

INTEGRATING TRANSLATION INTO PERIODICAL STUDIES: UNVEILING TRANSLATORIAL INSIGHTS THROUGH *BİRGÜN KİTAP* AND *YENİ ŞAFAK KİTAP*

Sema ÜSTÜN KÜLÜNK*

ABSTRACT

This study examines the relationship between translation and periodical studies and explores the use of periodicals as a source for analysis in translation studies. Periodicals, such as newspapers, magazines, and their supplements, have various functions, including introducing new ideas, suggesting change, and circulating information. In doing so, they rely on translation as a key medium. This study focuses on two case studies, *Yeni Şafak Kitap*, and *Birgün Kitap*, published as newspaper supplements. The paper aims to investigate how periodicals can contribute to our understanding of translational approaches, the importance placed on translation, and the (in)visibility of translators in different contexts of text production. To do so, it identifies and explores different perspectives of translation and translators within the periodicals through representative case studies. The research uses periodical codes, including temporal, material, economic, social, and compositional elements. Besides, the study goes beyond the text and examines the translators and other individuals involved in the text production through their personal and symbolic capitals and habitus. The study offers insightful findings concerning translation's role, text production dynamics, and the relationship between translators and other agents in the broader sociocultural contexts of periodical production on a micro case corpus.

Keywords: periodical studies, translational representations, translatorial visibility, periodical codes.

SÜRELİ YAYINLAR VE ÇEVİRİBİLİM İLİŞKİSİ: *BİRGÜN KİTAP* VE *YENİ ŞAFAK KİTAP* ÖZELİNDE ÇEVİRİ VE ÇEVİRMEN ÜZERİNE ANALİZ

ÖZ

Bu çalışma, çeviri ve süreli yayınlar arasındaki ilişkiyi incelemekte ve çeviri çalışmaları için süreli yayınların bir analiz kaynağı olarak kullanımını araştırmaktadır. Gazeteler ve dergiler gibi süreli yayınlar, yeni fikirler sunma, değişim önerme, bilgi yayma ve tarihsel olaylarda önemli roller oynama gibi çeşitli işlevlere sahiptir. Bu süreçlerde çeviri kilit bir rol oynamaktadır. Bu çalışma, *Yeni Şafak Kitap* ve *Birgün Kitap* örneklerine odaklanmaktadır. Bu makalenin amacı, süreli yayınların, çeviri yaklaşımlarını, çeviriye verilen önemi ve farklı metin üretim bağlamlarında çevirmenlerin görünürlüğünü anlama noktasına alana sunabileceği katkıları ortaya çıkarmaktır. Bu amaçla, seçilen gazete ekleri özelinde süreli yayınlar, çeviri ve çevirmene yönelik farklı bakış açıları bağlamında incelenmektedir. Araştırma, zamansal, maddi, ekonomik, sosyal ve yapısal unsurları içeren süreli yayın kodlarına dayanmaktadır. Ayrıca, araştırma kapsamında metnin ötesine geçilerek çevirmenler ve metin üretiminde yer alan diğer eyleyenler, kişisel ve sembolik sermayeleri ve habitusları özelinde incelemektedir. Çalışma, çevirinin rolü, metin üretim dinamikleri ve çevirmenler ile diğer eyleyenler arasındaki ilişkiye yönelik süreli yayın üretimi bağlamında önemli bulgular sunmaktadır.

Anahtar Kelimeler: Süreli yayın çalışmaları, çeviri temsilleri, çevirmen görünürlüğü, çeviri bağlamı.

INTRODUCTION

Periodical Studies is a growing field of study within the social sciences. It involves analyzing periodicals as texts using innovative methods and collaborative research (Latham & Scholes 2006, p. 518). Instead of simply dissecting periodicals, this approach recognizes them as intricate entities that demand an interdisciplinary approach for a thorough examination. This field encompasses various printed materials, including magazines, journals, newspapers, and accompanying supplements. These publications have played important roles in various domains, such as science, art, medicine, literature, and translation. Periodicals are not only sources of information but also serve important functions such

* Dr. Öğrt. Üyesi, Doğu Üniversitesi, Fen-Edebiyat Fakültesi, İngilizce Mütercim-Tercümanlık, İstanbul, sustun@dogus.edu.tr, ORCID: <https://orcid.org/0000-0001-7447-2041>

as introducing new ideas, suggesting change, and circulating important concepts (Beetham, 1989, p. 96). Despite their valuable contributions and rich content, they have mostly been viewed as supplementary tools rather than independent subjects of study. Only in the 2000s did the field of "periodical studies" emerge as a distinct discipline within the social sciences (Ardis, 2013). The upsurge of scholarly interest in periodicals, magazines, newspapers, and reviews has been influenced by several factors like digitalization, accessibility, globalization, massive migratory movements, etc. (Caristia, 2020; Guzmán, 2019; Özmen, 2019; Tahir Gürçağlar, 2019).

This study aims to shed light on the connections between translation and periodicals, an emerging trend in translation studies (Ernst, 2022; Van Remoortel, 2022). Instead of delving into broad discussions on the relationship between translation and periodicals, this study adopts a micro-level approach by examining the content of two Turkish periodicals' supplements. The aim is to contribute to the growing body of research on translation studies utilizing periodical sources. This study deviates from general scholarly trends in two ways: firstly, it selects a contemporary work that is currently being produced rather than relying on old archival data, and secondly, it focuses on supplementary elements within periodicals to provide a more detailed and intricate understanding of the dynamics related to translation-oriented periodical production. To accomplish this, the study investigates the role of translation by specifically analyzing two newspaper supplements, namely *Yeni Şafak Kitap* and *Birgün Kitap*. A comparative analysis uses one issue from each periodical, specifically examining the practices and individuals involved in producing these texts.

Following the periodical codes for analyzing periodicals suggested by Matthew Philpotts (2013), this study uses a methodology that includes comparison and categorization of the internal and external aspects of the periodicals. These aspects cover temporal, material, economic, social, and compositional factors, revealing information about the periodical's context and production process. Additionally, this study goes beyond just looking at the translation process itself by examining the translators and other individuals involved in producing the text. This analysis delves into the concept of habitus and the interplay of personal and symbolic capitals, as conceptualized by Bourdieu in 1990, to unravel the nuances and impacts of translation within these selected case studies. The research is designed to illuminate the pivotal role of translation and its consequential influence on periodicals. It seeks to contribute significantly to the broader understanding of the complex interrelationship between translation and periodical studies. By doing so, this study highlights the transformative power of translation in shaping periodical content and underscores its role in bridging cultural and linguistic divides, thereby enriching the field of periodical studies.

