

DOI: <http://dx.doi.org/10.18226/19844921.v14.n32.04>

It's a pandemic! Critical discourse analysis of headlines and leads about Covid 19 and their translation from English to Portuguese on BBC News website

É pandemia! Análise Crítica do Discurso dos títulos e chamadas sobre o Covid 19 e suas traduções Inglês/Português no site da BBC News

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Abstract: This paper aims at carrying out an analysis on discourse differences found in translated media texts from English to Portuguese, regarding the effect and the tone of the message from the original into the translated version (REISS; VERMEER, 2014; NORD, 2016); more specifically considering the representation of social actors under the Critical Discourse Analysis perspective (FAIRCLOUGH, 1989, 2003, 2013). The texts chosen were the headlines and leads from 3 pieces of news published by BBC England and three pieces of news translated and published by BBC Brazil which covered the same topics related to the pandemic of Covid-19. The analysis points out to possible variations of effect and tone of the discourse pertaining to the journalistic pieces, showing that translation may be subject to ideological perspectives closely bound to the contexts of culture of the target audience.

Keywords: Critical Discourse Analysis. Skopos Theory. Translation. News about COVID-19.

Resumo: O artigo objetiva promover uma análise sobre as diferenças apresentadas pelo discurso em textos midiáticos traduzidos do Inglês para o Português, com relação ao efeito e ao tom da mensagem do texto original para o texto traduzido (REISS; VERMEER, 2014; NORD, 2016); e, mais especificamente, considerando como os atores sociais são representados sob a perspectiva da Análise Crítica do Discurso (FAIRCLOUGH, 1989, 2003, 2013). Os textos escolhidos incluíram o título e a chamada de três notícias publicadas pelo site da BBC Inglaterra e traduzidas e publicadas pelo site da BBC Brasil, que tratavam do mesmo tópico relacionado à pandemia de Covid-19. A análise aponta possíveis variações no efeito e no tom do discurso dos textos jornalísticos,

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mostrando que a tradução pode estar sujeita a perspectivas ideológicas ligadas ao contexto de cultura do leitor-alvo.

Palavras-chave: Análise Crítica do Discurso. Teoria do Skopos. Tradução. Notícias sobre COVID-19.

Introduction

The Covid-19 world pandemic has been the subject of news all around the world, on a daily or weekly basis, and several of the most known media vehicles have spread this news in different languages, in different countries around the world. This was, more specifically, the case of the site BBC News, which conveys information around several different countries, including Brazil, through the BBC News Brazil site. In some occasions, pieces of news are rewritten by the journalists, but in other cases it is possible to identify that the pieces have been translated from English to Portuguese, with a few variations. Munday (2017, p. 197) establishes that translation in news can prove to be “potentially influential” because it works as a form of “intercultural transfer, opening up a source text to new readers in a new language”. Readers may take this information as unmediated work, and might interpret it as it was originally written in the target language. This issue may be dealt with by turning to translation approaches that would use strategies determined by the cultural features in which the target text would be inserted. However, hardly any translation can be found free from ideological stirring (CUNICO; MUNDAY 2007).

According to Paltridge (2006), Critical Discourse Analysis (CDA) explores the connection between the use of language and the social and political contexts in which it occurs from different perspectives or cultural issues such as: race, politics, gender, and identity. This is the reason why Critical Discourse Analysis can be an alternative for researchers in translation studies interested in investigating how language translated from one source to another target language may

construct, reproduce, or challenge relations of power and dominance in society (VAN DIJK 2001).

The aim of this article is to analyze if translated texts may show differences regarding the effect and the tone of the message from the original into the translated version (NORD, 2016), more specifically with regards to the representation of social actors (FAIRCLOUGH, 2013). The texts chosen were 3 pieces of news from BBC England and 3 pieces of news from BBC Brazil which covered the same topic. The analysis was carried out using the SkoposTheory (REISS; VERMEER 2014; translated by NORD, 2016) approach for translation and Fairclough's (2013) framework for representing social actors. The paper describes both theoretical points, presents the methodology and then goes on to the analysis of 3 case studies found on the sites.

Critical Discourse Analysis and Fairclough's Framework

Critical Discourse Analysis operates under the claim that discourse is permeated by social practice, shaped by the social world where it is inserted, having influence in the shaping of the world. It attempts a description of discourse, embedded by a 'critical' analysis of the role of discourse in social relations, sometimes coupled with a political commitment to social change (FAIRCLOUGH, 2013).

