

A Comparative Analysis of Ideology and Power Shifts in Urdu Translations of Prime Minister Imran Khan's 2019 UNGA Speech: A Mixed Methods Study of Translation Strategies and Critical Discourse Dynamics

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Abstract

Translation is not simply a linguistic transfer of meaning from one language into another; it is an ideological and socio-political act that reconstructs narratives, identities, and relations of power. This study examines ideological and power shifts in Urdu translations of Prime Minister Imran Khan's 2019 United Nations General Assembly (UNGA) speech, comparing versions produced by 92 News and Pakistan Tehreek-e-Insaf (PTI). Using a mixed-methods, triangulated design, the analysis draws on Critical Discourse Analysis (Fairclough's three-dimensional model), translation theory (Vinay and Darbelnet's procedures, Nida's equivalence, Lefevere's rewriting), and functional-equivalence frameworks to examine lexical choices, syntactic restructuring, omission, addition, paraphrase, semantic modulation, and persuasive framing across thirty parallel extracts. The 92 News translation relied predominantly on direct, semantically equivalent strategies that preserved informational neutrality and formal equivalence, whereas the PTI translation showed substantial ideological intervention through oblique procedures emotional amplification, mitigation of criticism, selective omission, and patriotic reframing. These results indicate that political translation operates as a mechanism of ideological mediation and public persuasion rather than as a neutral reproduction of source content. The study contributes to translation studies, political discourse analysis, media linguistics, and applied linguistics by showing how institutional affiliation systematically shapes translation practice in politically sensitive contexts.

Keywords: *translation studies, critical discourse analysis, ideology, power shift, political translation, functional equivalence, media translation, Urdu translation*

1. Introduction

Language functions as one of the most powerful instruments of political communication. Political leaders draw on it deliberately to shape public opinion, establish ideological legitimacy, construct national identity, and mobilize collective action. In diplomatic settings, addresses delivered at global forums such as the United Nations General Assembly (UNGA) carry particular weight because they speak simultaneously to domestic constituencies and international audiences. Prime Minister Imran Khan's 2019 UNGA address is one such moment in Pakistan's recent political history, touching on global Islamophobia, climate change, corruption, the Kashmir dispute, and international justice. Its emotional register and rhetorical force drew considerable attention both within Pakistan and abroad.

When a speech of this kind is rendered into another language in this case Urdu, Pakistan's national language and lingua franca its meaning can shift in ways that are ideological, cultural, and political, often without being immediately visible to the audience. Contemporary translation theory has largely abandoned the idea that

translation is a purely linguistic transfer. Lefevere (1992), Venuti (1995), and Schäffner (2004) instead treat translation as embedded in relations of ideology, culture, and institutional power: translators, and the institutions behind them, make choices — conscious or otherwise that alter tone, emotional intensity, political stance, and persuasive orientation. Translated political discourse can therefore reinforce, weaken, or substantially reconstruct the ideological meaning of a source text.

Following the 2019 address, several Urdu translations circulated across television, news agencies, social media, and party channels. Two of these produced by 92 News, a private news channel, and by PTI, the political party Khan led drew particularly wide engagement. Despite the growing reach of translated political discourse in Pakistan, comparatively little scholarly attention has been paid to how ideological positioning shapes such translations. Existing work in translation studies has tended to concentrate on literary translation, equivalence theory, or technical translation, leaving political discourse translation within Pakistani media relatively unexamined. This study addresses that gap by critically examining the ideological and power shifts present in Urdu translations of Khan's 2019 UNGA speech.

2. Statement of the Problem

Political translations often present themselves as objective and purely informational, yet they may carry subtle ideological manipulations that reshape meaning according to institutional interests. In Pakistan, Urdu translations of political speeches produced by media houses and political parties alike reach large audiences who typically assume these renderings faithfully reflect the original speaker's intent. Preliminary observation, however, suggests otherwise: meaningful discrepancies exist between different Urdu translations of the same English-language political speech.

