

Research Article

The Translation of Controversial News: Examining Human Rights Violations at the 2022 FIFA World Cup Qatar

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Abstract.

This study investigates the translation of controversial news texts regarding human rights violations during the 2022 FIFA World Cup in Qatar, with a focus on the treatment of migrant workers. Using a qualitative approach, the research analyzes English and Indonesian news texts to identify key controversies, translation practices, and the impact of untranslated content. The findings reveal that human rights concerns were a central theme, with translators frequently using the “established equivalent” technique to ensure clarity and accuracy. However, instances of untranslated content led to cognitive, emotional, and social impacts, including confusion and reduced trust in the media. This study highlights the importance of careful translation in controversial contexts to promote accurate and nuanced reporting, ensuring enhanced public understanding of global socio-cultural issues and emphasizing the ethical responsibilities of translators in cross-cultural news dissemination.

Keywords: translation techniques, controversial news, human rights, FIFA World Cup 2022, media translation

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1. Introduction

As an active communication tool, mass media broadcasts various controversial news occurring in society. One of these is the controversial news regarding Qatar’s appointment as the host of the 2022 World Cup by FIFA. This controversy, which elicited both support and opposition, started in 2010, when several countries such as Germany, America and England stated that they did not agree with the appointment of Qatar as the host of the 2022 World Cup and did not believe in the results of the decision made by FIFA [1]. Of the several controversies that have been attributed to Qatar, the serious human rights violations against migrant workers in the process of building seven giant stadiums that would be used for the 2022 World Cup, resulting in a death toll of 65,000 people, has attracted a lot of public attention [2-5].

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Information about the Qatar 2022 World Cup controversy can be easily assessed by the world community. As a form of information representation, media reporting plays an important role in shaping public perceptions of the controversy. One of the ways that information spreads rapidly is through online news media. This easy access to online news greatly helps the public monitor every world-class event that is planned or currently taking place as well as associated controversies. Controversy in news texts is a multifaceted phenomenon characterized by public disputes that give rise to strong emotions and opinions. It encompasses a variety of elements, including public dissent, emotional engagement, and media coverage, that collectively shape societal discourse [6-8].

Controversial debates and disputes in mass media can be analyzed in the field of translation. Mass media through news texts can provide an overview of how controversy and the translation of controversial news are presented to the wider community. News becomes a forum for controversy arising in society. The sentences in controversial news texts are a realization of the disputes and contradictions taking place. The reciprocal pro and con arguments create different points of view between the two conflicting sides which are reflected in the news. In the context of news which is also a translated text, reductions or additions of information, or translation errors in translated news, can lead to varying interpretations among readers [9-10]. When a story is translated into another language, complexities of interpretation can arise. Translating controversial news requires a lot of effort because there are demands for the quality of the translation of news containing controversial content. The use of two different languages means that journalists, who also act as translators, must be able to convey controversy in the translation of the news they write [11]. Translators must first understand the definition and characteristics of controversy in order to produce an appropriate translation.

Several studies have been conducted on the translation of controversial news texts, but with different perspectives. Among them are the research conducted by Tartory [12] and Kamal et al. [13] which uses the CDA theory of Fairclough [14], Dijk [15], and Richardson [16], which applied transitivity; and research by Guangjun and Huanyao [17], which implemented the Critical Discourse Analysis theory of Wodak and Meyer [18], and Fairclough [14]. Additionally, research conducted by Boéri and Fattah [19] and Zeng and Li [20] utilized narrative theory and appraisal theory approaches. Identifying existing research gaps, this research explores the types of controversy that occurred at the 2022 FIFA World Cup Qatar. Furthermore, the research also reveals the translation techniques used by translators in translating controversial news in the mass media.

Lastly, the research evaluates the impact of using inappropriate translation techniques for controversial news on readers' understanding of such content. These three issues are important to research because the final result in the form of readers' understanding of controversial news is what the news crew who also serve as news translators, aims to achieve. Thus, it is hoped that this research can make a significant contribution to enhancing society's capacity to overcome the complexity of socio-cultural changes in the contemporary era through mass media.

2. Literature Review

A research study requires basic theories that will build a conceptual framework, direct research and interpret data. With the right conceptual framework, researchers will be able to understand the basis of research and the relationships between variables in research so that the direction and focus of research become clear. In this research, the theoretical basis will help researchers understand the phenomenon being studied, including controversy, mass media and translation theory, especially translation techniques.