Halliday developed a functionalist perspective on language that was incredibly influential amongst the pioneers of Critical Discourse Analysis, an influence which, indeed, continues today. His primary claim is that language is a social semiotic system (HALLIDAY,1994). That is, it is a means by which people make meanings in interaction with each other (including written interaction). Independent of human activity, language has no meaning. And this is a functionalist view because the meanings that language allows us to create are those that we need or want in order to perform particular social metafunctions – to

represent the world around us (ideational metafunction), to create and negotiate social relations (interpersonal metafunction) and to organise our interaction (textual metafunction). Fairclough's framework relies heavily on Halliday's metafunctions.

Fairclough (1989; 2003) claims texts should be analyzed in levels interrelated to each other. The two principal levels he develops are named External and Internal. External levels regard how social events are expressed by texts, and how such texts are embedded into social practices, dictated and regulated by social structures. An example of this framework is a newspaper article (text), a genre embedded into the social practice of journalism, regulated by the society and reality journalism is inserted into (social structure).

Internal levels, according to Fairclough's (2003) framework, divide the analysis of texts in three major types of meaning: Action, Representation and Identification. Action corresponds to the discourse functions (is the text offering, demanding, stating facts, asking questions). Also, to the grammatical mood expressed by clauses (interrogative, declarative, imperative). Identification concerns Modality which, according to Van Dijk (1993), refers to analyzing the linguistic resources writers of texts decide to use in order to position themselves in the world.

This article will concentrate on Internal Levels of Representation. Representation is connected to how social events and social actors (the ones who carry out social events) are pictured in discourse. We recontextualise actual events using the resources of language, what we say does not directly reflect the world around us. It is a selective representation of it (BATISTA JR.; SATO; MELO, 2018).

In Representation, a social actor (or a participant, in Halliday's theory) can be represented as an active or a passive subject in the event, for example; or it can be named or categorized, personalized

or impersonalized (among others). Social events may be represented through inclusion or exclusion of events, which events are given more prominence, and which processes the verbs of the text entail (FAIRCLOUGH, 2003). We can also represent the things that people do in many ways. Halliday's categorisation of process types, participants and circumstances is useful here. Process types include material, verbal, mental, relational, behavioural and existential.

According to Resende and Ramalho (2006), Material Processes are the ones in which some participant acts upon the material world or is acted upon in some way – verbs of doing and happening. In Mental Processes we describe the inner processes of human consciousness – verbs of thinking, sensing and feeling/emotion. Verbal Processes describe processes of communication – using verbs of signalling and saying. Relational Processes are used to describe states and relationships and identify entities and individuals – through verbs of being and having. Existential processes describe existing actions and behavioural processes express reflexive behaviours attributed to people: crying, sleeping, hiccuping, etc. According to the kind of process, the participants will also play their role accordingly. Circumstances provide background information about the process. They answer questions about, for example, when, where, for how long, with whom, why, for what purpose, how, if, as well as locating the process on a time frame.

Skopostheory in translation

The Skopos Theory was written in partnership between German linguists Hans Vermeer and Katharina Reiss in 1978, when Reiss joined her studies with Vermeer and proposed a rule that the text of the target language should determine the strategies for translation and not the text of the source language.

In 1984 Reiss and Vermeer published *Grundlegung Einer Allgemeinen Translationstheorie*, in which they presented the *Theory of Scope* to German scholars in the area. However, the dissemination of the ideas of these two authors into English was made through the German translator Christiane Nord, who translated the work of Reiss and Vermeer, *Towards a General Theory of Translational Action*, in 2014.

Both Reiss and Vermeer ([1984] 2014) still consider that the Theory of Scope should be applied in different degrees, depending on the culture, place and genre of text. The first degree is the analysis of the cultural elements of a particular community; the second translation of verbal elements verifying whether they are used or not in that community; and the third, the Syntactic and Semantic structure of the expressions.