The problem this study addresses, then, is that Urdu translations of political speeches can introduce ideological shifts through selective lexical choice, paraphrase, omission, amplification, mitigation, and persuasive framing shifts capable of influencing audience perception, political interpretation, and the broader formation of public opinion. Because empirical research on ideological manipulation in Pakistani political translation remains scarce, a systematic investigation into how media and political institutions reconstruct political discourse through translation is overdue. Without it, both translation practice and audience critical literacy remain underdeveloped.

Research Objectives

This study aims to:

- Examine ideological shifts in Urdu translations of Imran Khan's 2019 UNGA speech.
- Compare translation strategies used by 92 News and PTI in their respective Urdu translations.
- Identify patterns of omission, amplification, modulation, addition, and reframing across both translations.
- Analyze how translation choices reconstruct power relations and ideological positioning.
- Investigate the extent to which translated versions preserve semantic and functional equivalence with the original English speech.
- Explore the relationship between institutional affiliation (media vs. political party) and translation ideology.

Research Questions

The study addresses the following research questions:

1. **RQ1:** What ideological shifts occur in Urdu translations of Imran Khan's 2019 UNGA speech produced by 92 News and PTI?
2. **RQ2:** Which translation strategies are predominantly used by 92 News and PTI, respectively?
3. **RQ3:** How do translation choices influence political framing and potential audience perception?
4. **RQ4:** To what extent do the translated versions maintain semantic and functional equivalence with the original English speech?
5. **RQ5:** How do institutional ideologies shape translation practice in political discourse within the Pakistani context?

3. Significance of the Study

This study contributes to translation studies, discourse analysis, media linguistics, and applied linguistics by expanding understanding of how political discourse is reconstructed through translation within Pakistani media an area that remains empirically underexplored. Its value lies in demonstrating the ideological character of translation beyond linguistic transfer; in foregrounding the role of translators and institutions as active agents in shaping political narratives; in providing empirical evidence of translation manipulation in political discourse; in contributing to comparative political-translation research in a non-Western context; and in offering practical insight for translators, journalists, media organizations, and discourse analysts.

The findings may also help media organizations improve translation transparency and support critical media literacy among Urdu-speaking audiences, enabling them to better recognize ideological mediation in translated political content.

4. Literature Review

Translation as Ideological Act

Language, ideology, and political representation have long been central concerns across translation studies, discourse analysis, and sociolinguistics. Political speeches are not simply communicative texts; they function as instruments of persuasion, diplomacy, nationalism, and ideological construction. When such speeches are translated, translators inevitably take part in an interpretive and ideological reconstruction, so that translated political discourse tends to reflect institutional agendas, socio-cultural priorities, and existing power structures. Lefevere (1992) frames translation as a form of rewriting, arguing that translated texts are shaped by the ideological and poetological constraints operating within a given society. Venuti (1995) makes a related point, describing translators as holding a kind of invisible ideological authority because they determine how foreign discourse is presented to local audiences.

Political Translation and Power

Political discourse raises the stakes further, since political language is deliberately designed to influence opinion and build legitimacy. Schäffner (2004) notes that political translation often involves adaptation, ideological reframing, and selective emphasis intended to align a message with institutional or governmental interests. Baker (2006) extends this point, arguing that translators and interpreters actively participate in narrating political events, frequently reinforcing or contesting dominant power structures through lexical and grammatical choice. Nida's (1964) distinction between formal equivalence oriented toward form and content and dynamic equivalence

oriented toward equivalent effect on the target audience offers a useful lens here. In political contexts this distinction becomes ideologically charged, since the choice between formal and dynamic equivalence reflects deeper assumptions about a translator's role and institutional allegiance.

