

# INCOMPLETE TRANSLATION AS A CONDUIT FOR FAKE NEWS: A CASE OF CORONAVIRUS-RELATED NEWS

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## ABSTRACT

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While scholars from various fields have pioneered studies of fake news and its consequences, there is currently a scarcity of literature on fake news and translation. The present paper aims to investigate the phenomenon of fake news as a product of translation in the Thai context. Using a discourse analysis approach to translation studies to determine the textual profile of the translated text, the researcher examined Thai translations of international news about the COVID-19 pandemic that have been proven to be untrue. The findings reveal that there are six major characteristics of fake news translations at word-level, sentence-level, stance, style, visual manipulation, and text structure and presentation. Many of these features lend depth to the existing literature on fake news in general, but a number of minor characteristics are unique to translation; namely, foreign word insertion, citation of foreign names, reporting of foreign people's opinions, translation of already-fake news, disclaimer of attribution at the paratextual level, display of the English source text, and pseudotranslation. These characteristics contribute to fake news in the Thai target texts, which is arguably a form of incomplete translation created as the translator attempts to summarize source news and create news that appears to be from other countries. To complement previous research on fake news detection with computerized systems, this paper returns to the basics in the hopes of shedding some light on the fundamental detection of fake news derived from translation, particularly for lay audiences.

**Keywords:** COVID-19; fake news; discourse analysis; news translation; pseudotranslation

## 1. INTRODUCTION

During the coronavirus crisis, people learned about the situation not only through mainstream broadcast media or government agencies but also through online media, where individuals could access and read health-related messages with ease and without being constrained by time and place. However, it is difficult to provide the audience with precise and adequate information without inducing panic. Worse yet, incomplete information might lead to misunderstandings and fake news, which, during the pandemic, may encourage activities led by untruths and the distribution of ambiguous information that may unintentionally support infection transmission (Tasnim et al. 2020; Wong et al. 2020).

Some information disseminated via online media or applications during the crisis can be helpful, while other data is unreliable and even inundated. This gives rise to the phenomenon called 'infodemic', a term used

by the World Health Organization to describe the fast-global spread of misinformation about COVID-19 on social media (World Health Organization, 2020). Following its introduction, the concept has received attention in such studies as data analysis of infodemic in newspapers (Hua and Shaw, 2020), or its negative impacts on Twitter and Facebook (Medford et al., 2020; Yang et al., 2021). However, the use of social media by public health authorities as a medium for information distribution can be effective, such as countermeasures during public health emergencies (Yang and Su, 2020). It is thus important to differentiate between the productive and unprofitable roles of news on social media, and its impact on the health of the public (Hartley and Vu, 2020), especially when such news is translated from other countries.

The present paper aims to address fake news in relation to translation given the lack of research directly addressing such a relationship. Particularly in Thailand, there are only a few studies on fake news awareness and public policy (Sa-nga-ngam et al., 2019; Sombatpoonsiri, 2021). These critiques seem to overlook the concept of translation as one of the most important factors contributing to the spread of misinformation, most of which emanates from other countries. Translation mistakes are inevitable, leading to information being distorted and inadvertently becoming fake news. To complete the body of knowledge which relates to fake news, it is vital to examine the nature of fake news caused by incomplete translation. Using Thai translations as a case study, this paper therefore attempts to answer the fundamental questions as to the nature of the linguistic features and presentation of fake news derived from translation.

The relevant literature on fake news, news translation, and discourse analysis for translation as a framework will be reviewed in the following sections. The author will then discuss the various characteristics of fake news translation that were detected in the texts under investigation. Finally, conclusions and discussion of the findings will be drawn in light of a larger body of literature as well as prospective future studies.

## 2. RELATED WORKS

### 2.1 Fake news and its impact

Fake news and social media are inextricably linked. According to Shu et al. (2017; 2018), social media is a central determinant of fake news diffusion with such features as clickbait or luring images. Tandoc et al. (2018) classify fake news as news satire, news parody, news fabrication, photo manipulation, advertising or public relations, and propaganda. Egelhofer and Lecheler (2019) approach fake news from another angle, describing fake news and political manipulation in two ways. The first presents fake news as a genre or a product of pseudojournalistic disinformation imitating actual news with headline, body, and photo but with poor facticity. The second views fake news as a label or a means by which certain prominent political groups discredit media outlets for publishing fake news for political purposes. Another approach common among data scientists is the idea of the echo chamber effect; news consumers actively expose themselves to information and networks that reinforce their expectations and attitudes while eschewing those that question them (Shu et al., 2017).