2.1. Controversy Theory

In the Big Indonesian Dictionary (KBBI) the word "controversy" means debate, conflict, dispute, the occurrence of pros and cons. Looking at its form, controversy has distinctive characteristics such as acts of denial, questioning, incitement, betrayal and surprising opponents Khuzaini [21]. Thus, controversy can be defined as a debate that occurs in society, which is currently hotly discussed and gives rise to pros and cons. There are four types of controversy in Communication Science:

1. **Political Controversies:** These controversies pertain to political issues such as government policies, human rights, or elections. Often, political parties, governments, or activist groups are involved in spreading their views on current issues.
2. **Social Controversies:** Social issues such as gender equality, minority rights, or debates about morality are also often the subject of controversy. The media often plays an important role in framing how these issues are viewed by the wider public.
3. **Scientific Controversy:** In science, controversy arises when there is a difference of opinion among scientists regarding a particular fact or theory. For example,

debates about climate change or vaccination are examples of scientific controversies.

4. **Economic Controversies:** These relate to economic policy issues, such as economic inequality, taxes, or trade policy. The actors involved are usually governments, entrepreneurs and economists who try to influence public opinion through open debate.

Furthermore, several characteristics of controversy that can be seen are:

1. **Public Disagreement:** Controversy often involves opposing viewpoints expressed in a public forum, making them accessible for broad discussion.
2. **Emotional Engagement:** Topics that generate controversy usually elicit a strong emotional response from the public, giving rise to heated debates.
3. **Media Coverage:** News outlets often report on controversial issues because they attract audience attention and stimulate dialogue.
4. **Polarization:** Controversial topics can cause societal divisions, as individuals align themselves with a particular point of view, often resulting in an “us vs. them” mentality.

Controversy in news text reporting is characterized by intense public debate about important issues, marked by emotional involvement and media coverage that highlights polarized opinions. In news text reporting, controversy refers to a public dispute or debate, often centered on significant social, political, or cultural issues. News reports about controversies typically present opposing perspectives and attempt to highlight differences of opinion. The meaning of controversy in this context revolves around public disagreement, often polarizing audiences and giving rise to diverse points of view [22]. Characteristics include conflict-driven narratives, multiple perspectives, emotive language, timeliness, and social relevance. Despite their polarization, leading news media aim for objectivity in covering controversies .

Controversy always involves two parties who are for and against an issue being discussed. Meanwhile, in the context of news, news that contains controversy is news that contains two arguments in its writing, namely a pro argument and a con argument regarding the issue.

In controversy, there is the Status Quo. Status Quo is a Latin phrase meaning “the current state of affairs.” This phrase is used to refer to a current situation or state of

affairs that is accepted as the norm. This phrase can also refer to the idea of maintaining the status quo, or keeping things as they are. Status quo can be used to describe a political, social, or economic system that is seen as the standard or accepted way of doing things [23].

2.2. Mass Media

Santosa [24] describes mass media as a term originating in the 1920s to refer to a type of media specifically designed to reach a very broad public. Its advantage over other media is that it can overcome space and time constraints and disseminate messages simultaneously and quickly to a very wide and very heterogeneous audience. Mass media fulfills the function of influencing people's attitudes and behavior. Through the media, people can agree or reject government policies. Additionally, various innovations and changes can be made easily. Mass media serves as a channel, a means used in the mass communication process. The mass media is required not only to provide information and entertainment but also to encourage people to behave better. The mass media produces three journalistic product writings, including the following:

1. News: A report on the latest events that contains photos and videos to complement and support the contents of the report.
2. Opinions: Includes opinions, analysis, thoughts and reviews.
3. Feature articles: Factual news writing combined with interpretation and opinion, forming a cohesive narrative.

There are three types of mass media, namely: Print mass media in the form of printed paper such as newspapers, newspapers, magazines, books and so on, electronic mass media in the form of audio, visuals with electronic goods such as radio, TV and other electronic media. others, and online media which in its spreading process requires and utilizes the power of the internet network as a communication medium for its distributions.