Critical Discourse Analysis

Critical Discourse Analysis (CDA) provides a robust framework for understanding how ideology operates within translated political texts. Fairclough (1995) treats discourse as a social practice bound up with power relations, institutional structures, and ideological production; his three-dimensional model analyzing a text as (1) a linguistic object, (2) a discursive practice, and (3) a social practice is particularly useful for translation research because it links micro-level linguistic choices to macro-level ideological structures. Van Dijk (1998) adds that ideological discourse typically operates through positive self-representation paired with negative other-representation.

Empirical Studies of Political Translation

Empirical research on political translation remains comparatively limited, particularly in South Asian settings. Al-Harashsheh (2013) examined Arabic translations of political speeches and found substantial ideological manipulation achieved through omission and paraphrase. Munday (2007) showed how translation choices in political texts reflect institutional positioning, while Tawil (2011) analyzed translations of presidential speeches in the Arab world and found systematic reframing aligned with local political interests. Although general studies of Pakistani political discourse exist, no comparative study has yet systematically examined Urdu translations of Pakistani political speeches using a mixed-methods, triangulated design that contrasts media and political-party output — a gap this study addresses.

Theoretical Framework

This study draws on four complementary frameworks: (1) Fairclough's (1995) three-dimensional CDA model, for analyzing ideological structure at the textual, discursive, and social levels; (2) Vinay and Darbelnet's (1995) translation procedures, for distinguishing direct strategies (borrowing, calque, literal translation) from oblique ones (transposition, modulation, equivalence, adaptation); (3) Nida's (1964) formal-versus-dynamic-equivalence distinction, for assessing fidelity against effect-based adaptation; and (4) Lefevere's (1992) rewriting theory, for understanding translation as a site of ideological manipulation.

5. Methodology

Research Design

This study uses a mixed-methods, comparative, triangulated design that combines quantitative and qualitative methods. The design is primarily qualitative but is supported by quantitative frequency analysis of translation strategies, with triangulation achieved across three analytical frameworks: CDA, translation theory, and equivalence analysis.

Corpus and Sampling

The dataset comprises three parallel texts: (1) the source text (ST), the original English transcript of Imran Khan's UNGA address, delivered on September 27, 2019 (approximately 5,200 words); (2) Target Text 1 (TT1), the Urdu translation published by 92 News; and (3) Target Text 2 (TT2), the Urdu translation published by PTI. A purposive sampling strategy was used to select thirty critical extracts (approximately 1,800 words of the source text) containing politically charged content, emotionally

intense statements, and references to contested topics Kashmir, Islamophobia, corruption, India, and international justice.

Data Collection Procedures

The source transcript was obtained from the official UNGA archive and cross-checked against the televised delivery. Both Urdu translations were downloaded from their respective official sources and verified for authenticity, then aligned with the source text sentence by sentence.

Analytical Framework

Each extract was analyzed in four sequential stages:

1. **Stage 1 — Descriptive Analysis:** identification of formal features (lexical choices, syntactic structures, additions, omissions, paraphrases).
2. **Stage 2 — Translation Strategy Coding:** each deviation from literal equivalence coded according to Vinay and Darbelnet's taxonomy (direct, oblique, and manipulation strategies).
3. **Stage 3 — Ideological Analysis (CDA):** identification of ideological shifts through positive self-representation versus negative other-representation, hedging versus intensification, emotional framing, and mitigation.
4. **Stage 4 — Equivalence Assessment:** evaluation of formal versus dynamic equivalence using Nida's criteria.

Validity and Reliability

Inter-coder reliability was established by having a second analyst (holding an M.A. in Translation Studies) independently code 20% of the corpus. The resulting Cohen's Kappa coefficient was 0.86, indicating strong agreement (full results in Appendix B). An audit trail of all coding decisions was maintained throughout.

6. Data Analysis and Findings

Overview of Translation Strategies

A total of 312 translation deviations from literal equivalence were identified across both translations 152 in the 92 News version and 160 in the PTI version. Table 1 presents the frequency distribution.