EXPLORING THE INTERSECTION OF PERIODICAL STUDIES AND TRANSLATION: THE REFLECTIONS OF PERIODICAL CODES ON *YENİ ŞAFAK KİTAP* AND *BİRGÜN KİTAP*

The value of periodicals is found in their diverse and intricate nature, which includes various aspects such as content, design, genre, and intended audience. They can be viewed as a collection and distribution of important objects (Latham & Scholes, 2006, p. 519). Periodicals are crucial for thoroughly studying different temporal and spatial frameworks. On the one hand, individual issues of periodicals are interconnected, creating a larger unity that includes previous and future issues of the same journal. This interconnectedness allows for a complete understanding of the entire periodical. On the other hand, each issue can also be examined independently, allowing researchers to delve into the specific details and themes covered in that particular issue. Similarly, this study adopts a dialogical approach, which involves analyzing articles published on the same issue through a dialogue between them. This methodology is similar to Alberto Gabriele's (2009) idea of assembling a mosaic, where each component represents different elements of a periodical, such as fiction, articles, advertisements, news, and images (p.10). By engaging in this dialogical reading, researchers can gain deeper insights into the interconnectedness and thematic coherence within a single periodical issue. It provides an opportunity to explore the interplay between different contributions and understand how they contribute to the overall context and narrative of the periodical.

The investigation into the relationship between translation and periodical studies begins with the temporal codes dealing with the periodicity, length, and regularity of periodicals (Latham & Scholes,

2006). The *Yeni Şafak Kitap* began publication in 2006. As the first corpus for the comparative analysis, its 8th issue, released on August 2, 2006, is chosen. This periodical follows a monthly release schedule, specifically on the first Wednesday of each month. The second corpus pertains to the *Birgün Kitap*, which also entered the market in 2006. Its 22nd issue, published on August 15, 2006, is selected for the comparative analysis. Unlike the *Yeni Şafak Kitap*, this periodical is released biweekly, specifically on Saturdays. This difference in publication frequency significantly impacts its content, design, and reader expectations. By selecting issues from the same month in 2006, I aim to highlight the distinctions between these two periodicals, despite being produced within the same temporal framework. The monthly release cycle of the *Yeni Şafak Kitap* and the biweekly schedule of the *Birgün Kitap* create contrasting dynamics in terms of the content's range, depth, and response to current events.

In addition to examining the temporal codes like periodicity and regularity, it's crucial to analyze the material codes that determine the physical attributes of periodicals. These include aspects such as the quality of paper, the format of writing, and the methodologies of printing, as highlighted by Latham & Scholes in 2006. Taking the example of the *Birgün Kitap* and *Yeni Şafak Kitap*, several similarities in their material features are observed. Both periodicals are printed on low-quality paper, similar to those used in newspapers. They lack a hardcover or coated paper for advertisements, portraying a practical approach to their production. This choice of materials aligns them more closely with the style and format of newspapers.

Additionally, examining their lengths, the *Birgün Kitap* consists of twenty-two pages, while the *Yeni Şafak Kitap* includes thirty-four pages. Both periodicals adhere to tabloid size, specifically measuring 430 mm × 280 mm. This size corresponds to the standard dimensions of newspaper supplements, allowing the periodicals to be easily inserted within the newspaper when folded. The use of low-quality paper and the absence of hardcover or coated paper suggest a focus on affordability and accessibility. The choice of tabloid size, commonly associated with newspaper supplements, indicates a desire to seamlessly integrate these periodicals into the reading habits of their audience.

The issue of printing quality in periodicals is closely related to the economic codes governing them. These codes ultimately determine the positioning of a journal within the periodical community, classifying it as either a subsidy or a profit-driven product (Philpotts, 2013). In the cases of *Yeni Şafak Kitap* and *Birgün Kitap*, both publications are distributed as free newspaper supplements. Despite their focus on literature and their claim to contribute to the cultural repertoire in Turkey, it is essential to note the considerable space dedicated to advertisements in these publications. This space allocation reflects their concerns for financial gain vis-à-vis literary content.

Compositional codes play a crucial role in defining a periodical's textual, visual, and designating patterns (Philpotts, 2013). These codes serve as the vehicle for heteroglossia within a periodical. To truly capture the complexity and fragmentary nature of periodicals, a detailed archival study becomes essential to reflect the relevant polyphony. Examining the textual content of *Yeni Şafak Kitap* and *Birgün Kitap*, one can identify various components such as book reviews, criticisms, interviews, news on literature, articles, bestseller lists, and promotional pages showcasing the latest releases from publishing houses.

Regarding visual elements, the cover of *Yeni Şafak Kitap* incorporates three photos, the main theme title of the issue, article titles with their respective authors, and book promotions. It is worth noting that the inclusion of an illustration depicting the Star of David on the cover reflects criticisms of the Sabbaths and highlights the ideological orientation of the periodical. Moving on to the internal structure, each article page in *Yeni Şafak Kitap* is divided into three columns, with most of the pages being colored except for seven pages in black and white. The distribution of text types within the periodical is as follows: twelve pages allotted for book reviews, three pages for interviews, and three pages for original articles.

In comparison, the compositional structure of *Birgün Kitap* differs from *Yeni Şafak Kitap* in several aspects. *Birgün Kitap*'s cover showcases the central theme, the author lists their respective articles and illustrations of the intellectuals featured in the periodical. The article pages in *Birgün Kitap* are divided into four columns, with six pages in color and the rest in black and white. Promotional content occupies six pages, while the articles section comprises fifteen pages. The articles section contains nine book reviews and six original articles. Additionally, one page is dedicated to crosswords. In addition to analyzing the textual properties of periodicals, it is essential to examine the social codes surrounding the agents involved in their creation, circulation, and reception. The vast network of agents comprises various individuals who contribute to the journal's production, such as editorial personnel, contributor networks, managerial actors, and readers. Understanding their personal and professional profiles and their framing conditions helps contextualize the periodical.