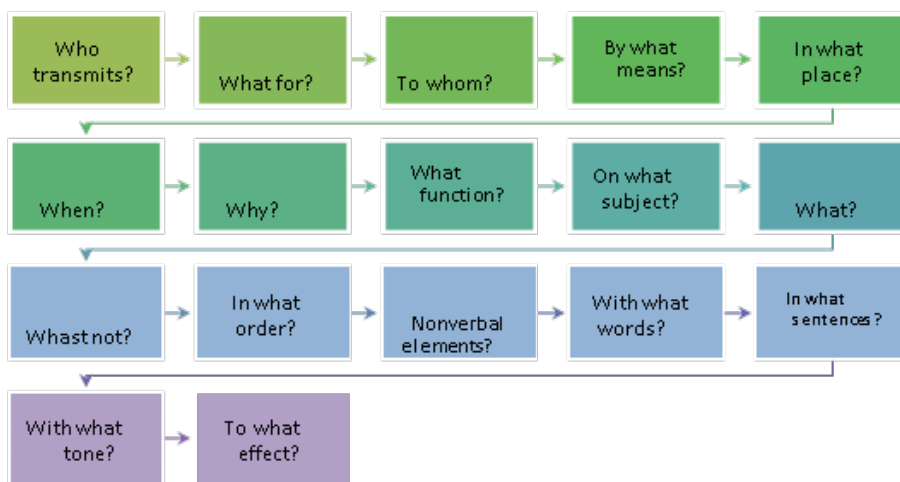
In the first item, Reiss and Vermeer ([1984] 2014) consider several aspects, such as traditions, conventions of a specific culture, since they can be introduced into a community; according to the authors, people end up adhering to the ideas of that group of people, in the same way as the use of a specific language also has its peculiarities. There is still, what they called “frozen traditions”, that is, “has always been so and will continue to be like this.”(REISS AND VERMMER ([1984] 2014, p.194)

Reiss and Vermeer ([1984] 2014) emphasize that language is part of culture and language is used in the conventional sense of communication and expression of their thinking, encompassing, in addition to expressiveness, social norms. This means that the translator, in this case, would become the new author of the text, since possibly this professional would have proficiency and would be properly inserted in the culture of a given language community.

Nord (2016, p. 74) proposes that translations by Skopostheory follow a certain method based on questions. They can make a

significant contribution to the decisions regarding the lexicons employed by translators in their translation work. In this method, the translator needs to answer the questions as a form of self-reflection about their translational acts.

Figure 1 – Questions of the methodological proposal of the Theory of Scope



Source: adapted from Nord (2016).

In Figure 1 we highlight two of these questions in this study: “Who” and “what effect?”. In the first question, we understand that it is relevant to highlight the “who” because the target audience of this discourse needs to be taken into account when dealing with a particular subject to connect with question two, “to what effect?”, that is, when a target audience is determined, the text will be directed to them.

But, what to translate and what not? This becomes relevant to translation since the Skopostheory argues that there is no need to translate word by word, but that the individual can understand what is being said, and this is the inquiry that Nord (2006) raises. In the third line, the author questions the order of the factors. Is there a need to

maintain the order of the translated information as stated in the original text? What non-verbal elements should or should not be used for the message to be transmitted? If there is a need to put them, should they or need to match the words chosen in the text? Finally, do all sentences need to remain in the translation?

Nord (2006) shows concern towards the tone and effect of translation. The tone refers to the form used in reading the translation that can generate different effects on its readers or listeners. An example could be a headline that uses exclamation points to direct the attention of its readers or a news article that opens its text with a figure that may have an impact on the person who is reading that report or translated news.

Nord (2016, p. 91) proposes that there should be a discussion about the intention, function and effect of a text: “[...] in order to verify the size of the intention, we have to ask what function the sender wants the text to fulfill and what effect on the receiver he wants to achieve by transmitting the text.” Once the scope of the text has been reached, the translator can understand whether it is appropriate to perform the natural equivalences or modify the text to the target language as if he were the author himself.

Analysis of headlines and leads discourse and their translation

The headlines and the leads of BBC’s English-language website were chosen. We selected three examples in the table below, where it is possible to see the headline, the lead, and their translation into Portuguese, respectively.

The research was exploratory in nature. The data collection occurred in October and November 2020. The analysis procedures

were founded on principles of Critical Discourse Analysis and Scope Theory.

The methodology used to choose the news from a website was based on the following criteria: (a) being a website that had opinion articles, news or reports about COVID-19 in the world; (b) presenting a translation or version of the original discourse in English into Portuguese within its own website or a Portuguese-language website that belonged to the same newspaper or network; (c) being an open page, that is, that did not require registrations or payments for access; (d) containing a headline and lead translated from English to Portuguese for analysis purposes. Following these criteria, we chose to work with the website *BBC News*.