Many attempts have been made to detect fake news using computer programs. Ruchansky et al. (2017) evaluate how people utilize social media postings to convey their emotions by comparing the time interaction patterns of real and fake news. This is similar to previous work by Rubin et al. (2016), who attempt to distinguish between satire and genuine news by relying on grammatical and other linguistic characteristics. Several works have examined its linguistic components, stylistics, and how it spreads. Markowitz and Hancock (2014) observe how language patterns can be used to distinguish between legitimate and counterfeit publications. Veszelszki (2017) explores the linguistic and non-linguistic components of Hungarian fake news. Phrases that convey reasoning can be employed to add optimism or negativity to the news and influence readers (Del Vicario et al., 2019). External links, URLs, or hashtags might be utilized to offer credit to fake news reporters (Waszak et al., 2018). Reported speech, passive voice, or negation can also help identify untrustworthy texts (Mahyoob et al., 2021).

Particularly in the context of the COVID-19 pandemic, most of the research related to health misinformation applies a quantitative approach. Ophir (2018) studies American media coverage of previous endemics and concludes that health-related articles primarily feature misconceptions about diagnosis and treatment. Li et al. (2020) examine the role of online media platforms in distributing falsehoods during COVID-19 and reveal that more than a quarter of the most-viewed online videos, even sources from renowned news sites, carry false details. Employing a structured survey questionnaire in Bangladesh, Laato et al. (2020) discover that respondents share information with little verification or screening. Pennycook et al. (2020) investigate the online news-sharing habits of Americans, with the conclusion that most of the respondents would accept information without validation. The last two studies seem to agree that, while online information sharing is common practice, the evidence of information validity remains lacking.

## 2.2 News translation

Leading global news agencies that license their content must translate it into all target languages to sell their news. Since news for the global public has to be modified and converted into various languages, the editing process is of vital importance in making the news understandable (Bielsa and Bassnett, 2009). Stetting (1989), who coined the term 'transediting', opines that a certain degree of editing will always be embedded in the translation assignment, hence the same translation and adaptation process by journalists acting as translators. The strategies that a journalist-cum-translator might employ include headline selection, wrapping superfluous material, providing information to the reader in the destination culture, and text reshuffling.

Kang's (2007) work is related to the aforementioned concept. She looks at how portions of English news reports about North Korea were hauled from their original location and recontextualized in their new setting under the influence of institutional values. Analyzing sixty issues of Spanish newspapers, Valdeón (2016) also encounters how their English versions were framed by the editorial team to construct national images. Likewise, Ping (2018) analyzes representations of Hong Kong in news translation through narrative analysis. He contends that media outlets follow some common narrative patterns and use diverse techniques to reframe elements of news events through translation. This is in line with Qin and Zhang's (2020) recent study of headline transediting, in which they argue that media ideological tendencies, different readerships, and their expectations may influence the choice in news stance mediation. The ideological implications of transediting seem to demonstrate that the translation process can influence how the news is presented in various destination cultures, notably the ideological stance of individual translators or news agencies. However, when it comes to the nature of fake news from a translation perspective, scant attention has been paid to translated news by individuals who potentially, and even deliberately, relay distorted facts from one culture to another.

Studies of translation and fake news in the Thai context, in particular, are limited to Aphiwongsophon and Chongstitvatana (2018), who use the machine translation approach, and Mookdarsanit and Mookdarsanit (2021) who employ natural language processing to detect COVID-19 fake news. Fundamental knowledge about fake news as a product of translation that can be used by lay audience remains underdeveloped. Despite the wide range of research on fake news and health misinformation that has been produced within country, as mentioned above, no consideration is given in these works to other sources of fake news such as translation. Even scholars of translation studies fail to adequately address this facet of news translation. To this limited body of research, this paper contributes to closing this gap by focusing on news translation in Thailand as a case study. It argues that translation is an important conduit for disseminating fake news to/in another culture, and attempts to investigate the linguistic features and presentation of fake news that a Thai audience may mistake for genuine news in translations.

## 2.3 Discourse analysis for translation

Drawing on the Hallidayan theory of systemic functional linguistics, Hatim and Mason's (1990) three levels of context, and primarily Zhang et al.'s (2015) mapping of discourse analysis in translation studies, Munday and Zhang (2017) propose a framework as a basis for the analysis of source texts and their translations, along with contextual investigation. Although many approaches to discourse analysis are used in academia, such as critical discourse analysis (e.g., Fairclough, 1995; Van Dijk, 2008; Machin and Mayr, 2012) or conversation analysis (e.g., Gardner, 2004; White, 2019), Munday and Zhang (2017: 1–2) believe nevertheless that the heart of discourse analysis for translation lies in the context of language use and the given sociocultural condition of the target text. They also posit that a translation studies researcher should examine various language criteria and provide a level of analysis of the original text and the translation prior to comparing them to find individual shifts that result from lexicogrammatical mismatches or the translators' source, and target sociocultural perceptions.

As shown in Table 1, the advised criteria for analyzing source-target text, which has been adapted for this study, includes linguistic factors (such as word use and other textual elements) and their contextual connections.

According to Munday and Zhang (2017: 3), the decisions made by the translator at the third level are crucial in the translation process and should be interpreted by considering language-specific variations (in our case, English and Thai) and genre-specific texts (news report). The above categorization offers a tool for determining the tendencies of decisions and linking them to a particular issue (in our case, fake news translation) and place (Thailand) within which the translation occurs.

