including Iran, VO is employed for the rendition of non-fictional programs and is used to communicate fictional products to different language audiences in, among other countries, Poland, Belarus, Russia, and Lithuania (Franco, 2000; Diaz-Cintas and Orero, 2006, 2010; Franco et al., 2010). Therefore, as far as non-fictional genre is concerned, VO is the favored and most suitable means of transfer for news programs because its typical characteristics, as Franco et al. (2010: 25) put it, "contribute to the appeals of reality, truth and authenticity". Having introduced and defined VO, we will deal with VO features in the next sections.

2.   VOICE OVER: TECHNICAL CHARACTERISTICS

Several features for VO can be identified and are related to voice, synchrony, type of delivery and production. Translation for VO can be either

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[1] This term refers to "voice-over in Russian circles, and takes its name from a celebrated narrator, Andrei Gavrilov" (Chaume, 2013: 108)

production or postproduction (Orero, 2004). When working for postproduction, the translator is given a finalized and edited program which is typically accompanied with a script. In the former, VO for production, the translation is carried out from in-progress and unedited materials (Franco et al., 2010). In the Iranian news media, the latter approach is more common as the news materials are edited over and over in the editorial office and reorganization of the content for translation or commentary is frequent. Part of a news excerpt, for instance, is cut for broadcasting and the rest is expunged in particular if a commentary is planned by the broadcasting channel. Also, the original material at times suffers from the absence of a script for translation[2]. The narration and presentation of translation is another feature of VO that encompasses first-person and third-person VOs. In the first person mode, the translation preserves the same person of the translated voice (i.e. by reciting what the speaker says in the first person) and in the other, the translator attempts to report the person's words in indirect grammatical forms (i.e. reporting) (Franco, 2000; Franco et al., 2010).

In all AVT types, synchrony plays an important role and is understood as "the process of matching a target language translation to the screen actors' body and articulatory movements" (Chaume, 2012: 67). Orero (2004) is of the view that despite not being constrained by the lip-synchrony, VO has another type of synchronization which imposes restrictions on its translation. Following synchrony strategies in dubbing (Chaume, 2004), a typology of VO synchronization was proposed which spans VO isochrony, literal synchrony, kinetic synchrony and action synchrony (Orero, 2006a; Franco et al., 2010). VO isochrony is the one which can be seen in the definitions proposed by Luyken et al. (1991) and Diaz-Cintas and Orero (2006, 2015) as the common practice is that translation begins a few seconds after the original utterance and it finishes a few seconds earlier. Therefore, the translation should fit in this available time slot (Orero, 2006a). Isochrony, according to Sepielak (2016a), can be divided into full isochrony (the original utterance is heard both at the beginning and end of speech), initial isochrony (the original utterance is heard only at the beginning of the speech) and final isochrony (the original utterance is heard only at the end of the speech). Darwish and Orero (2014: 136) report that in the case of news translation, initial isochrony is more commonly practiced as no original word remains audible at the end of the speech. To preserve isochrony, the content for translation needs reduction, elimination and reformulation in terms of oral features including "all the fatic elements of discourse [sic], repetitions, question tags, mistakes, corrections, etc." (Orero, 2006a: 260).

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[2] This brief information was given to us by a journalist working in the IRIB news translation section.

Closely associated with isochrony is literal synchrony, which indicates that translation should be as literal as possible at moments where the original voice can be heard clearly (Franco et al., 2010). The available original voice of the characters in the translated video can be understood by some audiences who are familiar with the original language (Luyken et al., 1991: 141); therefore, they may "mistrust non-literal translations of the few seconds in which the original soundtrack is heard" (Franco et al., 2010: 81). But for some professionals, priority must be given to a natural language structure (Franco et al., 2010) even though it is not always possible between languages which syntactically are far apart like Persian and English. Kinetic synchrony is the shared type between dubbing and VO in which "the translation must match the body movements" of actors on the screen (Orero, 2006a: 257). In action synchrony the translation is in agreement with the on-screen actions (Orero, 2006a: 259); in other words, a coherence between the image and translation is crucial.

3. VOICE OVER: LANGUAGE CHARACTERISTICS

As alluded to earlier, VO has been defined in the terms of faithfulness and completeness. In the words of Luyken et al. (1991: 141), VO is utilized whenever "a sense of authentic presentation is to be combined with an almost full translation of the original text". Gambier (cited in Franco, 2000: 56) shares the same idea, "The voice over or simultaneous interpreting, characterized by a fairly 'faithful' translation of the original and delivered in quasi synchrony". This is barely representative of what happens in real practice, however. Data-driven studies suggest that "technical and content infidelities" could present an altered version of the original; consequently, the assumption underpinning translation "as a faithful reproduction of the original and of objective and factual news reporting" is questioned (Darwish and Orero, 2014: 143). This is true of two cases of the English VO translation of Osama bin Laden's speech (Darwish and Orero, 2014) and that of Silvio Berlusconi (Filmer, 2016).