The following criteria was also adopted for the research: (a) having been published between March and November 2020; (b) having as theme the keywords coronavirus, covid-19 and pandemic; (d) within these general themes, subthemes would be accepted with discourse that addressed pharmaceutical companies, vaccines, talks from presidents of any country, statistical analyses and scientific and/or university studies that discuss the application of medicines for the preventin/treatment of coronavirus. We chose to demonstrate in this article the three cases that will be presented on tables 1 and 2.

Table 1 – Headlines of each news piece

Number of case	Name of headline	Translation into Portuguese	Origin (From/to)
1	Covid vaccine: First 'milestone' vaccine offers 90% protection	Vacina contra coronavírus: Pfizer anuncia que testes indicaram 90% de proteção	BBC News/ BBC News Brasil
2	Denmark to cull up to 17 million mink amid coronavirus fears	Coronavírus: por que Dinamarca isolou áreas do país e abaterá 17 milhões de visons	BBC News/ BBC News Brasil
3	Moderna: Covid vaccine shows nearly 95% protection	Coronavírus: Moderna diz que sua vacina é 95% eficaz; o que já se sabe sobre ela	BBC News/ BBC News Brasil

Source: the authors

Table 2 – Leads of each news piece

Number of case	Name of lead (original) from BBC News (in English)	Translation into Portuguese from BBC News Brasil
1	The first effective coronavirus vaccine can prevent more than 90% of people from getting Covid-19, a preliminary analysis shows.	Uma das vacinas sendo testadas contra o coronavírus é, segundo uma análise preliminar de seus idealizadores, capaz de prevenir que mais de 90% das pessoas desenvolvam a covid-19
2	Denmark will cull all its mink – as many as 17 million – after a mutated form of coronavirus that can spread to humans was found on mink farms.	Autoridades dinamarquesas disseram que isolariam áreas do país por causa de uma mutação no coronavírus Sars-CoV-2 encontrado em visons que poderiam se espalhar para humanos.
3	A new vaccine that protects against Covid-19 is nearly 95% effective, early data from US company Moderna shows.	Uma nova vacina que protege contra a covid-19 é quase 95% eficaz, segundo dados iniciais divulgados pela empresa americana Moderna.

Source: the authors.

Case study 1

The first journalistic discourse we chose to analyze was *Covid vaccine: First 'milestone' vaccine offers 90% protection*, present on the *BBC News* website, whose translation adopted by the *BBC News Brazil* website was *Vacina contra coronavírus: Pfizer anuncia que testes indicaram 90% de proteção (Vaccine against Coronavirus: Pfizer announces that tests indicate 90% of protection)*.

As for the elements of Fairclough's representational function, we identified in the headline the participant *Covid vaccine*; the process is relational because it is characterizing the participant, that is, the vaccine is considered the first milestone; it is also material because the vaccine is represented as an agent with the ability to offer something. The verb *offer* is a material process. Regarding the circumstances we identify the category "origin" because it indicates that it is the first milestone, represented in the present time.

Regarding lead 1 located on table 2, we identified as participants the expression *the first effective coronavirus vaccine*. With regard to Fairclough's processes, we identify the modal *can*, which is a modalization that works with a meaning of skill to *prevent* something, which is a material process.

Modalization determines a capacity, possibility, or probability, and the material process identifies an action that something or someone has the ability to do something about (FAIRCLOUGH, 2013). We highlight that this ability was attributed to an inanimate being, the vaccine, attributing human characteristics to it.

With regards to the circumstances of the lead, they are in the present tense (*can*) but bringing with it a sense of the future due to the semantic feature inherent to the verb *prevent*, indicating that it is something expected for the future.

Regarding the type of circumstance, the category is “conditions” because the modal *can* is applied in order to inform the reader that if he has the opportunity to take the vaccine he/she “may” have a 90% chance of avoiding the disease.

The discourse of the lead that was translated into Portuguese presents as participant the expression *one of the vaccines being tested for coronavirus*, while in the original discourse this expression is not found. In its place, the discourse in English language brings the expression *The first effective coronavirus vaccine*.

The lead in Portuguese seems to affirm that Pfizer’s vaccine is the most effective one, indirectly evidencing that other studies on the subject have not yet reached the same level of protection. On the contrary, the English-language lead does not mention the name of the pharmaceutical company in the headline, but highlights the level of protection of 90%.