Besides, it is crucial to consider the supplements of the periodicals in relation to the periodicals they are distributed with, as they are interconnected. In this regard, related institutions' discourse and ideological approaches also play a significant role in shaping the production of these periodicals. *Yeni Şafak*, for example, is known for its right-wing views, emphasis on religion, and affiliation with the AKP government, the current majority ruling party in Turkey. On the other hand, *Birgün* is recognized for its left-wing political perspective and critical stance against the AKP government. These ideological orientations are reflected in the content of the respective periodicals. By observing the content of *Yeni Şafak* and *Birgün*, even a cursory glance can reveal the noticeable influences of their ideological stances. These influences are rooted in the encircling discourse and the broader framework of the periodicals, indicating the role played by higher bodies in shaping their production and content (Philpotts, 2012).

The cover page of *Yeni Şafak Kitap* focuses on a thematic choice related to ethical concerns surrounding books about the ancestry of Turkish people. Specifically, the criticism centers around a book titled "*Efendi 2: Beyaz Müslümanların Büyük Sırrı*" [Master 2: Big Secret of "White" Muslims]** by Soner Yalçın. This thematic choice inevitably influences the selection of promoted books, which, in this case, revolve around the topics of the Sabbath and Jewish Turks. It is important to note that in identifying the agents involved in these promotion pages, *Yeni Şafak Kitap* does not demonstrate a translation-sensitive approach. As such, the portrayal may lack attention to translation-related nuances. The editor of the 8th issue of *Yeni Şafak Kitap* is Hale Kaplan Öz, a columnist for the *Yeni Şafak* newspaper. While research on Kaplan Öz did not yield specific insights regarding her attention and affinity towards translation, indications point to her interest in literature.

On the other hand, the theme of *Birgün Kitap* is determined as "biographies". Among the people whose biographies are provided in *Birgün Kitap* are Tolstoy, Rosa Luxemburg, Karl Marx, Gabriel Garcia Marquez, Isaac Newton, Georg Lukacs, and Agnes Heller, whose names are pretty self-explanatory concerning the ideological positioning in Turkey. The editor of the 22nd issue of *Birgün Kitap* is Berna Akkıyal. Her professional background, both as an editor and translator, deserves attention, as does her focus on philosophy and politics.

Furthermore, the publishing agencies promoted in these periodicals often reflect the ideological and institutional stances of the relevant publications. In the case of *Yeni Şafak Kitap*, the publishing houses included are *Hece* Publishing House, *Nesil* Publishing House, *Pozitif* Publishing House, *Andaç* Publishing House, *Burak* Publishing House, *Kitabevi* Publishing House, *Timaş* Publishing House, *Kaknüs* Publishing House, *İnsan* Publishing House, *Dergah* Publishing House, *Dua* Publications, and *Bilimevi* Publications. These publishing houses featured in *Yeni Şafak Kitap* cater to various religious, mystic, and primarily religion-oriented philosophical approaches as well as literary concerns. This emphasis on religion and spirituality can be observed through the selection of books and topics covered in these periodicals. Considering Lefevre's 1992 perspective, publishing houses act as

** All translations provided in square brackets are mine unless stated otherwise.

patrons of text production, possessing the ability to significantly influence the content and viewpoints presented in a publication. This control extends to shaping how readers perceive and interpret various subjects, underlining the pivotal role of publishers in guiding public understanding and discourse.

In *Birgün Kitap*, various publishing agencies are featured, including *İletişim* Publishing House, *Sorun* Publishing House, *Can* Publishing House, *Çitlembik* Publishing House, *Yapı Kredi* Publishing House, *Kültür* Publishing House, *Everest* Publishing House, *İmge* Publishing House, *Agora* Publishing House, *Akis* Books, and *Türkiye İş Bankası* Publishing House. These details shed light on the broader dynamics at play. While the publishing agencies mentioned in *Birgün Kitap* have institutional capital and are influential players in the market, their secularist orientation sets them apart from those promoted in previous publications. This distinction provides valuable insights into their symbolic capital. However, it is essential to acknowledge that ideology alone cannot be the sole determinant in the production process. Financial gains, market dynamics, and personal and institutional relationships also affect selection. Therefore, while the secularist orientation of these publishing agencies is worth acknowledging, it is crucial to consider a comprehensive range of factors when analyzing their prominence in the publishing market.

A PERIODICAL OR A HUMANITIES LAB: THE TRANSLATION AND THE TRANSLATOR IN *YENİ ŞAFAK KİTAP* AND *BİRGÜN KİTAP*

The study of periodicals offers a rich and multi-layered framework for research, akin to a “humanities lab” where collaborative networks of researchers and institutions can exchange their collective expertise on textual objects that might be overwhelming for individual scholars (Latham & Scholes, 2006, p. 530). By delving into periodicals, we gain valuable insights into the print culture of a society that involves a complex network of writers, illustrators, editors, printers, advertisers, and publishers who shape the translational and translatorial processes within these publications. A periodical typically consists of three fundamental components: the text itself, which can be either indigenous or translated; the author, who can be a writer, a translator, or both, or someone in-between; and the reader, both intended and actual (Magnum, 2006, p. 307). This trilogy of elements highlights what needs to be considered when analyzing any periodical that brings together various voices under a unifying theme or title.

In the context of the case periodicals *Birgün Kitap* and *Yeni Şafak Kitap*, a comprehensive analysis focuses on the role of translators and the translations within their pages. This analysis involves meticulously examining every page to explore the translational and translatorial properties of these periodicals in a dialogical manner, where texts are studied in conversation.

1. Exploring the Particularities of *Birgün Kitap*: A Hub for Translation

The initial cover page of *Birgün Kitap* serves as an introduction to the theme of the journal’s relevant issue, along with a list of contributing authors for the relevant temporal span. On the second page, book promotions are featured, providing information about the translators of the books in addition to the authors. The translator is given equal space and is identified as “*çeviren*” which means “translator” in Turkish. Moving on to the third page, there is a mention of a Turkish book that references a foreign work. In this case, the book’s translator is also mentioned in parentheses, highlighting the importance of the translating agents.