In the same vein, Franco (2000) takes a critical viewpoint since it is not clear for her what the scholars mean by VO as a faithful reproduction of the original. More importantly, Sepielak (2016a: 1056) believes that "the perception of voice-over as a trustful mode stems from the fact that it is frequently used in products that present real and true events—that is, documentaries". But it seems that for Luyken et al. (1991: 141), VO translation eliminates the oral discourse markers: "fluffs, hesitations, grammatical errors made during the interview must be ignored; and the same applies probably to expletives and to idiosyncratic language or behavior". This, however, renders their idea more confusing that what is a complete translation if the

aforementioned features of the oral discourse are not a matter, not to forget the "cultural agency" and ideology mediating the translation for VO (Franco, 2000). Additionally, translation for news, as Abusalem (2006) points out, significantly diverges from a literal translation which might be associated with the ideology of the translator. Also, Franco's (2000) analysis of French and German documentary translations illustrates that the VO versions were ideologically altered and did not reproduce the original information passively because the translation strategies are propelled by the receiving culture. Cultural manipulation is also the case of Polish VO in the communist era, as reported by Hołobut (2012).

In the light of what was reviewed so far, this conclusion can be drawn that translation for VO does not seem to completely reflect the original content and intent as several contributions have found empirical support. In what follows, we will offer some brief information about media translation in general and Iran.

4.   MEDIA TRANSLATION

It is impossible to speak of faithful and complete translation in the context of media and press translation which is the site of many ideologies, and manipulation can easily happen. The "interventionist role" of news translators who rewrite the original information through omissions or additions (Károly, 2017) renders the traditional concept of faithfulness or equivalence meaningless. Reporting from an Iranian context or more specifically IRIB News Agency, where the current study materials originate from, Hajmohammadi (2005: 216) asserts that given "the current ethics and policies", deviation from the original is inevitable in translations produced by news agencies. This claim has been empirically tested by some research which has underscored the ideological manipulation and deviation happening in Persian media translation (e.g. Khanjan et al., 2013; Shahi and Talebinejad, 2014; Talebinejad and Shahi, 2017).

On a more general note, translation is recognized as beyond a straightforward reproduction of the original into the target language. As stated by Tymoczko and Gentzler, translation is an expression of ideology: "a deliberate and conscious act of selection, assemblage, structuration, and fabrication – and even, in some cases, of falsification, refusal of information, counterfeiting, and the creation of secret codes" (2002: xxi). Such a case has been documented in the context of Persian dubbing by a larger body of literature (Khoshsaligheh and Ameri, 2016a; Kenevisi et al., 2016) but hardly ever anything can be found about Persian VO translation.

In view of such scholarship on ideology and translation, faithful and complete translation in the context of VO for news is recognized as ambiguous. Internationally, the topic of the intersection of ideology and VO news translation has been touched on by two studies (Darwish and Orero, 2014; Filmer, 2016). In these studies, the authors have attempted to spot the deviation from and distortion in the original. To tackle empirically the issues discussed so far, the present article aims at exploring Persian VO of English newscasts broadcast on Channel 1[3] in Iran to contribute to a better understating of how synchronization strategies are practiced and how the translation is affected by the technical and ideological aspects.

5. METHOD

The analysis has drawn primarily on authentic samples of Persian VO translations for newscasts recorded from Channel 1 and of the original videos acquired from the Internet. After video recording of a large sample of Persian news programs (30 hours of news broadcast), they were controlled and checked to determine if they fall within the scope of the present investigation[4]. When the selected corpus which contained the recorded Persian VO videos alongside their originals was formed, the transcription stage began. The Persian corpus was transcribed by listening to the audio. For transcribing the English original materials, the researchers searched for the given product to obtain the script. The obtained script was then checked and controlled against the original audio to spot any inconsistencies. The finalized corpus contained audiovisual political news voiced-over into Persian concerning issues such as Russia and Ukraine conflict and Iran's nuclear program, among others.