Table 1

Frequency of Translation Strategies by Institution

Strategy Category	Specific Strategy	92 News (n = 152)	PTI (n = 160)
Direct	Literal translation	78 (51.3%)	42 (26.2%)
	Calque	12 (7.9%)	8 (5.0%)
	Borrowing	6 (3.9%)	4 (2.5%)
Oblique	Modulation	18 (11.8%)	32 (20.0%)
	Transposition	14 (9.2%)	18 (11.2%)
	Equivalence	8 (5.3%)	14 (8.8%)
Manipulation	Omission	6 (3.9%)	16 (10.0%)
	Addition	4 (2.6%)	12 (7.5%)
	Paraphrasing	6 (3.9%)	14 (8.8%)

Strategy Category	Specific Strategy	92 News (n = 152)	PTI (n = 160)
Total		152 (100%)	160 (100%)

Finding 1: 92 News predominantly employed direct, literal strategies (63.1% combined direct), preserving formal equivalence. PTI employed markedly more oblique and manipulation strategies (73.8% combined oblique and manipulation), indicating a greater degree of ideological intervention.

Ideological Shifts: Thematic Analysis

Theme 1: Islamophobia

Source Text (ST):

"The rise of Islamophobia after 9/11 has not been challenged effectively by the international community. Muslims are being targeted simply because of their faith."

92 News Translation (TT1):

11/9 کے بعد اسلاموفوبیا میں اضافہ ہوا ہے جسے بین الاقوامی برادری نے مؤثر طریقے سے چیلنج نہیں کیا۔ مسلمانوں کو صرف ان کے عقیدے کی بنا پر نشانہ بنایا جا رہا ہے۔

(Back-translation: exactly equivalent to the source text)

PTI Translation (TT2):

11/9 کے لیے کے بعد اسلام دشمنی نے خطرناک حدوں کو چھو لیا ہے۔ مگر افسوس کہ عالمی طاقتیں خاموش ہیں۔ معصوم مسلمان محض اس جرم میں سزا پا رہے ہیں کہ ان کا تصور ان کا ایمان ہے۔

(Back-translation: "After the tragedy of 9/11, Islamophobia has reached dangerous extremes. But unfortunately, global powers remain silent. Innocent Muslims are being punished merely because their crime is their faith.")

Ideological Shift Analysis: PTI's rendering introduces three notable ideological modifications.

- (1) "has reached dangerous extremes" adds emotional gravity; (2) "has reached dangerous extremes" amplifies severity; (3) "افسوس کہ عالمی طاقتیں خاموش ہیں" ("unfortunately, global powers remain silent") adds explicit condemnation of the international community. 92 News, by contrast, maintained a neutral, faithful rendering.

(2)

Theme 2: Kashmir

Source Text (ST):

"India has imposed a complete lockdown in Indian Occupied Kashmir. Eight million people are effectively imprisoned without access to basic necessities."

92 News Translation (TT1):

ہندوستان نے مقبوضہ کشمیر میں مکمل لاک ڈاؤن نافذ کر دیا ہے۔ آٹھ ملین افراد مؤثر طریقے سے قید ہیں اور بنیادی ضروریات سے محروم ہیں۔

(Back-translation: faithful, neutral rendering)

PTI Translation (TT2):

بھارتی افواج نے مقبوضہ جموں و کشمیر میں سفاکانہ لاک ڈاؤن نافذ کیا ہے۔ آٹھ کروڑ معصوم کشمیری کھلے عام جیل میں قید ہیں، نہ پانی، نہ دوا، نہ انصاف۔

(Back-translation: "Indian forces have imposed a brutal lockdown in Occupied Jammu and Kashmir. Eighty million innocent Kashmiris are imprisoned in an open jail — no water, no medicine, no justice.")

Ideological Shift Analysis: PTI's translation introduces several manipulations.

(1) ("Indian forces") in place of ہندوستان ("India") militarizes the actor; (2) آٹھ ("brutal") adds a pejorative adjective; (3) آٹھ کروڑ ("eighty million") replaces آٹھ ملین ("eight million"); (4) عام جیل کھلے ("open jail") adds metaphorical framing; and (5) the rhythmic triadic repetition نہ پانی، نہ دوا، نہ انصاف ("no water, no medicine, no justice") serves emotional mobilization.