In particular, the focus of the present study is at the level of semiotics and text. It considers the outlooks of textual scale (analysis of how words and sentences are rendered across languages), cohesion (analysis of how the translator connects or disconnects the sentences for a specific purpose), multimodality (analysis of how a text is structured and how pictures or graphics are used to attract the audience's attention to the news translation), intertextuality (analysis of how allusions are employed to invoke the familiarity and tacit

interpretation of the texts), the translator's attitude (analysis of choices of terms or phrases that convey the translator's negative/positive attitude), and finally, paratext (analysis of texts surrounding the main translated text to see if they contain any elements of persuasion to false statement).

**Table 1:** Discourse Analysis for Translation, Adapted from Munday and Zhang (2017: 4)

First level	Second level	Third level
Extralinguistic factors	Culture	context of culture and translation power, ideology and translation
Linguistic factors	Communication	<b>User:</b> idiolect, dialect, etc. <b>Use:</b> genre and register analysis
	Pragmatics	speech act coherence
	Semiotics and text	textual scale cohesion multimodality intertextuality translator's attitude paratexts

The author of this paper supports Munday and Zhang's (2017) assertion that "[t]ranslation is a complex, motivated component of multilingual communication in which the translator's various linguistic and social intervention can be *systematically uncovered*" (p. 9, emphasis added). Discourse analysis for translation can thus be an effective instrument for uncovering such operations and clarifying the motivations behind the translator's decisions.

The relevance and usefulness of this discourse analysis framework have been demonstrated in a number of studies, including those on ideology in children's literature (Kaniklidou and House, 2018), world leaders' speeches (Munday, 2018), and headlines transediting (Qin and Zhang, 2020), to name but a few. Adopting the same approach, the current study hopes to add to the framework's value by providing a new perspective on the translation of hybrid texts such as news reports (see Valdeón, 2009), which potentially introduce fake news into the target culture.

### 3. MATERIALS AND METHODS

This paper employed a qualitative approach to investigate the characteristics of fake news as a result of translation. A total of 100 samples of translated Thai news that have been proven to the public to be untrue were gathered for this purpose, focusing on international news in English pertinent to the COVID-19 pandemic, with no restrictions on length, size, or method of distribution.<sup>1</sup> The data was collected from various social media platforms that are widely accessible to online users, such as Facebook, YouTube, Twitter, and LINE. The sampling period was from January 1, 2020 to December 31, 2020, during the initial phase of the COVID-19 outbreak in Thailand but also extensively overseas.

The reason for emphasizing the COVID-19 news as a case study is that the author sees the potential harm of health misinformation to the wider population if they are unaware of its false content or even covert intention (e.g., Hartley and Vu, 2020; Wong et al., 2020). However, as Meyer (2015: 177) justifiably points out, while case studies for translation studies research strive to explore a social phenomenon through the eyes of the concerned parties, they entail some kind of pre-categorization of the phenomenon. For the purposes of this study, categorization will be accomplished through discourse analysis.

The author analyzed the selected texts using Munday and Zhang's (2017) recommended framework for translation research, paying special attention to linguistic features and some explanations of Thai culture in relation to language use. The number of instances of each type of linguistic feature was also manually collected and later classified into themes, some of which can be compared to previous literature on fake news (e.g., Shu et al., 2018; Veszelszki, 2017).

Within the scope of this study, the emphasis will be on determining the general characteristics of fake news translation through qualitative discussions of some culled examples of features that distinguish them from other local news or real international news.

To ensure the minimum number of errors, the author repeatedly and thoroughly examined the data under investigation, carefully scrutinizing the evidence for relevant and comparable patterns of language use,

<sup>1</sup> The sources for news verification are from two Thai fake news detection websites (antifakenewscenter.com and cofact.org), and a Facebook page by a professor from a well-known Thai university (www.facebook.com/OhISeebyAjarnJess).

to identify the trend and confirm the recurrence of characteristics of translated news. The data analysis in the next section is classified based on interpretations of the findings and some linguistic properties of the texts studied, such as the translator's attitude, paratext, or multimodality (the third level, as shown in Table 1).

## 4. RESULTS

In general, online translation-generated fake news based on a group of selected samples are concise, with the majority representing summaries of the English originals and thus easily disseminated. Fake news translation can illustrate the concept of translation as rewriting of Lefevere (1992), who opined that translation can be a form of rewriting in which any generated text based on one culture has the purpose of ideologically integrating itself into another culture. In our case, the fake news as a target text does not seem to follow the traditional practice of translating entire passages, with the intention of generating fake news through solely the translation itself. Furthermore, the majority of deceptive content is found in the paratextual elements or texts that surround the original and translation, providing some commentary on the text and how it would be received (Genette, 1997). The paratext in this research includes translators' remarks as part of the translated news. Note that since the data under consideration is not a literal translation, the source and target texts cannot be directly compared. The researcher instead focuses on the features found in each translated news item. Due to space constraints, some topics in the following section will be supported with just one or two examples.