To analyze the data, the method suggested by Sepielak and Matamala (2014) and Sepielak (2016b) for studying synchrony techniques was followed. The analysis takes into account the complementary aspects of AVT, that is to say, the image, the original and the translated voices. Next, the timecode records (TCR) for each segment under the investigation was determined using VLC Media Player software displaying the time reference hours, minutes and seconds. This method offers a more accurate analysis of isochrony and literal synchrony. Next, the VO segments were compared against the original segments for other types of synchrony and faithfulness as well (see Sepielak,

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[3] This is a big state-owned TV station in Iran which broadcasts a broad spectrum of local and foreign fictional and non-fictional programs

[4] On occasion, the whole original sound track is muted in the programs, making the translation like dubbing rather than. VO. These instances were excluded from the corpus. In all instances reported in this study, the two soundtracks (original and translation) can be heard simultaneously. The exclusion criterion also encompasses non-English newscasts.

2016b: for more details on the method). In the following, twelve selected examples from the compiled corpus are presented.

The tables reporting the examples contain the transcription of the original segment and the Persian VO translation, and the English back-translation of the VO version. Those original words heard at the beginning or end of VO segments are bolded in the original to show VO isochrony more properly. The literal synchrony evaluation is applied to those parts which are audible in the VO version. To analyze the faithfulness of the VO versions with their original, the whole segment is taken into consideration to see if the there is any deviation from the original. This includes both spokenness elimination and content manipulation. In what follows the analysis of the examples is offered.

6.   FINDINGS

6.1. Synchronization Techniques

In this section, the synchronization techniques employed for the VO versions are elaborated to address the first research question. The comparative analysis between the English and Persian videos reveals that isochrony was present in all the examples, and the original words which can be heard in the VOs are marked in bold. Full isochrony was observed in several examples (1, 2, 3, 4, 8 and 9); however, initial isochrony was commonly followed in all the instances. Therefore, it can be pointed out that the VO versions aimed at creating the trust and credibility among the viewers by means of isochrony. The so-called "post-synchrony" (Mazur and Chmiel, 2016) cannot be seen in our examples because the translation did not finish later than the original voice or at least finished a few seconds before the original in several cases.

Example 1

Context: After the meeting of the NATO-Ukraine Commission, NATO Secretary General Anders Fogh Rasmussen made remarks addressing Russia's military operations against Ukraine and slammed Russia over its aggression against Ukraine.	
Original (TCR: 00.00.25–00.00.40)	Back-Translation from Persian
Despite Moscow's hollow denials, it is now clear that Russian troops and equipment have **illegally crossed the border into eastern and southeastern Ukraine.**[5]	Despite Moscow's denial, it is clear that Russian troops with equipment have illegally crossed the borders into eastern and southeastern Ukraine.

Example 2

Context: After the meeting of the NATO-Ukraine Commission, NATO Secretary General Anders Fogh Rasmussen made the remarks addressing Russia's military operations against Ukraine and slammed Russia over its aggression against Ukraine.	
Original (TCR: 00.02.00–00.02.18)	Back-Translation from Persian
Today, we expressed strong solidarity with Ukraine. At the Wales Summit next week, we will meet President Poroshenko **to make clear NATO's unwavering support for Ukraine.**[6]	Today, we expressed our complete solidarity and support for Ukraine and in the next week's summit, in the meeting with the Ukrainian President, we will review our unwavering support for Ukraine.

Example 3

Context: The British Prime Minister David Cameroon lashed and warned Russia over its military actions against Ukraine at a European summit in August 2014.	
Original (TCR: 00.00.17–00.00.34)	Back-Translation from Persian
and we have to show real resolve, real resilience in demonstrating to Russia that if she carries on in this way the relationship we have between Europe and Russia, Britain and Russia, America and Russia **will be radically different in the future. They cannot go on in this way.**[7]	We are forced to show Russia that the relationship between Europe and Russia, England and Russia, and America and Russia in the future will radically change if Russia carries on in this way.

It is observed then due to syntactic differences between English and Persian languages, literal synchrony is not structurally always possible. Some examples (1, 2, 5, 6, 9, 10, 11 and 12) kept this synchrony although the level

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[5] The original was taken from https://bit.ly/2RZZmSB
[6] The original was taken from https://bit.ly/2RZZmSB
[7] The original was taken from https://bit.ly/2BbHxKO

of being literal differs because of the aforementioned constraint, and the rephrasing process by the translators. In the fourth example, however, the video chosen for the broadcast was part of a larger video, and the VO translation starts from the time in which editorial team was interested; in other words, the excerpt required for the broadcast was cut from the middle of the original video. To compensate for this loss, the phrase "Russia's antagonism towards the countries" is added in the VO, but one hears these original words "that means against country" at the beginning. This inconsistency can be noticed by those viewers who know English.