According to Cangara [25], mass media has the following characteristics:

1. Institutional in nature: The party managing the media consists of many people, starting from collecting, managing, to presenting information.

2. One-way in nature: The communication process does not allow for dialogue between the sender and the recipient. If, for example, there is a reaction or feedback, it usually takes time and is delayed.
3. Extensive and simultaneous: Can overcome obstacles of time and distance because it has speed. Moving widely and simultaneously, where the information conveyed is received by many people at the same time.
4. Using technical or mechanical equipment: Such as radio, television, newspapers, and the like.
5. Openness: Messages can be received by anyone and anywhere regardless of age, gender, religion and ethnicity. Some forms of mass media include mechanical communication tools such as newspapers, films, radio and television.

Meanwhile, based on its function, the functions of mass media is outlined by Mc.Quail [26] which to provide information about events and conditions in society and the world, to display power relationships and facilitate innovation, adaptation and progress, to explain, interpret, and comment on the meaning of events and information, to support authority and established norms, to carry out socialization, to coordinate several activities, to form agreements, to determine the order of priorities and assign relative status, and to express dominant culture and recognizing the existence of special cultures (subcultures) as well as the development of new cultures. Furthermore, it also aims to improve and preserve values. The next step is to provide entertainment, diversion, and relaxation, relieve social tension, and campaign for community goals in the fields of politics, development, economics, work and religion.

2.3. Online Media

Online media refers to media based on telecommunications and multimedia Prihantoro [22] which includes portals, websites, online radio, online TV, online press, and other forms of digital media. The most common form currently used as reference is online news sites. News sites or online portals, as the name suggests, are platforms or gateways for information that enable users to obtain information through various online features and facilities, and news available by using internet access.

Online media is relatively new compared to traditional print and electronic media. In everyday life, almost every human being now uses internet-based electronic devices

to support their activities and access information. Here are the advantages of online media over other media:

1. Fast information delivery because it can be easily updated and sent at any time.
2. Stored data or news that can be reopened or archived at any time.
3. Advantages over print media, as previously read news can be revisited, unlike TV or radio which are continuous and flow in real time.
4. Accessibility anywhere as long as there is an internet connection (as a supporting tool). This is very beneficial for people who want to know news but they are far away. For example, those in Indonesia can access news from abroad via internet access.
5. Online media continues to evolve and is no longer limited to computer users because currently online media can be accessed via mobile phones that have internet facilities.
6. Online media is a comprehensive package because, apart from text, it also takes the form of animation, especially in video, image and audio advertisements.
7. Online media users can interact with each other by exchanging comments.

2.4. Translation Theory and Translation Techniques

According to Newmark [27] translation is the process of transferring the meaning of a text into another language without changing the original intent of the author. Newmark emphasizes the importance of conveying the message. In addition, Nida and Taber [28] state that translation refers to the reproduction of a message from the source language into the target language with an equivalent form that is closest and most natural. Nida and Taber also added that the primary focus should be on meaning, followed by language style. Meanwhile, translation techniques refer to the methods used to translate text from the source language into the target language.

In addition to these theoretical perspectives, translation techniques play a critical role in the practical process of translation. Molina and Albir [29] propose a comprehensive list of 18 translation techniques to facilitate this process. These techniques include adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression,

literal translation, modulation, particularization, reduction, substitution (linguistic and paralinguistic), transposition, and variation. Each technique serves specific purposes, enabling translators to achieve fidelity, naturalness, and clarity while addressing linguistic and cultural nuances.

3. Research Methodology

The research paradigm used is qualitative as defined by Creswell [30] which is a research process carried out on social problems naturally by analyzing words to produce a complex, holistic picture. This research is qualitative in nature because the research data are in the form of sentences that represent controversy both in the source language and the translations in the target language regarding news of the controversy over the holding of the Qatar 2022 World Cup. This research is a descriptive study with a fixed case study. This research is descriptive because it describes controversial news both in the source language and in translation into the target language.

The location of this research includes sentences containing controversial news about the Qatar 2022 World Cup which appeared on the Associated Press and the translations which appeared on mass media in Indonesia. The aspect of place in this research is the country of Qatar and the countries around the world mentioned in the news where the issues discussed in the news occurred. Participants in this research are the parties involved who are mentioned and identified as the perpetrators of the events or issues discussed in each of the news, for example FIFA, the Qatari government, governments of western countries, football players, human rights supporters and activists, migrant workers and football fans mentioned in the controversial news.