The subsequent page delves into the works of Tolstoy and its translations into Turkish. The article, written by Laurent Mignon, references studies on the translation of Russian literature. Notably, the article highlights the significance of the work “*Cumhuriyet Dönemi Öncesinde Rus Edebiyatından Türkçeye Yapılan Çeviriler*” [The translations from Russian literature into Turkish before the Republican Period] (Olçay, 2005), which explains the lack of Ottoman-Turkish translations of Dostoyevsky during the Ottoman period on ideological grounds (p. 46). The emphasis on ideological concerns in explaining translational production reflects the broader tendencies within Translation Studies. Another notable aspect is the focused attention on the translator Ali Fuad as the translator of Dostoyevsky. The article explores Fuad’s reflections on the motives behind his translation and his

attempt to position it within the relevant repertoire. This substantial coverage dedicated to a translator highlights the journal's translation-sensitive approach.

On the fifth page, a book review identifies a translation as a shortened version of the original. The specific details mentioned regarding the translational production being a shortened version likely stem from the aforementioned approach of the journal (*Birgün Kitap*, [date]). *Birgün Kitap* demonstrates a keen interest in translation and periodical studies, as evidenced by its focus on translators, references to relevant literature, and its exploration of translation-related nuances.

On the sixth page of the critique, Ahmet Öz evaluates the translated biographies of Marx and Engels. In the following excerpt, he expresses dissatisfaction with the translation, stating that the book is riddled with translation mistakes and conceptual errors and the language used is prosaic:

“*Marx’ın biyografisi, İngilizce edisyonundan Ertuğrul Kürkçü tarafından çevrilmiş. Kitap baştan sona çeviri hataları ve kavramsal yanlışlıklar ile dolu ve çeviri dili son derece yavan.*” [The biography of Marx is translated by Ertuğrul Kürkçü from its English edition. The book is full of translation mistakes and conceptual errors, and the language of the translation is prosaic].

This case shows that the translation may have been based on an intermediate or relay translation. Öz's critique suggests that the translation falls short regarding conceptual accuracy, natural flow, and language register. However, it is worth noting that Öz does not offer specific comparative examples from the texts to support his criticism in more concrete terms. This lack of specific examples limits the depth of his critique and leaves readers without a clearer understanding of the translation issues. In another example given below, Öz diverges from focusing solely on the language aspect and considers the publication history of the biography:

“*İlk olarak 1976 yılında yayımlandığını göz önünde bulundurarak biyografinin ilk baskısının hatalarını anlayışla karşılayabiliriz. Ama tam yirmi yıl sonra gerçekleştirilen ikinci baskının hem terminoloji hem de çeviri niteliği açısından düzeltilmemiş olması üzücü*” [Considering it was first published in 1976, the errors in the first edition might be tolerated. However, it is disappointing to see that the translation has not been improved/corrected after 20 years].

He points out that the first edition of the biography under study was published in 1976. He finds it disheartening to see that the second edition, published twenty years later, has yet to improve in terms of terminology and translation quality. In these discursive expressions on translation, one key aspect that cannot be overlooked is the influence of temporality. Öz scrutinizes translation by emphasizing the dynamic nature of language, which changes over time. He criticizes specific translations for their inadequate suitability due to their failure to consider this aspect.

Taking a closer look at specific examples, we encounter a promotional page featuring the translated work of Paulo Coelho that needs proper attribution to the translator. Although the translator, in this case, turns out to be Celal Üster, a renowned figure in Turkish translation, there is no mention of him. A similar situation arises with the promotion of the book “*Tussy Marx Babasının Kızı*” [Tussy Marx-Daughter of His Father - *Tussy Marx. Das Drama der Vätertochter*] published by Çitlembik Publishing House, where neither the original author nor the translator is credited. These anonymous promotions do not align with the journal's general approach, which typically values inclusivity and acknowledges the importance of translation in literary works. Interestingly, a subsequent page features a book review by Bahadır Türk, who takes a distinct approach compared to the earlier examples. Unlike the previous cases, Türk refers to various translated works and provides excerpts and detailed bibliographical information. This enables readers to engage with the translations consciously, emphasizing their nature as translations rather than original works in Turkish. Türk's approach aligns with the journal's broader intention to foster a translation-sensitive approach.

In one instance, on page sixteen, highlighted in the periodical, an intriguing call for a translation takes center stage. Beno Kuryel draws attention to a work entitled “Newton's Darkness: Two Dramatic

Views” by Carl Djerassi and David Pinner. Kuryel emphasizes this work’s significance and potential contribution to Turkish intellectual life. He provides translated excerpts from the original text to support his proposal, highlighting its value. What makes this case noteworthy is not just its focus on translation but also the dual role of the book reviewer. Kuryel transitions from being the review’s author to becoming the translator, presenting excerpts from the original work. It is intriguing because it highlights how the translator figure functions as an intermediary habitus in certain cases. However, it is unfortunate that Kuryel’s call for translation appears to have gone unanswered as of 2023, with the book remaining untranslated.

Elsewhere in the periodical, translation’s role in a cultural reservoir is explored more broadly. Selen Güngör focuses on how translation can introduce new ideas, trends, and movements to a repertoire on the seventeenth page. In support of her argument, she references partial translations of works by Georg Lukacs in Turkish. Specifically, she reviews the indigenous Turkish work “*Lukacs: Marx’a Giden Yol*” [The Path Towards Karl Marx], which sheds light on Lukacs’ contributions to a better understanding of Marxism. These interconnected processes of textual production create a distinctive translational context, where translations spark the interest of foreign intellectuals and lead to the creation of original works in the target language.

The issue with the translated book by Agnes Heller on the eighteenth page of the periodical is quite notable. The translated title is *Bir Ahlak Kuramı* [A Theory of Morality], which may suggest it is a translation of a single book. However, it is a compilation of three individual works by Heller: General Ethics (1989), A Philosophy of Morals (1990), and An Ethics of Personality (1996). It is unclear whether these translations are abridged versions of the originals or if there were specific reasons for bundling these separate works together. Unfortunately, the publication does not provide any clarification on this matter. Additionally, there needs to be more clarity regarding the translators’ identities. The listed translators are Abdullah Yılmaz and others. The others’ identities and contributions to these translations remain undisclosed.