Note on the Numerical Shift: the shift from eight million to eighty million (eight crore) sharply amplifies the victim narrative. Whether this reflects deliberate ideological exaggeration or a conversion error between Western numbering (millions) and the subcontinental lakh/crore system is not fully certain from the corpus alone — eight million converts correctly to eighty lakh (اسی لاکھ), not eight crore — but its ideological effect is the same either way: numerical magnification that maximizes emotional impact and victim framing.

Theme 3: Corruption

Source Text (ST):

"Corruption is the single biggest reason for poverty and inequality in many developing countries. We have started an accountability process, and no one will be above the law."

92 News Translation (TT1):

بدعنوانی ترقی پذیر ممالک میں غربت اور عدم مساوات کی سب سے بڑی وجہ ہے۔ ہم نے احتساب کا عمل شروع کیا ہے اور کوئی بھی قانون سے بالا نہیں ہو گا۔

(Back-translation: *faithful, neutral*)

PTI Translation (TT2):

بدعنوانی ہی غریب ممالک کی تباہی کی جڑ ہے۔ عمران خان نے بے مثال احتساب شروع کیا ہے۔ اب نواز شریف سے لے کر ذرہ برابر ملوث کوئی بھی بچ نہیں سکے گا۔

(Back-translation: *"Corruption is the root of destruction for poor countries. Imran Khan has started unprecedented accountability. Now no one — from Nawaz Sharif to the smallest involved party — can escape."*)

Ideological Shift Analysis: PTI's version introduces partisan political content absent from the source text.

(1) عمران خان inserts the leader's name explicitly where the source text uses the first-person plural "we"; (2) نواز شریف names a specific political opponent never mentioned in the source; (3) بے مثال ("unprecedented") adds laudatory framing. Together these choices amount to domestication through partisan reframing.

Theme 4: Mitigation of Criticism

Source Text (ST):

"The world's silence on the human rights violations in Kashmir is shameful and unacceptable."

92 News Translation (TT1):

کشمیر میں انسانی حقوق کی خلاف ورزیوں پر عالمی خاموشی شرمناک اور ناقابل قبول ہے۔

(Back-translation: *faithful rendering — "shameful and unacceptable" preserved.*)

PTI Translation (TT2):

کشمیر میں مظالم پر دنیا کی خاموشی قابل افسوس ہے۔

(Back-translation: "The world's silence on the atrocities in Kashmir is regrettable.")

Ideological Shift Analysis: Here PTI mitigates rather than amplifies: the source text's "shameful and unacceptable" becomes "regrettable," a marked softening that suggests strategic mitigation in contexts where direct criticism of potential international allies would be diplomatically inconvenient.

Patterns of Omission

Systematic omissions were identified predominantly in the PTI translation. Table 2 summarizes the content omitted and its likely ideological function.

Table 2

Omission Patterns and Their Ideological Function in the PTI Translation

ST Content Omitted	Ideological Function in TT2
Acknowledgment of Pakistan's internal governance challenges	Preserve positive self-image
Reference to economic difficulties of the previous government	Avoid legitimizing predecessor
Call for international cooperation on climate change	Downplay non-political themes
Mention of women's rights challenges in Pakistan	Avoid controversial domestic topic

Amplification and Emotional Framing

PTI consistently used amplification devices that are absent from the 92 News translation: (1) emotionally charged adjectives such as مظلوم ("oppressed"), معصوم ("innocent"), and سفاکانہ ("brutal"); (2) rhetorical repetition, including triadic structures such as نہ پانی، نہ دوا، نہ انصاف; (3) direct address to the audience, as in قوم دیکھیے! ("Look, nation!"); and (4) religious framing through insertions such as ان شاء اللہ ("God willing") and الحمد للہ ("praise be to God"). These devices are consistent with Van Dijk's (1998) account of positive self-representation and emotional mobilization.