The data sources for this research are news containing controversy regarding the 2022 FIFA World Cup Qatar in English and Indonesian, along with informants or raters who assess the quality of translations in Focus Group Discussion (FGD) activities. Data limitation uses sampling, and data collection techniques include document analysis and FGD. To validate the data, document analysis and FDG were used by the raters.

4. Research Results and Discussions

4.1. Types of Controversies

Of the several types of controversies that occurred during the 2022 FIFA World Cup Qatar, there is one controversy that became the focus of many parties, namely the controversy regarding human rights violations committed by the Qatari government against migrant workers working to complete various giant stadiums that were used for the FIFA World Cup Qatar 2022. The Associated Press in its news dated November 6 2022 published an article entitled 'Activists Worry About the Fate of Foreign Workers as the Spotlight on the World Cup Dims'. This news highlighted sensitive matters that concerned many parties, including human rights watchdogs such as Amnesty International. The news also reported the 'horror' experienced under Qatari state's "Kafala" system.

This news was also broadcast in Indonesia with an Indonesian translation by the VOA Indonesia.com news agency on November 7 2022 with the title "Aktivis Khawatirkan Nasib Pekerja Asing Saat Sorotan pada Piala Dunia Meredup." From the beginning to the end of the news, the VOA Indonesia news agency provided a high-quality translation that met the requirements to be deemed a translated news, such as translation accuracy that avoids being misleading, the suitability of the translation to the context and purpose of the news on the controversy over human rights violations, are fulfilled. Apart from that, in terms of translation clarity, where translated news is required to be clear and easy to understand, consistency in the use of terms and language style as well as the objective impartiality of translated news are achieved by this controversial translation.

4.2. Translation Techniques Used to Translate News about The Controversy over Human Rights Violations by Qatar at the 2022 FIFA World Cup

In translating news about the controversy over human rights violations by Qatar, various translation techniques were identified. Details of the techniques used are reflected in the following table.

From Table 1, it shows the variations in translation techniques used in translating news about the controversy over human rights violations by Qatar at the 2022 FIFA World Cup and the frequency of their occurrence. The established equivalent technique is usually

TABLE 1: Technical Table for Translating News about the Controversy over Human Rights Violations by Qatar at the 2022 FIFA World Cup.

No	Translation Techniques	Amount	%
1	Established Equivalent	25	40,32
2	Amplification	11	16,92
3	Transposition	9	13,84
4	Reduction	8	12,30
5	Pure Borrowing	3	4,60
6	Calce	3	4,60
7	Linguistics Compression	2	3,07
8	Natural Borrowing	2	3,07
9	Particularization	1	1,15
10	Adaptation	1	1,15
	Total	65	

ranked as the most frequently used translation technique. This indicates that most of the translations must be accurate and of good quality because the common matching technique actually produces an accurate equivalent of the message, acceptable language in the translation, and easy understood translation. However, there are still many other translation techniques employed to translate news about human rights violation controversies. The following sections provide an explanation of translation techniques along with examples.

a). Established Equivalent

The established equivalent technique matches a Source Language term with a Target Language term where grammatical and semantic context are the same and appropriate. This technique tends to produce high-quality translations.

S-BSU-021

Qatari law bars workers from forming unions or staging protests, and authorities heavily restrict media access to laborers.

S-BSA-021

Aturan hukum di Qatar melarang pekerja membentuk serikat pekerja atau melangsungkan protes, dan pihak berwenang sangat membatasi akses media pada pekerja.

The translation of “Qatar law bars workers” in the source language translates to “Aturan hukum di Qatar melarang pekerja” in the target language. This translation retains the meaning of each element in the phrase. As a result, the translation preserves the

elements intact, ensuring they are matched with equivalent terms in the target language. This represents the Established Equivalent technique.

b). Reduction

Reduction is a translation technique that omits part of the source language message in the target language so that the message conveyed is incomplete or reduced. Thus, this technique can be problematic in terms of accuracy. Many reductions occur because the translator does not really understand the content of the source language message or misses important parts of the source language message.

S-BSU-009

They also worry about what happens after the monthlong tournament ends in December, when the international spotlight moves on and employers slash their payrolls.