Example 4

Context: During a meeting in Brussels for the crisis in Ukraine, Lithuanian President Dalia Grybauskaite made remarks about Russia's illegal involvement in Ukraine.	
Original (TCR: 00.00.02–00.00.29)	Back-Translation from Persian
[Russia's open and direct involvement in as stage a war against Ukraine, it's clear] **that means against country, who wants to be closer to Europe**, that means Russia is practically in a war against Europe and as we need to take into account not hide anymore these kinds of questions and take actions and we need military to support and send [er] **military materials to Ukraine.** [8]	Russia's antagonism towards the countries which are going to approach Europe means that Russia is practically in a war against Europe. This issue should not be hidden but we should face it and we should send military materials to Ukraine.

With regard to action and kinetic synchronies, our samples did not have any instance of them apart from the fifth example. This is because of the fewer interactions or relations between the "polysemiotic" channels in audiovisual texts (Gottlieb, 2005), say the news programs here, where the visual channel does not encourage the verbal auditory channel, and the original message is only transferred through the verbal auditory channel.

Example 5

Context: Dr. Parcells illustrates the results of the autopsy of Micheal Brown; an 18-year-old American black man who was shot by the Ferguson Police in August 2014 in the US. The doctor displays an account of the shooting.	
Original (TCR: 00.05.37–00.06.18)	Back-Translation from Persian
Dr. Baden and I concluded that he was shot at least six times. We've got one to the very top of the head; the apex. We've got one that entered just above the right eyebrow. We've got one that	Dr. Baden and I concluded that he was shot at least six times. One shot hit the very top of his head and one entered his right eyebrow. One shot hit the top part of the right arm. There is a wound in the

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[8] The original was taken https://bit.ly/2zfQQYK

entered the top part of the right arm. We've got a graze wound, a superficial graze wound to the middle part of the right arm. We've got a wound that entered the medial aspect of the right arm, and we've got a deep graze wound produced a laceration to the palm of the right hand.[9]	middle part of his arm. A graze in the internal part of the elbow and a deep wound can be seen in his right thumb.

As indicated in the examples above, kinetic and action synchronies are only the case for Example 5. In the footage when the doctor says "the apex" he clearly points to his head, so kinetic synchrony at the right time is expected but to preserve initial isochrony—as the translation started with delay—this synchrony could not be maintained. Thus, the translation was not synchronized with this hand movement. When presenting the place of shots on the body of the dead person, the doctor follows a certain order, and he refers to a whiteboard showing different parts of the body of the dead person. In the VO, the producer tries to preserve the actions by keeping the same order at the right time. However, since the translation started with delay—due to isochrony—keeping the first instance, which is the first shot, at the time the screen shows it was impossible. In the VO version, the voice actor refers to both shots of the apex and eyebrow at the time the doctor in the video is showing the shot in the eyebrow so as to compensate for the loss. Furthermore, the order of other indications of the shots was violated as the scene in which the doctor refers to the third shot, which was a superficial graze wound on the arm, was omitted in the VO version. Thus, when the doctor points to the superficial graze wound in the original footage, the camera shows a wound in the middle part of the arm. But when the voice actor delivers the translation of this part in the VO footage, the camera shows the wound in the forearm. Additionally, when the doctor points to the palm of the hand to show the last shot, the voice actor delivers the translation of the two shots in the forearm and in the palm. Therefore, the order of actions was not accurately maintained.

Example 6

Context: In a joint press conference in September 2014, Barack Obama condemned Russian military intervention in Ukraine and stressed stepping up the sanctions on Russia for its aggressive behavior.	
Original (TCR: 00.21.26–00.22.19)	Back-Translation from Persian
We must continue to stand united against Russia's aggression in Ukraine. Keep in mind that, repeatedly,	We must stand united against Russia's aggression in Ukraine. Mr. Putin has repeatedly ignored the opportunity to

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[9] The original was taken from https://bit.ly/2RWsDxq

President Putin has ignored the opportunity to resolve the crisis in Ukraine diplomatically. The United States, the European Union, our partners around the world have all said we prefer a diplomatic solution. But in light of Russia's unwillingness to seize that opportunity, we have come together to impose major sanctions on Russia for its actions. And make no mistake, Russia is paying a price.[10]	resolve the crisis in Ukraine diplomatically. We have come together to impose important sanctions on Russia for its actions. Russia is paying a price for these actions.