Equivalence Assessment

Table 3

Formal, Dynamic, and Ideological Equivalence by Institution

Dimension	92 News	PTI
Formal Equivalence	High (preserves syntax, lexicon, length)	Low (significant restructuring)
Dynamic Equivalence	Moderate (persuasive effect partially preserved)	High (strong emotional/persuasive effect achieved)
Ideological Fidelity	High to ST meaning	Low to ST meaning; high to partisan objectives

7. Discussion

Interpretation of Findings

Taken together, the findings show that institutional affiliation systematically shapes translation practice in politically sensitive contexts. 92 News, operating within the professional journalistic norm of neutrality, produced translations oriented toward formal equivalence and informational fidelity an orientation toward reporting political discourse rather than reconstructing it.

PTI's translation, by contrast, functioned as an instrument of political branding and mobilization. Its combination of amplification, selective omission, partisan addition, and emotional framing transformed a diplomatic address into what reads as a domestically oriented political manifesto, consistent with Lefevere's (1992) account of rewriting as ideological manipulation. The numerical shift in the Kashmir segment — from eight million to eighty million is a particularly striking case: whether it reflects deliberate magnification or a translation error in numerical convention, it functions ideologically either way, maximizing emotional impact and victim framing, and it raises real questions about translation ethics and accuracy in political messaging.

Translation Strategies as Ideological Mediation

Vinay and Darbelnet's taxonomy is particularly useful here for identifying ideological mediation. 92 News favored literal translation and calque, strategies that minimize translator intervention; PTI favored modulation, adaptation, and paraphrase, strategies that maximize interpretive freedom. This pattern suggests that strategy selection in this corpus was not linguistically determined but ideologically motivated.

Power Relations and Audience Perception

The analysis points to three ways in which translation reconstructs power relations: (1) actor reconfiguration PTI's translation assigns agency differently ("Indian forces" rather than "India"), shifting blame from state to military; (2) victimhood amplification emotional intensification builds a stronger victim narrative, shaping audience empathy and political solidarity; and (3) hero construction the insertion of "Imran Khan" alongside laudatory terms builds a charismatic leadership narrative. For Urdu-speaking audiences without access to the original English speech, the PTI translation effectively becomes the political reality a striking demonstration of translation's constitutive, rather than merely representational, function.

Comparison with Previous Research

These findings both confirm and extend earlier work. As in Al-Harabsheh's (2013) study of Arabic political translation, systematic omission and amplification are evident here as well. Unlike studies that focus on state-controlled media, however, this study identifies differences between private-media and political-party translation a distinction with real implications for understanding Pakistan's fragmented media landscape. It also extends Schäffner's (2004) work by showing how dynamic equivalence can serve ideological rather than purely communicative purposes.

Limitations

1. **Purposive Sampling:** the analysis focused on thirty purposively selected critical extracts rather than the full speech, a strategy that inherently skews the data toward finding ideological shifts; a random sample of the entire speech might yield a lower frequency of oblique strategies.
2. **Limited Corpus:** the findings are based on two specific institutional translations and may not generalize to all Pakistani media outlets or political parties.

3. **Single Speech:** diachronic analysis across multiple speeches would strengthen the conclusions drawn here.
4. **Audience Reception:** no empirical data were collected on how actual audiences interpreted the differences identified.
5. **Translator Intent:** access to translators' decision-making processes was unavailable, making it difficult to distinguish definitively between deliberate ideological manipulation and unconscious bias or translation error.

8. Recommendations

For Media Organizations

Media organizations should develop and publish translation guidelines that commit explicitly to formal equivalence for political speeches, and should implement fact-checking protocols for numerical and factual content in translation.

For Political Parties

Political parties should recognize that translation manipulation, if exposed, may damage credibility. A clearer distinction is needed between party communication, where persuasion is legitimate, and translation of public speeches, where fidelity should take priority.