### 4.1 Word-level features

#### 4.1.1 Attitude-rich word

A term can convey a language user's attitude, either negative or positive, and hint at their values and beliefs. An attitude-rich term is a critical point in translation, which may be modified according to the translator's ideological viewpoint (Munday, 2012: 146). The data under investigation indicates that words with an attitude are commonly employed to evoke a negative emotional response from the audience, as shown in the following examples.<sup>2</sup>

- (1) **mahanta phai** pen sat pik malæng chanit nung tua nātā khlāi khlāi kap tua tō khōwit maithan hāi malæng kō mā 'īk lǎo  
[**Disaster**. This is one of the small insects similar to wasps. The COVID hasn't disappeared; the insects have come]
- (2) **talung** phop chūa khōwit klāi phan pen lāi sǎi phan lǎo  
[**Shocked**. They found that the coronavirus mutates into different variants]
- (3) **salot!** phūpūai khō wit thī 'itālī lon thalak nōn nōk rōngphayābān  
[**Sad!** Coronavirus-infected patients in Italy spilt outside hospital]

Positioned at the beginning of the sentences, the terms 'Disaster', 'Shocked' and 'Sad!' attract the reader's attention to the whole phrase and elicit a negative emotional response. Furthermore, the terms denoting the level of force and focus of an attitude are used to underline the significance of the whole statement.

- (4) itālī ... thung čhut ... **sutsutsut** ... nai lōk nī khrap  
[Italy...at the point...**extremely**...in this world]
- (5) **chatčhēn lǎo** ... sū 'amērikan tikhāo ratthabān 'amērikā sūp phop phū phalit lǎe čhamnāi #CoronaVirus paiyang čhīn  
[**Already clear**...The American media reported that the U.S. government has identified the producer and seller of #CoronaVirus to China]

The lexical intensifiers 'extremely' and 'already clear' are used to increase the degree of force and focus in the attitude across the sentences as a whole, revealing the translator's intention in choosing such terms to support their view of the translated news. All texts under investigation are saturated with attitude-laden terms, most of which appear in the headline or as comments in the paratext. The degree of their permeability in the text, however, varies according to the length of the translated news.

<sup>2</sup> Note that the back translation given below each example may not be grammatically correct, but is a portrayal of how the translators used their language. The examples were transliterated using the *Plangsarn* program developed by Thailand's National Electronics and Computer Technology Center (<http://164.115.23.167/plangsarn/index.php>). The Thai original texts are included in the appendix.

#### 4.1.2 Insertion of foreign words

The insertion of foreign words into the target text, as translators seek to add credibility to their translations, can have a persuasive effect on the text receivers. Sprinkling English terms throughout the content makes it resemble a piece of international news and appear to be true.

- (6) **BREAKING NEWS** rāila'iat phop wā covid - sipkào mai mī yū nai rūp khōng wairat tæ mī khanāt yai māk penkân lōkluang radap lōk phūkhn siachīwit čhāk **Amplified Global hā G Electromagnetic Radiation (Poison)**  
[**BREAKING NEWS**... it found that COVID-19 isn't in the form of a virus but is very big. This is a dupe at the world level. People are dying from **Amplified Global 5G Electromagnetic Radiation (Poison)**]
- (7) phop phū phalit læ čhamnāi **#CoronaVirus** paiyang čhīn čhū *Dr. Charles Lieber* hūanā phāk wichā khēmī læ čhiwawithayā thī mahāwittayālai hāwāt thūk čhāpkum læo wan nī >> **USA ARRESTED the scientist who sent #COVID sipkào to CHINA?**  
[They found the producer and seller **#CoronaVirus** to China. His name is **Dr. Charles Lieber**, the Head of the Chemicals and Biologicals Department at Howard University, arrested today. >>**USA ARRESTED the scientist who sent #COVID19 to CHINA?**]

In the two examples above, foreign terms are highlighted in capital letters (*BREAKING NEWS*, *Amplified Global 5G ...*), including the hashtag (*#CoronaVirus*), the name of a famous figure (*Dr. Charles Lieber*) and a quote of the whole English sentence (>>*USA ARRESTED the scientist ...*) despite its incorrect rendering in Thai. This reflects, to some extent, the general attitude toward code-mixing/code-switching in Thai discourse (Thaweephon and Saisuwan, 2021). More than half of the data contains foreign words interspersed throughout the text; the frequency of these words in each text varies depending on its length.

#### 4.1.3 Naming

Naming a person is a technique used to build an impression on the reader through phrases or words (Munday, 2007: 204). Its effect may be to imbue the positive or negative personalities of individuals in the minds of news readers who have never met them or heard of their reputation.