The analysis in terms of voices revealed that in all instances there is a match between the original speakers' voice and that of their voice actors in relation to gender and age with one exception in Example 7 in which the original speaker has a middle-aged voice, but his voice actor speaks in a much younger voice. Another important issue pertaining to voices is prosodic features like tempo. In few cases, these features were lost. To illustrate, in the first example, the original speaker speaks slowly but his voice actor reads out the translation with a higher tempo probably to preserve the full isochrony. Accent is another issue which was fully eliminated in the VO versions. In some examples, the speakers were speaking English in a local accent, but the Persian voice actors read the translation with a standard Persian accent to facilitate communication which is in line with what Franco (2000) observed in her analysis of VO translations although from the perspective of interviewees in documentaries, not of interviewees or speakers in the news.

6.2. Spokenness Elimination

As described earlier, "fluffs, hesitations, grammatical errors" as well as "expletives and to idiosyncratic language or behavior" (Luyken et al., 1991) are subject to omission in the VO translation so as to reach "voice-over isochrony" as well as "clarity and intelligibility that is required by the genre" (Franco et al., 2010: 74). This has been empirically evidenced in Franco's (2000: 243) fascinating doctoral dissertation that spokenness, i.e. "hesitations, reformulations, incomplete utterances, false starts, minor repetitions (i.e. those which indicate hesitation) and interactive signals", was almost always eliminated in the VO translations and its reduction and elimination in the Polish

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[10] The original was taken from https://bit.ly/2DJP4mv

and Spanish VO of (non)fictional genre were common (Franco et al., 2010; Sepielak and Matamala, 2014; Hołobut, 2015; Mazur and Chmiel, 2016).

The presence of oral discourse markers in political speeches in which some speakers read from a text or at least do not speak offhand—because their language is generally planned—is not very frequent. Nevertheless, elimination of the aforementioned elements is observed in several cases. To give an example, repetitions ("we've got"), adjectives ("a superficial graze") and sentences connectors were edited out in the fifth example. Repetitions which are representative of redundancy tend to be removed. Hesitations and reformulations are other elements which were not reflected in the VO. More precisely, in the fifth example, the reformulation "a graze wound, a superficial graze wound" is only translated as "a graze wound" or in the tenth example "The Iranian deal, the nuclear deal" is rendered as "the nuclear deal with Iran". The hesitation in the Grybauskaitė and Mogherini examples (4 and 10)—shown by [er] in the tables—and the incomplete phrase in the Fergoesn instance ("implementation of a curfew in the imp… a curfew in the impacted") were also left out in the translation. Another interesting issue is pauses in the speech which disappeared in the VO copies. It seems the ultimate goal for the VO is to transfer content rather than spokenness; thus, it is not faithful and complete, as far as spokenness is concerned. This should also be borne in mind that preserving the aesthetics and speaking style of the speaker is not a priority in non-fiction translation (Franco et al., 2010) as is the case in the present inquiry.

6.3. Content Manipulation

The idea of faithfulness in translation for VO has been questioned by some translation researchers (Franco, 2000; Darwish and Orero, 2014; Filmer, 2016). In what follows, we analyze the original against its VO version to detect deviations likely motivated by ideology or synchrony, to quote the words of Díaz-Cintas (2012), technical and ideological manipulation. It is worth nothing that deviations due to structural differences between English and Persian as two far apart languages are not the aim.

To begin with, Example 1 remained almost faithful to its original counterpart except for spokenness which was discussed previously. This should be stressed that that in instances like Example 3 some informative words have been excluded such as "real resolve", "real resilience", and the last warning ("They cannot go on in this way"). This is probably caused by persevering full isochrony as some initial and final words of the original can be heard in the VO version. As far as the fifth example is concerned, infidelity is caused due to mistranslations by the translator. To be more specific, "the medial aspect of the right arm" was translated as "the middle part of the elbow"

and "a laceration to the palm of the right hand" as "a deep wound in the right thumb" which can underscore the incompetency of translators and editors. Some information was eliminated in the VO because the context helps the viewers understand the message like the omission of "Keep in mind that" and "And make no mistake" in the seventh example. One might wonder why the long sentence "The United States, the European Union, our partners around the world have all said we prefer a diplomatic solution" was not rendered in this example. We think this is an ideologically-driven omission to underpin the view that the US and his allies do not seek diplomatic solutions but war and sanctions.

Above all, ideologically-charged manipulation is also present in the seventh example where the VO version included the phrase "Military forces" that cannot be found in the original. What can be heard in the original footage is "We will not allow a handful of looters to endanger the rest of this community", but it does not contain any words about "Military Forces". This appears to be an intervention in the translation to underline that the US does not allow any kind of protest in particular by adding that the military forces would prohibit any protest.