S-BSA-009

Para aktivis juga khawatir dengan nasib para pekerja asing ini setelah turnamen selama satu bulan itu berakhir Desember nanti dan para pengusaha berpotensi memangkas gaji mereka

Reduction techniques simplify information because the meaning components are already implied in the target language. For example, “after the monthlong tournament ends in December, when the international spotlight moves on” is translated as “setelah turnamen selama satu bulan itu berakhir Desember nanti.” Two clauses with similar meaning, (“after the monthlong tournament ends in December” and “when the international spotlight moves on”) are combined into one clause, “setelah turnamen selama satu bulan itu berakhir Desember nanti.”

c). Pure Borrowing

Pure Borrowing is a translation technique that retains the terms of the source language by maintaining the terms without changing the form at all. This technique is used when there is no exact match of the source language in the target language. While it has a positive impact on the accuracy of the message, it may negatively impact on the acceptability aspect and also on readability because of the foreignness it retains. Example:

S-BSU-013

Qatar has dismantled much of what is known as the “kafala” system, which tied workers to their employers and made it virtually impossible for them to quit or change jobs without permission.

S-BSA-013

Qatar telah mengubah banyak sistem yang dikenal sebagai “kafala,” yang mengikat pekerja dengan majikan mereka, dan membuat pekerja hampir tidak mungkin berhenti atau berganti pekerjaan tanpa izin.

The term “Kafala” in the source language is maintained unchanged in the target language. This decision ensures that the term remains factual and reflects the unique aspects of the Qatari labor system. Maintaining this term is an example of the pure borrowing technique.

The findings of this research align with and expand upon prior studies examining the translation of controversial news texts, highlighting both similarities and unique contributions. This research specifically focused on the controversy surrounding human rights violations by Qatar during the 2022 FIFA World Cup and evaluated the translation techniques employed in the Indonesian translation of related news.

The study’s results, presented in Table 1, show that the Established Equivalent technique was the most frequently used, comprising 40.32% of the total translation techniques. This dominance reflects the translator’s focus on accuracy and maintaining the equivalence of meaning between the source and target languages. These findings resonate with Tartory [12] and Kamal et al. [13], who, in their Critical Discourse Analysis (CDA) studies, emphasized the importance of accurate lexical choices to convey nuanced messages in controversial contexts. However, unlike these studies, this research does not focus on the socio-political implications of word choices but evaluates the linguistic techniques that ensure clarity and neutrality.

The use of Reduction, accounting for 12.30% of techniques, raises concerns about its impact on translation accuracy, as it often omits critical details. While Guangjun and Huanyao [18], through CDA theory, highlighted how omissions in translations can reflect bias or simplify socio-political discourse, this research points out that reduction may sometimes stem from translators’ attempts to prioritize readability over completeness.

The Pure Borrowing technique (4.60%) is notably applied to terms like “*kafala*”, preserving the cultural specificity of the source language. This finding supports Boéri and Fattah [20] and Zeng and Li [21], who argue that retaining original terms in translations of controversial content ensures authenticity but may challenge readers unfamiliar with the terminology. However, while these studies emphasize the narrative implications of borrowing, this research underlines its linguistic functionality and contribution to accuracy.

This research fills a gap identified in earlier studies by providing a detailed analysis of translation techniques specific to controversial news texts, an area not explicitly addressed in studies like Ong'onda [17], which focused on transitivity structures. Furthermore, it evaluates how the use of these techniques impacts readers' comprehension of such content—a novel contribution compared to previous research that often concentrated on the translator's perspective or the ideological framing of translations.

In conclusion, the findings emphasize the critical role of appropriate translation techniques in ensuring that controversial news maintains its intended message and impact. The research highlights that while techniques like Established Equivalent promote accuracy, others, such as Reduction, can potentially hinder a full understanding of the source message. By bridging the linguistic and socio-cultural aspects of translation, this study provides valuable insights for translators aiming to navigate the challenges of controversial news reporting in a globalized context.