In relation to Fairclough’s processes, we identified in Portuguese the relational process, as it presents the verb *to be*, conjugated as it is. The use of *is able to prevent*, if compared to the original in English (*can prevent*) modalizes the level of reliability of the vaccine. Since science is full of provisional certainties, the use of modalizing verbs could be a strategy to communicate that.

The use of the modal *can* in the English language stands for a level of about 50% probability of something happening. However, using the form in Portuguese *é* may demonstrate to the reader a much greater level of certainty than using *can*. In other words, the relational process identifies and characterizes something, which is why there might be a difference in meaning regarding the level of reliability attributed to the vaccine.

As for the circumstances, we identified the category “conditions” because the translation represents the participants as *idealizers*.

That is, the vaccine is able to prevent more than 90% of people from developing Covid-19 according to its creators. The circumstance, from the present time, carries the idea of a global level because COVID-19 was detected in almost the entire planet. The use of *Pfizer* may have been written in the headline as a way to hold the pharmaceutical company responsible in relation to any results that the site reported.

Table 3 shows a summary of the differences that were found in the application of the concepts of Critical Discourse analysis, proposed by Fairclough (2013) together with some of the questions proposed by Nord (2016):

Table 3 – Critical discourse and translational analysis – case study No. 2

		Discourse in English	Translated Discourse in Portuguese
Source		<i>BBC News</i>	<i>BBC News Brazil</i>
Participant	HEADLINE	<i>Covid vaccine</i>	<i>to do</i>
Process		Relational – first milestone (first milestone) <i>Offs</i> – material	verbal – advertise
Circumstances		Origin – first milestone (first milestone) present tense	Subject – announces Present time
Participant	LEAD	<i>the first effective coronavirus vaccine</i>	one of the vaccines being tested for coronavirus
Process		Relational – can prevent (can prevent)	relational – is
Circumstances		<i>Conditions</i> – <i>can</i> (he can)	Conditions – creators
With what effect	GENERAL	Inform	Advertise positively and attribute the achievement to a social actor (Pfizer)

Source: the authors.

Regarding the effects that were highlighted at the end of table 3, it is possible to note that the discourse in English seemed to show more restraint in informing, in a positive way, but with caution because it referred to only one of the studies. In the case of the effect of the discourse in Portuguese, its aim may have been to inform the reader which pharmaceutical company was involved in the results of the tests because, at the time the journalistic discourse was published, many vaccines were in the process of tests.

Furthermore, Pfizer is of US origin. Thus, we believe that perhaps a possible emphasis was given to the study being carried out in America, since at that time of the year there was also much speculation about possible agreements between the presidents of the United States and Brazil. Furthermore, many people in Brazil were possibly influenced by discourse that the Chinese and Russian vaccines would not work, and perhaps the translation made it clear that it was Pfizer to give more credibility to the headline.

Finally, we emphasize that the text of the discourse in English was written in a question-and-answer format, while the text of the discourse in Portuguese was written in paragraphs without questions. In this case, it was possible to see that the translator was free to choose the lexicons to compose his text, without having to use all the sentences. In other words, the translation carried out into Portuguese was a translation that used the information contained in the discourse and not the use of entire sentences and their lexicons.

Case study 2

The second journalistic discourse we chose to analyze was *Denmark to cull up to 17 million mink amid coronavirus fears*, present on the BBC News website, whose translation adopted by the BBC

News Brazil website was *Coronavirus: why Denmark isolated areas of the country and will slaughter 17 million mink.*

The discourse in English language was released on November 5, 2020 and the discourse translated into Portuguese on November 6, 2020. According to the news, a new mutation of the coronavirus would have been detected in 270 farms that were specialists in the breeding of minks for manufacturing purposes. According to studies carried out on patients from these sites, the virus would weaken the body in the possibility of creating antibodies. Because scientists have attributed contact with minks to the origin of the new mutation, the government chose to slaughter the 17 million minks that live in the country to calm the population.

As for the elements of Fairclough's representational function, we identified in the headline the participant *Denmark*; the process is material represented by the expression *to cull up* which means to slaughter or to exterminate (as if it were a plague). The use of *cull up* with the country's name highlights the representation of Denmark as an animal exterminating agent – making it clear that the fault is not the animals', but the country that economically uses a reprehensible practice of raising these animals to produce coats. Regarding the circumstances, we identified the future time *to cull up* and the category observed in the headline is "temporal extension" in the sense that it is understood that the animals will be slaughtered in the future.