Example 7

Context: Jay Nixon, The governor of Missouri, in a press conference, declares the state of emergency in November 2014 in Ferguson with the purpose of calming the unrest and tensions between protesters and police following the shooting of Michael Brown.	
Original (TCR: 00.01.04–00.01.35)	Back-Translation from Persian
So to protect the people and property of Ferguson today, I signed an order declaring a state of emergency and ordering implementation of a curfew in the imp… a curfew in the impacted area of Ferguson. Again, this **is not to silence** [the people of Ferguson or this region or others, but to contain those who are drowning out the voice of the people with their actions. We will not allow a handful of looters to endanger the rest of this community.][11]	To keep the security of people, I declare the state of emergency in this region. From 12 a.m. to 5 a.m. the curfew is implemented. And all the offenders will receive severe penalties by the military forces.

Example 8 is an interesting case in this study. The translation in this case does not correspond with the original footage shown on the screen. This does not mean that manipulation happens but a technical problem leads to this mistake as this footage was wrongly chosen and cut from the original footage.

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[11] The original was taken from https://bit.ly/2qPEH83

The information received from the visual channel of this footage is not informative as it only shows Obama is making a speech about ISIL; in other words, the visual channel does not encourage the message perceived via the auditory channel. But the audible words at the beginning and end of this version clearly manifest that translation does not match the original message, hence, it may increase mistrust among the viewers. The question raised here is why this happened and whether the person responsible for the final program was not familiar with English to detect this mistake.

Example 8

Context: In September 2014, President Obama made a speech about the US strategies for combating the Islamic State (ISIS) in Iraq and Syria.	
Original (TCR: 00.06.32–00.06.46)	Back-Translation from Persian
Across the border, in Syria, we have ramped up our military assistance to the Syrian opposition. Tonight, I call on Congress again to give us additional authorities and resources **to train and equip these fighters.**[12]	ISIL is a terrorist group. This issue is simple and this group has no vision other than the slaughter of all who stand in its way.

A deviation is manifest in the ninth example where Barak Obama is making a speech about Iran. The translation tries to be as faithful as possible but a very important and long piece of information is lost which is "When our sailors in the Persian Gulf accidentally strayed into Iranian waters that could have sparked a major international incident. Some folks here in Washington rushed to declare that it was the start of another hostage crisis" and the translation only resorted to this phrase "our captured sailors" instead. Perhaps, the VO producer did not wish to mention that the sailors strayed into Iranian waters accidently since it was once believed by the Iranian authorities that they were snooping in the Iranian waters. Moreover, the VO also excluded the information about the hostage crisis which reminds the hostage of American diplomats in 1979 in Iran.

Example 9

Context: In January 2016, President Obama gave statements about Iran's nuclear program.	
Original (TCR: 00.04.18–00.04.46)	Back-Translation from Persian
I want to also point out that by working with Iran on this nuclear deal, we were better able to address other issues. When our sailor… sailors	In cooperation with Iran on the nuclear deal, we were able to address other issues more appropriately like the captured sailors, we talked and

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[12]The original was taken from https://bit.ly/YV58cR

in the Persian Gulf accidentally strayed into Iranian waters that could have sparked a major international incident. Some folks here in Washington rushed to declare that it was the start of another hostage crisis. Instead, we **worked directly with the Iranian government and secured the release of our sailors in less than 24 hours[13].**	cooperated directly with the Iranian government and had released them in less than 24 hours.

Federica Mogherini, in the ninth example, makes clear that the nuclear deal with Iran is a multilateral agreement because President Trump once warned he would tear up the deal. A translation, however, was added in the VO which is absent in the original, that is to say, the Persian VO version reads this statement by Federica Mogherini "But we should wait to see what policies the American president would follow in his foreign policies". This added statement shows that Mogherini has doubts while in the original she strongly stated that she supervises the implementation of the agreement and this was not actually rendered in the VO. Probably, this aimed to show to the audience that even Mogherini might not able to secure the agreement against the threats by Trump. This reinforces the remarks by the campaign against the agreement in Iran that this agreement had no benefit for the Iranian.

Example 10

Context: In November 2016, the European Union foreign policy chief Federica Mogherini angrily reacted to the Donald Trump's negative statements about Iran's nuclear deal with the P5+1 and she stressed that Donald Trump cannot cancel an international multilateral agreement.	
Original (TCR: 00.00.32–00.01.07)	Back-Translation from Persian
The Iranian deal, the nuclear deal, is not a bilateral agreement between the U.S. and Iran. It's a multilateral [er] agreement that we have negotiated. I have a personal, direct responsibility as, still, the chair of the joint commission that supervises the implementation of the agreement to guarantee that it is fully implemented by all sides – all sides – and this is enframed into a U.N. Security Council resolution, actually more than one. So it is not a bilateral or unilateral	The nuclear deal with Iran is not a bilateral agreement between the US and Iran. It's a multilateral agreement but we should wait to see what policies the American president would follow in his foreign policies.