4.3. The Impact of Untranslatability in Controversy Translated News on Readers' Understanding of Controversy Translated News

Of the 38 sentences in the source language news text, 35 sentences were translated and appeared as translated news. Thus, in total, there are three sentences that were not translated in the news. This research, apart from reviewing the translation techniques used by translators in translating news about the FIFA World Cup Qatar 2022 controversy, also examines the social impact of untranslated sentences on readers' understanding of news. This ultimately results in a less-than-optimal understanding of the translated news by readers.

The existence of three untranslated sentences raises the question of what impact this omission will have on readers of the translation news. From the data, it appears that untranslated sentences correspond to data numbers 24, 27 and 37. To identify these sentences, Table 2 presents them as follows:

By examining the three sentences in Table 2 above, it is evident that certain considerations may have influenced the translator or the news agency responsible for releasing the translated news. These considerations may relate to the sensitive nature of the content regarding human right violation against Qatari migrant workers. In data 024, the suffering worker testified that he had been held for 3 months in solitary confinement, and had been fined 6,800 dollars before they left Qatar. A sentence that is clearly

TABLE 2: Controversy News Sentences That Were Not Translated.

No Data	Sentences in Controversy News That Are Not Translated
S-BSU-024	Malcolm Bidali, a Kenyan security guard who had anonymously blogged about the plight of workers, was detained for three months — including 28 days in solitary confinement — and fined \$6,800 before leaving the country last year.
S-BSU-027	“If workers still live in horrible conditions, if workers still go months without pay, if workers still can’t freely change jobs, if domestic workers still can’t get justice, what happens when no one’s looking?”
S-BSU-037	Page, of Human Rights Watch, says the sizable payouts by Qatari authorities, which only cover claims in recent years, show the importance of establishing a larger fund to address the “very serious abuses” that took place in the several years before the reforms were enacted.

mentioned in this news. Furthermore, data 027 questions the various conditions that occur to these immigrant workers and whether there is a possibility that they can escape from Qatar’s Kafala system. Finally, in data 037, Human Rights Watch expresses concern over the Qatari government’s efforts to silence dissent about human right violation and criticizes the lack of justice for migrant workers. The omission of these sentences raises concern about the potential biases or agendas of the translator and the news agency.

The impact of untranslatability in translated news, regardless of the reasons behind it, remains the responsibility of the translator and news agency. Certain agendas, views, or ideologies may influence the decision to omit specific content. However, the following impact can be noted:

- 1. Misunderstanding: Readers may fail to understand the context or true meaning of the translated news.
- 2. Lack of information: Readers do not receive complete information.
- 3. Confusion: Untranslated content may lead to confusion regarding terms or concepts.
- 4. Limited understanding: Readers are unable to grasp the nuance and details of the news.

Furthermore, there are emotional and social impacts on news readers, including:

- 1. Readers are dissatisfied with the quality of the news.
- 2. Readers feel they don’t get the information they want.
- 3. Readers lose trust in the mass media that broadcast the translated news.
- 4. Readers also tend to doubt the credibility of news sources.

In terms of language acquisition, untranslatability also has the potential to create language gaps. Readers who do not understand the native language may feel isolated because important messages or information they should have received are lost. Untranslatability restricts the spreading of information. News cannot reach a wider audience because readers fail to receive important information about global issues such as the controversy over holding the 2022 FIFA World Cup Qatar. In terms of benefits, untranslatability narrows the benefits provided by mass media as a contribution tool that strengthens society's capacity to overcome the complexity of socio-cultural changes in this era.

5. Conclusion

This research obtained findings in the form of a type of controversy that stood out during the 2022 FIFA World Cup Qatar, namely the controversy regarding human rights violations allegedly by the government of the State of Qatar against migrant workers who were responsible for constructing the stadium used for the 2022 FIFA World Cup Qatar. Secondly, it includes an explanation of translation techniques found in translated news broadcasted on VOA Indonesia.com, and the last, it reveals the impact of untranslated content in translated news on readers-cognitively, emotionally, and socially in relation to controversial translated news. This discovery is important to assess the magnitude of the impact that is occurring and to be prepared to find solutions to this impact and to formulate solutions to address this impact both linguistically and socially. The researcher acknowledges that there are still limitations within this research and intends to conduct further research to look at the linguistic and social aspects in greater detail. A suggestion for further research is to investigate the mystery of untranslated content by using questionnaires or conducting direct interviews with translation journalists to ensure that the limitations of this research are adequately addressed.

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