- (8) Dr Viladimir Zelenko M. D. thī phom khō rīak **"khun mō khrao ngām"** dai klāi pen hīrō khōng cháo lōk phīang chūa khām khūn mūa khun mō dai khon phop sūt yā raksā khō wit  
[Dr Viladimeier Zelenko M.D., whom I would call a **"beautiful-bearded doctor"**, has become the world hero overnight when he discovered the recipe for curing the COVID]

Example (8) shows the adoption of a playful moniker 'beautiful-bearded doctor' to personalize *Dr Viladimir Zelenko* in the news. This occurrence can evoke a favorable image, a reflection of the mood of those who read the translated news. However, as this technique implies levity and, in some cases, explicit negativity in the translator's attitude, it is relatively uncommon in the texts studied. There are only 24 pieces of translated news with playful or pejorative naming, the majority of which are in the form of paratextual commentary.

### 4.2 Sentence-level features

#### 4.2.1 Mood and speech function

The expression of the language user's attitude toward what he/she writes (or interprets) can be analyzed from the grammatical mood of a sentence (declarative, interrogative, or imperative) and speech function (commanding or offering) to show the writer's intention in a clause (Martin and Rose, 2007: 227).

- (9) **songsai rū maiwā** wairat tūa nī kradōt long māčhāk prathēt čhīn pai prathēt saharat-amērikā dai nai wēlā phīang mai kī wan...?  
[**Do you wonder** how this virus can jump from China to the United States in just a few days...?]
- (10) **saphāp nai khāo nī čhīng rū mai?** sathānakān nai phamā na tulā nī khon thai kāt tok mai dai detkhāt  
[**Is it true, this condition in the news?** The situation in Myanmar as of this Oct. Thai people cannot lower the guard]

The above examples show how the translator uses the rhetorical questions 'Do you wonder how' and 'Is it true, this condition reported in the news?' to draw the reader's attention. The use of the interrogative in this manner is most commonly found in the context of translation, and in some instances, direct translation from the original, which is already fake news from the source (see 4.4.2 below).



- (11) **ān kan sak nit na kha !!!!!!!** nai kraphō ‘āhān mī krot samkhan yū krot nung . . . sāmāt khā wairat dai kōn khao thamlāi pōt !!!  
**[Please read this a bit!!!!!!]** Our stomach has one enzyme...that can kill the virus before it destroys the lungs!!]

It was also observed that the imperative was used in the request ‘Please read this a bit’. This type of sentence implies that, when used at the beginning of the message, it might engage the reader with the rest of the clause. Furthermore, one observation from the form of a request or question is the use of exclamation and question marks to highlight those sentences. The use of both types of punctuation marks demonstrates the original’s influence because such punctuation marks are not considered common in standard Thai written discourse. These persuasive techniques are found in 37 texts and are clearly in the paratext of news that was distributed through social media platforms rather than traditional news outlets.

#### 4.2.2 Logic of sentence

Using connective items that indicate continuity, comparisons, or consequences to create rationality can help ensure that the overall content looks coherent (Martin and Rose, 2007: 116–122). The combined effect of these attributes is likely to entice the reader to continue reading and make fake news appear more credible.

- (12) **nūrangchāk** wairat mai chai sing mī chīwit tæ pen mōlēkun prōtīn rao chūng khā man mai dai...  
**[Because** the virus is not a living thing, but a protein molecule, we **therefore** cannot kill it]

In (12), the conjunctive set of ‘because’ and ‘therefore’ is employed to confirm the translator’s proposition in the news.

- (13) **khō wit maithan hāi malāeng mā ‘īk lāo mā lāo kap wan sin lōk nī**  
**[The COVID hasn’t disappeared, the insects come, the insects have come. The end of the world has already come]**

Although there is no linking term to clearly express the logic of the sentence in (13), the string of words might allow for the presupposition of the event; that is, the reader can infer from common understanding what is about to happen in the context of interpretation without it needing to be explicitly explained. The logic of the clauses implies that the coronavirus pandemic preceded the emergence of insects and that the insects are about to cause equal damage.

### 4.3 Stance

#### 4.3.1 Citing credible names

Referring to scholars, particularly foreigners, is a tactic used to increase the credibility of fake news through translation. Due to the fact that fake news can be transmitted quickly and easily, the first recipient may send them out without double-checking the referred names.

- (14) **nāi phāet mahāwitthayālai khām brit** phōei thīm nakwičajai phop khō wit mī kām klāi phan reo māk pen sām sām phan lāo  
**[A doctor at Cambridge University** revealed that the research team has found that the COVID has rapidly mutated into 3 variants]
- (15) **sātrāchān nai phāk wichā rōk rabāt witthayā mahāwitthayālai chōn hōpkin saharat-amērikā** sanōe khōmūn thī pen prayōt nai kām sū kap wairat khōwit sipkāo ... **sātrāchān Michele Assaf** khān phūa pen khōmūn sū khōwit-19  
**[The professor of epidemiology at John Hopkins University, in the United States,** showed useful information for fighting against the Covid-19 virus ... **Professor Michelle Assaf** wrote the information for combating the Covid-19]

Examples (14) and (15) use the names and academic titles of individuals from foreign countries to add credibility to the translated news. However, although the person mentioned in (15) does not exist, the mere use of the academic title and well-known university name could play a major role in convincing the audience.