Regarding the lead, we identified as participants the expression *Denmark*. With regard to Fairclough processes, we identified the expression *will cull* (*abaterá*), in the English language, as a material process because it is a feat that will occur to animals, modalizing high probability expressed by the verb *will*.

The circumstances on the lead in Portuguese are in the future tense, which we identify by the presence of the modal *will* that can

be used in the near or distant future. In this case (*will cull – abaterá*) indicates a time that, due to the seriousness of the threat to humans, seems to be urgent. Regarding the type of circumstance, the category is “causes” because the lead explains the reason for the slaughter after a mutated form of coronavirus that can spread to humans was found on mink farms.

It is possible to observe that the headline in Portuguese may have used the participant *Coronavirus* as a justifiable lead to the slaughter of the animals; *Denmark*, as a participant, is associated with the isolated material process, representing a responsible measure for the control of the pandemic in the country. Then, the idea of the material slaughtering process is presented as a way of relating the extermination of mink to the slaughter of cattle, something that is acceptable and common to Brazilian culture.

In the report in English, one can see more criticism and direct responsibility from Denmark for the slaughter than in the Portuguese piece. As circumstances, we identify the past tense through the verb *isolated* and the future tense through the Portuguese word *abate* (culling).

The lead discourse which was translated into Portuguese includes the expression *Denmark Authorities* as a participant, while in the original discourse only the name of the country involved is used. This is possibly due to a way of making the authorities responsible for the choice regarding the slaughter and not the population or professionals working with the creation of mink.

In relation to Fairclough’s processes, we identified in Portuguese the verbal process *they said*, representing the discourse of the social actor, which, in this case, refers to the authorities. As for circumstance, the headline is categorized under “cause” according to the lead part

because of a mutation in the coronavirus Sars-CoV-2 found in mink that can spread to humans. The identified tense is the past tense.

We would like to point out that, while in the English language, the term coronavirus was used, possibly because it is more popular, in the Portuguese language, the translators chose *Sars* (Severe Acute Respiratory Syndrome), followed by *CoV-251*, possibly to bring a greater level of scientificity to the discourse, perhaps granting the slaughter of animals a scientific justification.

Regarding the data found in the application of CDA in line with the concepts of Nord (2016), we present Table 4:

Table 4 – Critical discourse and translational analysis – case study No. 2

		Discourse in English	Translated discourse in Portuguese
Source		<i>BBC News</i>	<i>BBC News Brazil</i>
Participant	HEADLINE	<i>Denmark (Denmark)</i>	Coronavirus and Denmark
Process		Material – to cull up	Material – isolated/ slaughter
Circumstances		Temporal extension (to cull up to) – present in the future	Cause – coronavirus
Participant	LEAD	<i>Denmark (Denmark)</i>	authorities of Denmark
Process		Material (cull)	Verbal – they said
Circumstances		Cause Future – will cull	Cause
with what effect	GENERAL	Inform the reader and criticize the country (Denmark).	Justify the actions of Denmark with a term known and accepted by the Brazilian.

Source: authors

As for the data in Table 4, we notice that the journalistic discourse in English sought to inform the reader more about what was happening in Denmark, while the discourse in Portuguese justified the measures taken by authorities and that the biggest cause for such measures was the mutation of the disease, so that the country would not be held responsible for new deaths in the world as happened to the Chinese. We also noticed that in both discourses the images of minks were placed, as they are possibly not very well-known animals by the most recent generations.

Case study 3

The third journalistic discourse we chose to analyse was *Modern: Covid vaccine shows nearly 95% protection*, featured on the *BBC News* website; *BBC News Brasil* website showed the following as headline: *Coronavirus: Moderna says its vaccine is 95% effective; what is already known about it*. Both were published on November 16, 2020. In this case, the journalistic discourse brings information regarding a vaccine for the coronavirus, with approximately 95% protection, developed by the Moderna biotechnology company, in the United States.

Regarding the elements of Fairclough's representational function, we identified the participant *Moderna* in the headline, followed by *Covid vaccine*. The sequence presented in the headline referring to the participants may show the reader that, among other possible matters relating to the company, at that time, the editors would be addressing the topic of the vaccine for COVID-19, as well as specifying which pharmaceutical company the site would be showing at the moment (Moderna's one).