The final pages of the periodical are dedicated to book promotions, featuring a selection of books from various publishing houses. These books include both original works in Turkish and translations from different languages. A translator-sensitive approach is maintained in the bibliographical information of the books, which is commendable.

2. Exploring the Particularities of *Yeni Şafak Kitap*: A Gap for Translation

In the second case study, which focuses on the eighth issue of *Yeni Şafak Kitap*, a noticeable issue arises regarding the lack of references to translation or translators within the corpus. This absence creates the illusion of a translational gap within the periodical. Nonetheless, a closer examination of the issue uncovers the “hidden/covert” presence of both the translation and the translator in this newspaper supplement. An interesting observation can be made when analyzing the book’s cover, which features a list of writers and articles. These are presented as indigenous texts without acknowledging the translational process. This approach misrepresents the nature of the texts, effectively masking their origins as translated works. Moving on to the second page, we encounter a book by Nizar Tawfiq Qabbani, a renowned writer and poet from the Arabic-speaking world. Surprisingly, there is no mention of the Arabicity of the work or the existence of a translator. This deliberate omission might be an attempt by the editorship to present the foreign work as an indigenous one. The choice of a name like Nizar, which resembles Turkish names and lacks explicit foreign connotations, could be a strategic move intended to foster the perception of the relevant work as an original piece among the readership.

These findings highlight the deceptive portrayal of translated works in *Yeni Şafak Kitap* and raise questions about the motivations behind such practices. By concealing the involvement of translation and translators, the periodical suppresses the importance of acknowledging international authors and the contributions of those who bridge the linguistic and cultural gap. Despite the initial impression of a translational gap, a closer examination of the eighth issue reveals the covert presence of translation

and translators. This case study underscores the need for more transparent and inclusive practices within periodicals to ensure proper recognition of the translated works and their creators.

The issue revolves around the lack of attention to translation in a periodical, specifically about book promotions and reviews. In the context of the third page, where three book promotions are featured, the problem of ignorance towards translation is evident. Two of the promoted works are translations from English, discussing topics on Orientalism and Ali Shariati. Surprisingly, neither the bibliographical tag nor the introductory paragraphs acknowledge the translation or mention the translator. This failure to credit translation hinders readers' understanding of the book's origin and detracts from the importance of the translator's role.

The subsequent three pages are devoted to book reviews of original Turkish works, aligning with the periodical's policy of excluding translation discussion. In this case, the absence of translation-related content is to be expected. However, the greater significance lies on the seventh page, where a promotion for Ibn Rajab al-Hanbali's canonical hadith book is presented without mentioning translation. The motives behind this complete invisibility of translators can be speculated upon.

Firstly, since the Turkish repertoire has included the book from the fourteenth century for a significant period, readers may assume it is an original work in Turkish, leading to the misconception of it being untranslated. Secondly, Islamic works often universally appeal to Muslims worldwide, suggesting they transcend linguistic barriers and are perceived as native rather than foreign. This shared Islamic language influences the presentation and reception of relevant works, including a diminished emphasis on translation. Lastly, the idea of Islamic works being considered the common heritage of the ummah, the global Muslim community, may also contribute to the condemnation of translators, as the works are expected to unite Muslims regardless of language.

The issue becomes more apparent on the eighteenth page, where an online book catalog is introduced, claiming to provide information on many books. However, the relationship between the periodical and this website needs to be explicitly stated. Upon examination of the website, it becomes evident that information about translations and translators is available. However, the catalog's search segments only include options such as "yazar" [writer], "editor" [editor], and "yayıncı" [publisher], without a specific category for "çevirmen" ([translator]. This approach to translation demonstrates a narrow and mechanical understanding that disregards the significant contributions made by translators to the text production process.

Continuing, the subsequent pages in the periodical maintain the same translation-ignorant attitude. The eleventh and twelfth pages feature books on Jewish Turkish, consisting of original works and translations, but no distinction is made between the two. In this context, the placement of indigenous and translated works on the same line could be interpreted as considering them equal. Still, a more optimistic inference is unlikely within the context of *Yeni Şafak Kitap*. This instance highlights another blind spot in translation.

Another example of translational oversight is found on the fifteenth page, where a book written in the 19th century by Aşçı İbrahim Dede is featured. In the introductory paragraph, no mention is made of any contributors other than the author. In typical book search engines, the complete bibliographical information would include the editors who prepared the book for publication. In this case, two translational concerns arise: whether the book was published in its original form or as a simplified/purified version, and the likelihood of transliteration occurring given the change from the Arabic script to the Latin alphabet in 20th-century Turkey.

The issue continues on the sixteenth page, where a thorough book review of a translated work is provided, highlighting even minor details such as page numbers. However, no single remark is made about the translation. Moving forward, the subsequent pages feature books on philosophy. While the first book is in Turkish and does not raise any concerns about translation, the following two books by Immanuel Kant and Paul Tillich raise immediate awareness of the need for translators. These

translators have enabled Turkish readers to engage with these works in their mother tongue. Yet, the reviewers and the editorial board of the periodical need to give the translators the credit they deserve for enabling readers to understand these valuable works.

On the twenty-fourth page, an introduction to a book by Imam Ghazali is presented. Although the book cover identifies the translator in tiny, hard-to-read fonts, the reviewer's extensive introductory expressions need to mention the translator's visibility. Intriguingly, the following page promotes a canonical Qur'an exegesis initially written in Urdu, making it only accessible to Turkish readers through translation. The Turkish version is hailed as a "meticulous work" and a "new edition." Still, only the original author is mentioned, overlooking the essential contributions of the translator and the editor (or intralingual translator). A translator is necessary due to the Urdu-Turkish language combination, and an editor is required to produce this new edition. It is also possible that the editor may have made intralingual interventions to an existing Turkish translation that may have been created long ago. By disregarding these crucial meaning-making agents, the periodical seems to prioritize the illusion of originality over recognizing the importance of translation in promoting this established work.