#### 4.3.2 Reporting verbs

Using reporting verbs to indirectly cite other people’s opinions, according to systemic functional linguists, can reflect how language is used to engage readers. It is an interpersonal function of language that demonstrates a sender-to-receiver interaction (Martin and Rose, 2007: 52). The use of verbs (such as *claim*, *believe*, and *indicate*) can convey the writer’s/translator’s attitude toward the world and their beliefs about the “reported”.

- (16) sāttrāḥhān dōktōe Tasuku Honjo sāttrāḥhān sarīrawitthayā rū kānpḥāet khōng yīpun ... **klāo wā** wairat khōrōnā mai pen thammachāt phanakngān thuk khon khōng hōng patibatkān rū pen yāng dī  
[Professor Dr. Tasuku Honjo, professor of physiology or physician in Japan ... **said that** the Coronavirus is not natural ... every officer in the lab knows this well]
- (17) WHO rū ‘ong kām ‘anāmai lōk ‘ōk mā **yūnyan wā** chūa dang klāo song tō kan dai phān thanabat  
[WHO or the World Health Organization **confirmed that** the virus can be transmitted through a banknote]

All of the above examples use verbs to report opinions, with the names of individuals (16) and international organization (17) referenced to consolidate their credibility. When combined with claims of medical-related occupation or title, the use of both the straightforward verbs ‘said that’ and verbs supporting fact ‘confirmed that’ may result in persuading the reader to believe the untrue information.

#### 4.3.3 Allusion

Allusion is an uncommon strategy and mostly takes the form of a paratextual element or a commentary on the translated news. This exemplifies one aspect of Thai culture that values the use of proverbs or aphorisms to compel people to do what is recommended. Using allusion in an aphorism to motivate the reader is effective because it indirectly evokes the reader’s emotional response to what is being presented. This “evokedness” is a type of text evaluation in which the information in the text is presented as “common sense” among members of society. Such “common sense” could be expressed through an aphorism, an allusion, or a metaphor (Munday, 2012: 28–30).

- (18) suphāsīt bōrān thī wā ngēnthōng khōng mājā khāo lāe plā man khōng čing  
[The old saying goes that money and gold are illusions; rice and fish are real things]

In (18), the translator accompanied the above aphoristic statement with a photo taken abroad (banknotes being thrown across the streets), claiming that people in the photo were no longer interested in wealth due to the pandemic. Ordinary Thais who have heard this saying may be stimulated by both “common sense” and the photo. The real news, however, is about a local bank in Venezuela being robbed and banknotes being scattered as the country’s currency rate deteriorates due to poor economic conditions. Citing credible names with reporting verbs and using allusions are fairly common in the sampling data; this group of techniques is used in 64 texts out of the total number of texts investigated.

### 4.4 Style

#### 4.4.1 Headlines

Fake news, in general, frequently imitates real news reports to mislead readers into believing it comes from reputable news agencies. The function of a news headline is to communicate the main point of the news to the readers in a few words and persuade them to pay more attention to its content (Shu et al., 2017: 28). Likewise, with a tendency for exaggeration and scaremongering, the headlines of translated fake news aim to elicit empathy and allow for the possibility of online information sharing.

- (19) “mō manoon” talung lakhān “khō wit-19” rēm phrāe phān ‘ākāt lāo nai ‘amērikā  
[“Doctor Manoon” was shocked by the evidence that “the COVID-19” started to spread through the air in America]
- (20) ongkām ‘anāmai lōk yūnyan ‘ēng wairat khō wit-19 phrāe chūa phān thanabat dai  
[The World Health Organization confirmed by themselves that the COVID-19 virus can be spread through “bank notes”]

Both of the preceding examples are from the front pages of two well-known media sources. They were used to grab attention by combining other linguistic strategies such as the use of negative words (see 4.1), references to famous people or organizations, and the use of reporting verbs (see 4.3). However, although these pieces of news have now been proven to be true to some extent, there was no scientific proof for the two events when they began circulating online in early 2020. The headlines of translated news that contain some element of manipulation can be found in 52 texts, the majority of which are generated by established news agencies.

#### 4.4.2 Source text as fake news

This method of presenting translation was observed in more than half of the data samples. One possible explanation is that the translators might be unaware that the news they were translating could contain falsehoods.



- (21) Source text: Russia unleashed more than 500 lions on its street to ensure that people are staying indoors during this pandemic outbreak.  
Target text: Russia plotplōi singtō māk kwā hārōi tūa tām thanon phūa hai nāčhai wā phūkhn yū bān

The majority of the translated news from fake sources is literal translation, demonstrated by the comparison of the original and translation in (21). The source and target texts would typically be arranged in the same order. This technique has proven to avoid the question of whether the source text is genuine or not, because it makes the translators appear to be devoted to their work, disregarding any potential social responsibility arising from their translation of already-fake content into the Thai news knowledge base. Nearly two-thirds of the translated news under study falls into this category.