As for the process, it is relational, represented by the verb *shows*. Regarding the lead of the discourse in English, we identified as participants *A new vaccine* (that protects against Covid-19-a new

vaccine (that protects against Covid-19)), followed by the relational process *is* (é). The material and relational processes also occur respectively in *protect* and *shows*. As for the circumstances, the type found is “conditional” because it shows data that the vaccine would have approximately 95% protection in early data from the US company *Moderna*.

We can observe that the headline translated into Portuguese did not follow the natural equivalence, but kept the information from the original headline in English. Concerning the participants, the order of the data was inverted. While in the English language text, *Moderna* was found before the word *coronavirus*, in the translation it was placed later. In this sense, in Portuguese the discourse is explicitly associated with *Moderna*, while in English there is a neutralization regarding the company’s responsibility for the fact.

About the process, it is relational, portraying a characteristic belonging to the participant as more trustworthy (FAIRCLOUGH, 2003). Through the use of the verb *shows* it is understood that *Moderna* has proof that the vaccine has this level of protection. The verbal process attributes to the company the responsibility for what it says, but this is not necessarily true.

Regarding the circumstances, we identified the use of the present tense and the “mental” type as presented in the part *what is already known about it*, indicating that the topic had already been addressed at other times. Possibly, this type of process has been used to modulate the discourse in favor of scientific knowledge.

In the lead analysis in Portuguese, we found as participants *a new vaccine* (which protects against covid-19), which was translated using natural equivalence, followed by the relational process, also translated with natural equivalence, é. As for the circumstances, it refers to published data regarding the “vaccine” subject.

However, what catches our attention are the lexical choices presented at the end of the lead to name the company. The term US is used in the discourse in English, and the translation chosen for Portuguese was *American*. We understand that, due to cultural issues historically and ideologically implemented by the United States (García, 2010) over the last few decades, the use of *americana/o* is closely linked to the country.

Below, we present a summary of the data (Table 5) founding case study #3 referring to the ACD applications and Nord's questions chosen to illustrate the analysis.

Table 5 – Critical discourse and translational analysis – case study No. 3

		Discourse in English	Translated discourse in Portuguese
Source		<i>BBC News</i>	<i>BBC News Brazil</i>
Participant	HEADLINE	<i>Modern / Covid vaccine</i>	Coronavirus / Modern
Process		relational – shows (show)	Verbal – says
Circumstances		–	Subject (<i>what is known about it</i>)
Participant		<i>A new vaccine</i>	a new vaccine
Process	LEAD	Relational – is(is) Material – protect Relational – shows (show)	Relational – it is
Circumstances		Conditional – early data from US company Moderna (previously from the US company Moderna)	Mental (refers to information previously presented by the website)
With what effect	GENERAL	Show/disclose the percentages informed by Moderna	Doubt the information disclosed in the Moderna survey.

Source: authors

In the case of the headline, it is observed that in the English part a statement is made, in the Portuguese part a question is launched so that the reader can receive the answer during the news. It is also observed that in the translation, “and what is already known about it” is added, possibly because at the time, there was not much news about the subject circulating in Brazil in Portuguese. In the lead, it was possible to see that the translation adds the word “American” so that the Portuguese-speaking reader could identify the nationality of the company (United States) still little known to Brazil at the time. We emphasize that the cultural convention of “American” for those born in the United States is evident in this case.

Final Remarks

The aim of this article was to illustrate how translated texts can present differences in focus and can build the target text message differently from the source text with regards to the representation of social actors (FAIRCLOUGH, 2013), resulting in differences regarding the effect and the tone of the message on the translated version (NORD, 2016). The methodology used consisted of analyzing 3 news headlines and their leads, checking whether or not they would keep similar tone and effect in the message translated from English to Portuguese. The analysis discussed the features of the representations of social actors using Halliday’s concepts of process, participants and circumstances, as well as modalization, which are the base for Fairclough’s theory. Results pointed to variations of tone and effect of the messages conveyed by the pieces of news that were in English and were then translated into Portuguese. This may be indicative that translation is subject to ideological perspectives in discourse, which are closely bound to the contexts of culture the target audience of the pieces are inserted into.

The present study has been but a small sample of how translation is a complex practice, not at all detached from the cultural background to which it is submitted; this clearly indicates that translators might benefit from some training regarding the Skopos Theory and Critical Discourse Analysis.

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