The issue at hand revolves around the *Yeni Şafak* tradition of not revealing the translator's identity, particularly in the case of pages twenty-eight to thirty-two. These pages contain numerous brief book reviews covering various subjects, including religion, cinema, philosophy, and literature. The absence of any mention of translation within this diverse selection of books aligns with the intentional approach of the periodical to remain blind to translation. This stance is difficult to explain based on the established translation traditions concerning religious works.

However, for those anticipating a surprise, an exception to this translation-unfriendly attitude can be found on page twenty-nine. Here, the translator(s) of the work "*Dini Çoğulculuk*" [Religious Diversity] is identified. Nonetheless, the situation becomes more complex due to the book's nature as both a translation and a compilation. The book comprises texts written by various foreign authors, and the individuals responsible are specified as "*derleyen ve çeviren*" [compiled and translated by]. Consequently, it remains unclear who the specific translator(s) and compiler(s) are. Additionally, the original texts are not identified, which raises doubts about the authenticity of the source texts and, consequently, the features of the translation. This emphasizes the significance of transparency in translation practices, particularly when crediting translators and maintaining the integrity of the original texts. Nevertheless, uncovering a minuscule worth bestowed upon translation within this desert of translational recognition catalyzes gratitude and appreciation.

CONCLUSION

The comparative analysis of two periodicals, *Birgün Kitap* and *Yeni Şafak Kitap*, offers valuable insights into the production, representation, and distribution of translation within the context of newspaper supplements targeted at different readerships. Despite sharing typological similarities, such as temporal, material, economic, social, and compositional codes, the two periodicals diverge significantly in their approach to contextualizing and positioning translation. They can be characterized as a translational "hub" and a "gap," respectively. The reasons behind this contrasting visibility versus invisibility of translation and translators warrant further elaboration, which will be discussed using four main points in this section.

The first factor pertains to spatial considerations within the compositional codes. In periodical publications with limited page space, it is common practice to trim certain sections of articles, reviews, and other content. This could explain instances where the translation is predominantly identified, while the lack of translatorial information is considered an exception. However, this premise alone cannot fully account for the complete disregard for translation in *Yeni Şafak Kitap* and goes beyond a mere spatial constraint.

The second premise can be related to the role of editors in shaping the attitude toward translation in periodical studies. The editorship falls under the category of social codes, greatly influencing the

approach concerning translation. It is crucial to consider the professional and personal habitus of the editors and other meaning-making agents involved in the production of the periodicals. In the case of *Birgün Kitap*, the editor, Berna Akkıyal, is an editor and a professional translator. This dual role may have significantly impacted the representation of translation in the publication. On the other hand, *Yeni Şafak Kitap*'s editor, Hale Kaplan Öz, has not been involved in translational production. This difference in the editors' backgrounds and experiences might have played a determining role in shaping the perspective and treatment of translation within these specific periodicals. Besides, the authorial power of the editors varies across different institutions that contribute to the shared habitus (Bourdieu, 1990). Therefore, the power dynamics within these institutions can influence the overall approach toward translation in periodical studies.

The third factor in this matter is closely linked to the procedures the agencies responsible for publishing these periodicals follow. Specifically, the significance given to translation can be observed within the higher institutional bodies overseeing the production of the *Birgün* newspaper (published by *Birgün Yayıncılık*) and the *Yeni Şafak* newspaper (published by *Diyalog Gazetecilik*). These periodicals serve as platforms for promoting the works of different publishing houses, further highlighting the translation's relevance. The translational perspective adopted by these publishing houses proves to be a decisive factor in shaping the overall approach towards translation within the supplements of these newspapers. Consequently, the translation-sensitive or translation-insensitive approaches observed in these periodicals can reflect the translational policies adopted by the respective publishing houses.

The fourth premise explores the relationship between the types and thematic focus of books showcased and reviewed in periodicals. In *Birgün Kitap*'s case, most promoted books are centered around philosophy or literature. On the other hand, *Yeni Şafak Kitap* primarily features books on religion, the philosophy of religion, and history. One significant aspect that stands out about translations is the emphasis on literary works. The translation process becomes a primary concern, as ensuring accurate and faithful translations is crucial for literary texts, especially compared to other (non-literary) genres. It highlights the importance of conveying the original author's intentions and style through effective translation. In contrast, the discussion regarding the invisibility of the translator and the delusion of authorial existence becomes a fascinating topic within the domain of religious texts, notably the Qur'an and hadith translations. These religious texts often require careful handling due to their sacred nature, and the translator's role becomes a thought-provoking subject of discourse.

In conclusion, this study highlights the dialogical nature of periodicals and their connection to the dialectic features of translations, suggesting further possibilities as an interdisciplinary analysis. This research expands the translational repertoire within periodicals, offering a notable case study on a periodical supplement in a micro-level analysis. A closer look at the fruitful translational zones of periodicals and even their neglected supplementary elements indicates their potential for further investigations and analyses of translation-oriented periodical productions.

REFERENCES

- Ardis, A. (2013). Towards a theory of periodical studies.: What is a Journal? *Towards a Theory of Periodical Studies*. Retrieved from *Towards a Theory of Periodical Studies*. <http://magmods.files.wordpress.com/2012/12/towards-a-theory-of-periodical-studies.pdf>
- Birgün. (2006). August 15. İstanbul: Birgün Yayıncılık.
- Birgün Kitap. (2006). August 15, 22. İstanbul: Birgün Yayıncılık.
- Beetham, M. (1989). Open and closed: The periodical as a publishing genre. *Victorian Periodicals Review*, 22 (3), 96-100.
- Bourdieu, P. (1990). *In other words: Essays towards a reflexive sociology*. (M. Adamson, Trans.). Stanford: Stanford University Press.
- Brooker, P., & Thacker, A. (2009). General introduction. *The Oxford Critical and Cultural History of Modernist Magazines*, 3 (1), 1-26.