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[13] The original was taken from https://bit.ly/2QPuJiB

issue. It is a multilateral agreement in the framework of the United Nations.[14]	

Example 11 depicts a news story about the United States Secretary of State's trip to Lebanon. Before the VO video begins displaying the Rex W. Tillerson's joint press meeting with Saad Hariri, the Persian narrator offers a commentary with this remark that this talk would cover the US repeated groundless accusation against Hezbollah. What can be heard in the VO version is a very brief translation of the original message and the wording of the translation significantly differs from that of the original. In the original, Rex W. Tillerson used the word "concern" while the news agency chose the word "scare" which imposes a quite different tone over the Tillerson's speech. In the rest, he talks about the Hezbollah's presence in Syria and their support for the Assad regime. A close inspection of the VO translation clearly suggests that there is quite a large amount of deviations includeing removing the segment mentioning Syria bloodshed and the Hezbollah's hand in that. Importantly, the way Tillerson refers to Assad changed in the VO version as the adjective "barbaric" is omitted and the noun "regime" is replaced with "government", which denotes an authoritarian government. In view of these deviations from an ideological perspective, we should say that Iran has always been a keen alley of both Hezbollah and Assad; thus, not surprising when one observes such manipulations and modifications in the original message as an intention to display a more positive picture of the two Iranian allies to the Iranian audience.

Example 11

Context: During a joint press meeting with the Prime Minister of Lebanon Saad Hariri, Rex W. Tillerson censured Hezbollah's actions and their involvement in the Middle East conflicts.	
Original (TCR: 00.02.39–00.03.05)	Original (TCR: 00.02.39–00.03.05)
The people of Lebanon should also be concerned about how Hezbollah's actions and its growing arsenal bring unwanted and unhelpful scrutiny on Lebanon. Hezbollah's entanglement in regional conflicts threatens the security of Lebanon and has destabilizing effects in the region. Their presence in Syria has perpetuated the bloodshed, increased the displacement of innocent	The people of Lebanon should be scared of Hezbollah's actions. Hezbollah supports Bashar al-Assad's government and should end this activity.

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[14] The original was taken from https://bit.ly/2OOMVH4

| people, and propped up the barbaric Assad regime.[15] | |

The news material in Example 12 is about Obama's remarks about Iran's nuclear program in 2013. This newscast contains two small parts a lager talk of Obama. The second part of the VO translation, where Obama speaks of the knowledge and technology of a nuclear program, occurred earlier in the original version; in other words, right before the first part of the VO version where he exclusively talks about the Iranian nuclear program. Thus, a sort of editing occurred in the VO version to connect two separate but related parts. As a matter of fact, the second part of Obama's talk in this video clip is an answer to a question that is raised by the press host. The question was about why countries like Pakistan and North Korea achieved a non-peaceful nuclear program and why the Iranian nuclear deal differs. What Obama answered is that he does not know and it seems hard to stop nations from having a nuclear program as its technology is already everywhere. Therefore, the reference to having the knowledge of a nuclear program is not exclusively limited to Iran but in the VO version one hears that he is saying "Iranians have already achieved the knowledge of the nuclear cycle". In the VO translation, the second part comes first and in that some important remarks of Obama have been edited out such as "military capabilities". Indeed, he insists on the military aspect of the Iranian nuclear program, while the VO version does not mention this aspect. By this elimination, the VO version creates a version that Obama is exclusively against the Iranian nuclear program while he actually is concerned with its military aspect. The other side of the analysis shows that the second part of the talk has been rewritten and there is no reference to nuclear weapons in the VO version—"the knowledge of creating nuclear weapons"— and makes it less assertive in this regard.

Example 12

Context: Talking at the Saban Forum (Brookings Institution) in December 2013, President Obama spoke about the Iranian nuclear program.	
Original (TCR: 00.12.01–00.12.28/TCR: 00.10.16–00.10.33)	Back-Translation from Persian
If I had an option, if we could create an option in which Iran eliminated every single nut and bolt of their nuclear program, and foreswore the possibility of ever having a nuclear program, and, for that matter, got rid of all its military capabilities, I would take it […] that particular option is not available.	If I had an option that I could eliminate every single nut and bolt of the nuclear program, I would definitely do that. But this is not possible at the moment. I think it's important for everybody to understand that stopping the Iranian nuclear program is not easy since Iranians have already achieved the