#### 4.4.3 Disclaimer

A disclaimer is a paratextual style of presenting fake news that is marked by the use of spoken language, friendliness, and citing the name of a person or official body to increase credibility.

- (22) čhāk kām thī **nū** čhop **bai'ōthēknōlōyī** man chai trong tām lak withthayāsāt phūa pen withthayā thān lōi plā čhāk phāsā 'angkrit pen thai hai 'ān kan **kha**  
[Because I graduated with a degree in **Biotechnology**. This is consistent with scientific principles. To spread the knowledge, I then translated it from English to Thai for you all to read]

The presentation style in (22) reflects one of the Thai traits of language use (the pronoun showing inferiority in social status *nū*, the modal particle of politeness *kha*). However, demonstrating broader knowledge (a credible field of study such as 'Biotechnology'), even if one is of lower social status than those receiving the news, may be interpreted as an expression of courtesy and goodwill, and the reader may be impressed and compelled to trust the translated text guided by the adjoining disclaimer. This technique is relatively uncommon; there are fewer than ten instances in the sampling data, most of which are found on social media platforms such as LINE or Facebook.

#### 4.4.4 External links

Providing links to international sources is most common in academic or scientific news to reassure readers that the contents were not fabricated by the translator but come from a reliable source, such as famous media outlets or academic-related websites.

- (23) After Shock Scenario ... rōem kōet rabāt Covid - sipkāo khun lāo nai prathēt čhīn pen rōp thī sōng sūng khāt wā runrāng kwā dōm phrō nai kām rabāt rōp thī sōng nī yā fā wiphirā wīa (Favipiarvir) thī khēi chai yū tōm nai rōp rāk phiang yāng dīeo nā čha 'ao mai yū  
<https://www.dailymail.co.uk/news/article-8141971/Beijings-leading-doctor-warns-new-coronavirus-outbreak-China.html>  
[After Shock Scenario ... the COVID-19 started to spread in China for the second round, which is speculated to be more serious because, this time, only Favipiarvir (Favipiarvir) that we used in the first round may not contain it.  
<https://www.dailymail.co.uk/news/article-8141971/Beijings-leading-doctor-warns-new-coronavirus-outbreak-China.html>]

Example (23) is accompanied by a news link source to demonstrate that the translated scientific information has clear, reliable sources from foreign countries, thus increasing the deceptive effect. According to the data studied, external links in the fake news translation are typically from international news agencies, scientific websites, or reputable international organizations. Interestingly, providing external links is quite common (58 instances to be precise), particularly among translated news that attempts to back up its claims with credible sources.

### 4.5 Visual manipulation

#### 4.5.1 Real picture

The translator's most common strategy is to use pictures from international sources to convey his/her ideas, or simply to translate already-fake news with photos into Thai. The study found that pictures of source texts were used, but they did not correspond to the reported content. Furthermore, the translator's opinions were included in the paratext, accompanied by pictures, in order to provoke the emotions of the readers and encourage them to share such opinions and pictures. Note that the literal translations and transcriptions of the Thai originals in the following figures are provided in Appendix 2.



**Figure 1:** A Comparison of Source Text and Target Text with the Same Picture as Circulated Online

Figure 1 depicts the already-falsified picture from the source text, whereas the Thai translation that accompanies the picture is straightforward with additional commentary. In fact, the picture is not of the Italian Prime Minister, but of the Brazilian President (Jair Bolsonaro), who became tearful during a Thanksgiving speech in December 2019 after mentioning an assassination attempt on his life during his 2018 election campaign.

#### 4.5.2 Graphic

A computer-generated image with additional text can be easily transmitted with the use of attention-grabbing modes such as contrast, typography, or text placement. It offers the audience an item of information and an object of contemplation (Kress and van Leeuwen, 1996: 124). These multimodal inferences may influence the reader's liking, empathy, and encouragement to share fake content.



**Figure 2:** An Infographic with Fake News Translation as Circulated Online

Figure 2 shows a graphic with descriptions of news stories in which thieves disguised themselves as healthcare workers to deceive people. The use of red may attract people's interest, while the figure wearing a blue hood may frighten the reader. In fact, there were no reports of such criminals at the time, and the NSH is neither a Thai nor international organization. The closest seems to be the National Health Service of the United Kingdom (NHS). In Thailand, only one organization, Village Public Health Volunteers, works in a similar way to that reported in the graphic. One possible explanation is that this news was translated from a foreign country with the NHS claim, but contained a typographical error.

#### 4.5.3 Video clips

The use of video clips is frequently accompanied by additional comments from the translator. The majority of the translations are already fake (see 4.4.2), detailed with clips and false descriptions. They are typically found in postings on various websites, such as Facebook pages or even YouTube.