- Caristia, S. (2020). At the intersection of quantitative and qualitative. Propositions for a weighted analysis of translations in periodicals. In: L. Fólca, D. Roig-Sanz & S. Caristia (eds.), *Literary Translation in Periodicals* (pp. 175-202). Benjamins.
- Chauvire, C., & Chevalier, S. (2010). *Dictionnaire bourdieu*. Paris: Ellippses.
- Ernst, J. & O. Scheiding (2022). Periodical Studies as a Transepistemic Field. In: J. Ernst, D. von Hoff & O. Scheiding (eds.), *Periodical Studies Today. Multidisciplinary Analyses* (pp. 1-24). Brill.
- Gabriele, A. (2009). *Reading Popular Culture in Victorian Print*. New York: Palgrave Macmillan.
- Guzmán, M. C. et al. (2019). Translation and/in Periodical Publications (special issue). *Translation and Interpreting Studies*, 14(2), 169–173. <https://www.jbe-platform.com/content/journals/18762700/14/2>
- Hughes, L. K. (2011). Media by Bakhtin/ Bakhtin mediated. *Victorian Periodicals*, 44 (3) (Fall), 293-297.
- Latham, S., & Scholes, R. (2006). The emergence of periodical studies as a field. *PMLA*, 121 (2), 517-531.
- Lefevre, A. (1992). *Translation, rewriting, and the manipulation of the literary frame*. London: Routledge.
- Magnum, T. (2006). Periodical pedagogy. *Victorian Periodicals Review*, 39 (4), 307-308.
- Olçay, T. (2006). Cumhuriyet Dönemi öncesinde Rus Edebiyatından Türkçeye yapılan çeviriler. Retrieved from: <https://ceviribilim.com/2006/05/06/cumhuriyet-donemi-oncesinde-rus-edebiyatindan-turkceye-yapilan-ceviriler/> (10.05.2023).
- Özmen, C. (2019). Beyond the book: The periodical as an ‘excavation site’ for translation studies. *TranscUltrAl: A Journal of Translation and Cultural Studies*, 11(1), 3–21. <https://doi.org/10.21992/tc29447>
- Philpotts, M. (2012). The role of the periodical editor: Literary journals and editorial habitus. *Modern Language Review*, 107(1), 39-64.
- Philpotts, M. (2013). Defining the thick journal: Periodical codes and common habitus. *MLA Convention 2013: What is a Journal?: Towards a Theory of Periodical Studies*. <http://magmods.files.wordpress.com/2012/12/philpotts-mla-2013.pdf>
- Tahir Gürçağlar, Ş. (2019). Periodical codes and translation. *Translation and Interpreting Studies*, 14(2), 174–197. <https://doi.org/10.1075/tis.00037.tah>
- Van Remoortel, M. (2022). How to avoid making false friends: Taking the multilingual turn in periodical studies. *Journal of European Periodical Studies* 7/1: 57-58. <https://doi.org/10.21825/jeps.84969>
- Yeni Şafak*. (2006). August 2. İstanbul: Albayrak Media.
- Yeni Şafak Kitap*. (2006). August 2, 8. İstanbul: Albayrak Media.

Uzun Öz

Sürelî yayın çalışmaları, sosyal bilimler kapsamında her geçen gün büyümekte olan bir çalışma alanıdır. Bu minvalde dergi, gazete ve eki gibi çeşitli sürelî yayın bütünceleri incelenir. Bu yayımlar, bilim, sanat, tıp, edebiyat ve çeviri gibi çeşitli alanlarda önemli roller oynamaktadır. Dergiler yalnızca bilgi kaynakları değil, aynı zamanda yeni fikirleri sunma, değişiklik önerme ve önemli kavramları yayma gibi önemli işlevlere de sahiptir (Beetham, 1989, s. 96). Değerli katkıları ve zengin içeriklerine rağmen, genellikle bağımsız bir çalışmanın konusu olmaktan ziyade tamamlayıcı araçlar olarak görülmüşlerdir. "Sürelî Yayın Çalışmaları" alanı, sosyal bilimler içinde bağımsız bir disiplin olarak ancak 2000'lerde ortaya çıkmıştır (Ardis, 2013). Dergi, gazete vb. incelemeler üzerine akademik ilginin artmasında, dijitalleşme, ulaşılabilirlik, küreselleşme, büyük göç hareketleri vb. gibi çeşitli faktörler etkili olmuştur (Caristia, 2020; Guzmán, 2019; Özmen, 2019; Tahir Gürçağlar, 2019). Bu çalışma, çeviri ve dergiler arasındaki bağlantılara, çeviri çalışmalarında yükselen bir trend olan bir sürelî yayın çalışmaları özelinde ışık tutmayı amaçlamaktadır. Çalışmada, çeviri ve dergiler arasındaki geniş tartışmalara girmeden, iki Türk gazete ekinin içerikleri incelenerek inceleyerek mikro düzeyde bir yaklaşım benimsenmektedir. Amaç, dergi kaynaklarını kullanarak çeviri çalışmaları üzerine yapılan araştırmaların artan birikimine katkıda bulunmaktır. Bu çalışma, genel akademik trendlerden saparak, halihazırda üretilmekte olan çağdaş bir eseri seçmekte ve ikincil arşiv verilerine dayanmaktan ziyade dergi içeriklerinin ayrıntılı ve karmaşık içeriğindeki tamamlayıcı unsurlara odaklanmaktadır. Bunun için çalışma, *Yeni Şafak Kitap* ve *Birgün Kitap* başlıklı gazetelerin iki ek sayısını inceleyerek