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[15] The original was taken from https://bit.ly/2DJPAkr

| I think it's important for everybody to understand this is hard. Because the technology of the nuclear cycle, you can get off the Internet; the knowledge of creating a nuclear weapons is already out there.[16] | knowledge of the nuclear cycle and this knowledge cannot immediately get off like the Internet. |

7. DISCUSSION AND CONCLUSION

This article threw some new lights on Persian VO translation in news broadcast in terms of synchrony strategies and the idea of faithfulness in the translation. The first and the most important finding showed that VO was widely used for presenting TV news in Iran. The analysis of VO isochrony suggested that isochrony seems to be a norm in foreign newscasts voiced-over into Persian. A further analysis of isochrony implied that initial isochrony almost always happened yet final isochrony was uncommon in many cases which reflects some previous studies findings (Darwish and Orero, 2014; Khoshsaligheh and Ameri, 2016b; Sepielak, 2016b). In addition, there was a loss of information at the expense of preserving the VO isochrony which is in accordance with the idea of condensed translation in VO (Diaz-Cintas and Orero, 2006, 2010; Orero, 2006a; Franco et al., 2010). In some cases, however, the voice actor did not follow the exact pace of presenting the message (i.e. the original speaker's tempo) and was faster; as such, condensation of the translation was not of necessity.

The analysis of literal synchrony revealed no specific trend. Whereas some segments were literally rendered, others followed a more semantic translation. This finding can be discussed against the background literature available on VO. Some professionals do not recommend literal synchrony because "maintaining a genuine language structure is their top priority" (Franco et al., 2010: 81), while for others a literal translation of those audible parts can enhance the illusion of authenticity (Luyken et al., 1991: 141). We think that in the case of news translation dealing mainly with political aspects of the world, preserving literal synchrony can offer "a greater impression of verisimilitude" to the original program (Chaume, 2013: 108), but it should not be overlooked that English and Persian differ in terms of word order, so literal synchrony might not be always a reasonable option.

The examination of action and kinetic synchronies interestingly showed that preserving isochrony at times can bring about violating the two said types of synchrony. So the decision is up to the VO producer to keep isochrony or to preserve action and kinetic synchronies. The paper, too, investigated the

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[16] The original was taken from https://bit.ly/2DIZTVL

types of voices used in the VO. It was found that the VO versions tended to use voices which are very similar to the original ones; this might be because of the prevalence of dubbing in Iran where the use of similar voices is a norm which is strictly followed. Likewise, the outcomes of a study on the VO of documentaries into Persian suggested a similar trend; however, the prosodic features like tempo were also reflected in the VO of documentaries by the voice actors (Khoshsaligheh and Ameri, 2016b), unlike the present research.

An unexpected finding of this study was that the editorial team mistakenly inserted few translations in wrong segments even though action synchrony was not affected because the speaker was not mentioning to something on the screen and the visual channel had nothing to do with the verbal information. The available audible parts, however, could remind the viewers of such trouble and can significantly jeopardize the illusion of reality and trust.

Generally, VO has been described as a literal and almost objective translation or it attempts to present a complete copy of the original message (Luyken et al., 1991; Scannell cited in Franco et al., 2010). Notwithstanding this claim, the current research revealed that faithfulness or being loyal to the original was not always possible to be achieved. Due to isochrony or technical problems, omissions of both significant and insignificant information frequently happened. Rightly pointed out by Orero (2004: 79), VO is as faithful as other AVT modalities but a chief strategy in VO translation is to gain "a certain degree of fidelity – by resorting to the use of calques or literal translations – at the beginning and/or the end of the speech that is translated" which may not be recommended for English and Persian as two different languages. However, ideologically charged omissions in some examples clearly suggest that the VO cannot be labeled as an objective and naïve presentation of the original as clearly noted and evidenced empirically by Franco (2000), Darwish and Orero (2014) and Filmer (2016) for documentaries and news programs. In brief, our results seem to indicate that Persian VO translation for news programs is not an objective and trustful representation of the original content. This presentation is always affected by synchrony strategies and mainly the ideology of the news agency. Therefore, ideological manipulation may spoil and distort the original content.

The findings of this descriptive research cannot be over-extended to other situations but can lay the foundation for more research into this marginal yet fascinating modality of AVT. Research from other locales and on diverse samples, which could enrich our understating of VO practice worldwide, is highly suggested. Additionally, it would be interesting to conduct ethnographic research to figure out how VO translations are produced and which agents are involved in the professional process in order to pinpoint the undelaying factors contributing to the manipulation of translations. On a final note, the

authors hope to see the "ugly duckling" of translation studies (Orero, 2006b) as a "beautiful swan" in the near future.

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