For Translation Pedagogy

Translator training programs should incorporate critical translation awareness, teaching ideological analysis frameworks alongside linguistic skills.

For Future Research

Future work should compare translations of multiple political speeches by different leaders, pursue reception studies that measure audience interpretation of translated versus original political content, and undertake cross-linguistic comparison — for example, of Urdu, Sindhi, and Pashto translations of the same speech.

For Audience Critical Literacy

Public awareness materials on translation mediation should be developed, encouraging audiences to compare multiple translations when they are available rather than relying on a single source.

9. Conclusion

This study set out to examine ideological and power shifts in Urdu translations of Imran Khan's 2019 UNGA speech by comparing the versions produced by 92 News and PTI. The findings demonstrate that translation in this case was not a neutral linguistic transfer but a deeply ideological act shaped by institutional affiliation, political objective, and power relations. 92 News produced translations marked by formal equivalence, literal strategy, and relative ideological neutrality, consistent with journalistic norms of information reporting. PTI produced translations marked by oblique strategy, emotional amplification, selective omission, partisan addition, and numerical manipulation, consistent with the objectives of political mobilization. The contrast between two translations of the same source text confirms that translation strategy, in this corpus, reflects ideologically motivated choice rather than linguistic necessity.

In a period of pronounced political polarization and information fragmentation, understanding how translation mediates political reality is not merely an academic concern — it is a matter of democratic significance.

Appendix A

Translation Strategy Coding Manual

Direct Strategies

- **Literal translation:** word-for-word transfer that preserves syntax and semantics.
- **Calque:** borrowing of source-language structure into the target language.
- **Borrowing:** transferring a source-language word unchanged.

Oblique Strategies

- **Transposition:** changing word class (e.g., noun to verb).
- **Modulation:** changing perspective or point of view.
- **Equivalence:** using different stylistic or structural means to achieve the same effect.
- **Adaptation:** replacing a cultural reference with a target-culture equivalent.

Manipulation Strategies

- **Omission:** deleting source-text content.
- **Addition:** inserting content not present in the source text.
- **Paraphrasing:** rewording without direct equivalence.
- **Mitigation:** reducing intensity or force.
- **Amplification:** increasing intensity or emotional charge.

Appendix B
Inter-Coder Reliability Results

Table 4

Inter-Coder Agreement and Cohen's Kappa by Category

Category	Agreement %	Cohen's Kappa
Strategy identification	89%	0.84
Ideological shift detection	87%	0.82
Equivalence assessment	91%	0.88
Overall	89%	0.86

Appendix C

Sample Parallel Extract (Full Alignment)

Source Text (English):

"I speak today not only as the Prime Minister of Pakistan but as a representative of millions of Muslims around the world who feel that their faith is being maligned and attacked. We demand respect for our Prophet and for our religion."

92 News Urdu Translation:

آج میں صرف پاکستان کے وزیراعظم کے طور پر نہیں بلکہ دنیا بھر کے لاکھوں مسلمانوں کے نمائندے کے طور پر بات کر رہا ہوں جو محسوس کرتے ہیں کہ ان کے ایمان کو بدنام اور حملوں کا سامنا ہے۔ ہم اپنے نبی اور اپنے مذہب کے لیے احترام کا مطالبہ کرتے ہیں۔

PTI Urdu Translation:

میں آج صرف وزیراعظم پاکستان کی حیثیت سے نہیں، بلکہ پوری امت مسلمہ کی آواز بن کر بول رہا ہوں۔ ہمارے نبی پر جو حملے ہو رہے ہیں، ہمارے مذہب کی جو توہین کی جا رہی ہے، دنیا خاموش ہے۔ ہم احترام چاہتے ہیں۔

PTI Back-Translation:

"I speak today not only as the Prime Minister of Pakistan but as the voice of the entire Muslim Ummah. The attacks on our Prophet (peace be upon him), the insults to our religion — the world is silent. We want respect."

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