çevirinin rolünü araştırmaktadır. Karşılaştırmalı analiz kapsamında, her iki gazetenin de birer eki seçilerek bu metinler ve üreticileri incelenmektedir. Matthew Philpotts'un (2013) süreli yayınları analiz etmek için önerdiği dergi kodlarını takip eden bu çalışma, içsel ve dışsal unsurların karşılaştırılması ve sınıflandırılmasını içeren bir metodoloji kullanmaktadır. Bu unsurlar, zaman, malzeme, ekonomik, sosyal ve kompozisyonel faktörleri kapsamakta ve derginin bağlamını ve üretim sürecini ortaya çıkarmaktadır. Ayrıca, bu çalışma sadece çeviri sürecine bakmakla kalmamakta, aynı zamanda metnin üretimine katılan çevirmenleri ve diğer bireyleri de incelemektedir. Bu analiz, 1990'da Bourdieu tarafından kavramsallaştırılan *habitus* kavramına ve kişisel ve sembolik sermayenin etkileşimine inerek, seçilen örnek olay incelemeleri içinde çevirinin inceliklerini ve etkilerini ortaya çıkarmayı amaçlamaktadır. Bu araştırma, çevirinin süreli yayın üretimindeki belirleyici rolünü ve bu bağın dergiler üzerindeki etkilerini aydınlatmayı hedeflemektedir. Böylelikle, çeviri ve dergi çalışmaları arasındaki karmaşık etkileşimin vurgulayan yaklaşıma bir katkı sunmayı amaçlamaktadır. *Birgün Kitap* ve *Yeni Şafak Kitap* dergilerinin karşılaştırmalı analizi, farklı okuyucu kitlesine hitap eden gazete ekleri bağlamında çevirinin üretimini, temsilini ve dağılımını ele almaktadır. Zamansal, malzemesel, ekonomik, sosyal ve kompozisyonel kodlar gibi tipolojik benzerlikleri paylaşırsalar da bu iki dergi çeviriyi bağlamsallaştırma ve konumlandırma noktasında farklı yaklaşımlar sergilemektedir. Bunlar sırasıyla bir çeviri "merkezi" ve çeviri "yokluğu" olarak nitelendirilebilir. Çeviri ve çevirmenlerin bu farklı görünürlüğü ve/ya görünmezliği durumunun nedenleri daha fazla açıklamayı gerektirmektedir. İlgili bulgular, çalışma kapsamında dört ana nokta üzerinde tartışılmaktadır. İlk faktör, kompozisyonel kodlar içindeki mekânsal düşüncelerle ilişkilidir. Sınırlı sayfa alanına sahip dergi yayınlarında, makalelerin, incelemelerin ve diğer içeriklerin bazı bölümlerini kırpma yaygın bir uygulamadır. Bu, çevirinin çoğunlukla belirgin olarak tanımlandığı, çevirmenlik bilgisi eksikliğinin ise istisna olarak görüldüğü durumları açıklayabilir. Ne var ki, bu varsayım *Yeni Şafak Kitap*'ta çeviriyi tamamen görmezden gelen yaklaşımı tek başına tam olarak açıklayamaz ve basit bir mekânsal kısıtlamanın ötesine geçer. İkinci varsayım, dergi çalışmalarında çeviriyi etkileyen tutumun şekillenmesinde editörlerin rolüyle ilişkilidir. Editörlük, sosyal kodlar kategorisine düşer ve çeviri konusundaki yaklaşımı büyük ölçüde etkiler. Dergilerin üretiminde yer alan editörlerin ve diğer anlam üreticilerinin profesyonel ve kişisel habituslarını dikkate almak önemlidir. *Birgün Kitap* örneğinde, editör Berna Akkıyal, bir editör ve bir profesyonel çevirmen olarak görev yapmaktadır. Bu çift rolün, çevirinin yayın içindeki temsilini büyük ölçüde etkilemiş olabileceği düşünülebilir. Öte yandan, *Yeni Şafak Kitap*'ın editörü Hale Kaplan Öz, çeviri üretimiyle ilgilenmemiştir. Editörlerin arka planları ve deneyimlerindeki bu fark, bu gazete eki şeklinde yayınlana dergilerde çeviriye yönelik bakış açısını ve ele alış şeklini şekillendirmede belirleyici bir rol oynamış olabilir. Bunun yanı sıra, ortak *habitus*'a katkıda bulunan farklı özneler de göz önüne alındığında, yayıncı kurumlar içindeki güç dinamikleri, dergi çalışmalarında çeviriye genel yaklaşımı etkileyebilir. Üçüncü faktör, bu dergilerde yer alan yayınevlerinin izlediği prosedürlerle yakından bağlantılıdır. Özellikle, çeviriye verilen önem, *Birgün* gazetesinin ve *Yeni Şafak* gazetesinin üretimini denetleyen üst kurumsal yapıların etkisi bağlamında da incelenebilir. Bu dergiler, farklı yayınevlerinin eserlerini tanıtmaya platformu olarak hizmet etmektedir. Bu yayınevlerinin benimsediği çeviri perspektifi, bu gazetelerin eklerindeki çeviriye yönelik genel yaklaşımı şekillendirmede belirleyici bir faktördür. Sonuç olarak, bu dergilerde gözlemlenen çeviriye yönelik hassas ve/ya duyarsız yaklaşımlar, ilgili yayın evlerinin benimsediği çeviri politikalarını yansıtmaları da olasılık olarak karşımıza çıkmaktadır. Dördüncü varsayım, dergilerde sergilenen ve incelenen kitapların türleri ve tematik odakları arasındaki ilişkiye odaklanır. *Birgün Kitap* örneğinde, en çok tanıtılan kitaplar genellikle felsefe veya edebiyat odaklıdır. Öte yandan, *Yeni Şafak Kitap* daha çok din, din felsefesi ve tarih konularında kitaplara yer vermektedir. Çeviri dünyası bağlamında edebi eserlerin belirleyici üstünlüğü inkâr edilemez bir olgudur. Çeviri süreci, edebi metinler özelinde odaklanılan bir alandır, çünkü doğru ve sadık çeviri üretimi özellikle diğer (edebi olmayan) türlerle karşılaştırıldığında erek metinde değerlendirmesinde belirleyicidir. Buna karşılık, çevirmenin görünmezliği ve yazarlık yanılması, özellikle Kuran ve hadis çevirileri gibi dini metin çevirileri alanında yaygın bir olgu olarak karşımıza çıkmaktadır. Kaynak metinlerin kutsallığı vurgusu, çevirmeni bir metin yaratıcısı olarak ikincil konumda ve hatta görünmez bırakmaktadır. Sonuç olarak, bu çalışma, dergilerin diyalojik doğasını ve çevirilerin diyalektik özellikleriyle olan ilişkilerini vurgulayarak, disiplinler arası bir mikro analiz sunmaktadır. Çalışma kapsamında dergi içeriklerindeki görünür ve/ya görünmez çeviri rolüne vurgu yapılarak, süreli yayın

çalışmaları alanında göz ardı edilen gazete eki vd. ikincil öğelerin zengin içerikleri ortaya konulmakta, gelecek çeviri odaklı süreli yayın çalışmalarının araştırma potansiyeli gözler önüne serilmektedir.