**Figure 3:** A YouTube Screenshot of News Coverage by One of the Thai News Agencies

Figure 3 was taken from news coverage by a well-known media outlet. The report began with video clips from around the world, followed by an update on the high number of viral infections in Italy at the time, and images of people sleeping on the streets due to a lack of beds. Using video clips and reading the news in a rousing tone may lead people to believe that it is true, emerging as it does from a major news channel. In fact, these photographs were taken in Croatia, where a large earthquake damaged the hospital, forcing the patients to wait outside for medical assistance.<sup>3</sup>

The manipulation of real images, graphics, and video clips is especially prevalent in the sampling data, with 78 instances to pique the audience's interest, some directly showing the images, but others appearing with a small image attached to an external link (cf. 4.4.4). They originate from various sources, including social media apps, traditional news outlets, websites, and other online blogs.

#### 4.6 Text structure and presentation

##### 4.6.1 Presenting both source text and target text

In many cases, the English source news is embedded in the target texts because the translator or editor inserts some original paragraphs in between Thai translations to give the impression that the news is accurate and trustworthy.

- (24) UNICEF  
 If the virus is exposed to a temperature of 26-27°C. It will be killed, as it does not live in hot regions. Also, drinking hot water and sun exposure will do the trick and staying away from ice cream and cold food is advised.  
 thā wairat čhōe 'unhaphūm sūng 26-27C\* man čha tāi man mai yū nai phūmī'ākāt rōn kām dūm nam rōn lāe 'ōk dāet čha chūai pōngkan khūan thān 'āhān rōn lāe ngot 'aisakrīm kap 'āhān thī yen

Example (24) shows the English original immediately followed by the literal Thai translation, with UNICEF as the heading to persuade the reader that the news from this source is reliable (cf. 4.3.1). This example is also the translation of already-fake news (cf. 4.4.2). This method of presenting translated news is not as ubiquitous as other categories in the sampling data; there are 28 texts that present both English and Thai in the same body of news.

##### 4.6.2 Content presentation

Two aspects of translation-driven fake news were identified in relation to content presentation: pseudoscience and pseudotranslation. The first involves the translator introducing statements or organizations that purport to be scientific practices but are incompatible with scientific methodology. Pseudoscience provides details by citing legends of discoveries, rejecting preconceived notions, focusing on

<sup>3</sup> See also the news about the earthquake, <https://www.bbc.com/news/world-europe-51995861>.

biased evidence to justify them, and explaining the situation rather than telling the truth (Veszelszki, 2017: 19–21).

- (25) The virus is not a living organism, but a protein molecule (DNA) covered by a protective layer of lipid (fat), which, when absorbed by the cells of the ocular, nasal or buccal mucosa, changes their genetic code. (mutation) and convert them into aggressor and multiplier cells. Since the virus is not a living organism but a protein molecule, it is not killed but decays on its own. The disintegration time depends on the temperature, humidity and type of material where it lies.
- wairat mai chai sing mī chiwit tæ pen mōlēkun prōtīn (DNA) hum dūai laipit (khaiman) sung mūa thūk sēn khōng tã rūr chāmūk rūr sām khatlang nai chōng pāk kō chā klāi phan hai runræng khun læ phrækhayāi sēn nūrangchāk wairat mai chai sing mī chiwit tæ pen mōlēkun prōtīn rao chūng khā man mai dai tæ man chā sūam thōi rūr salāi pai ‘ēng khun yū kap ‘unhaphūm khwāmchūn læ chanit khōng phūn phiu thī wairat pai kō

Example (25) was found to be online news coverage from a well-known Thai news agency, and is a combination of the various fake news tactics described in the previous sections, such as citing credible names, inserting the original English text in-between the literal Thai translation, and translating already-fake news. But the main feature of the content is that it presents a method of protection against the virus as if it has been tested in real life and cites scientific evidence to support it without providing accurate sources.

The second aspect is pseudotranslation, or a text that resembles translation (O’Sullivan, 2010: 123). This case involves writing news in Thai but creating the appearance of translated international news by using a foreign name, providing source text credit, and emulating a punctuation mark. This type of fake news translation is uncommon; only five cases are found in the corpus. One striking example is given below.

- (26) sing thī ‘ongkām ‘anāmai lōk pitbang rao wai : phūt krathōm sāmāt yapyang læ thamlāi chūa wairat khōrōnā dai dōi phonngān kāmwičajai chāk Professor Yee T Bi hūanā phāk wichā wairat witthayā mahāwitthayālai Datissin khon phop wā maithrāchainīn nai phūt krathōm nan sāmāt thamlāi wairat dai phāinai 0.05 wināthi langchāk rapprathān læ yangmī rit yapyang rōk tång tång dai ‘ik 1975 rōk
- [What the World Health Organization is hiding from us: Kratom leaves can inhibit and destroy the Coronavirus. The research by Professor Yee T Bi, Head of the Department of Virology at Datissin University, reveals that mitragynine in Kratom leaves can destroy the virus within 0.05 seconds after intake, and also has the effect of inhibiting other 1975 diseases]

This example shows how news writers build credibility by assuming that ordinary people may not have access to international news or have sufficient knowledge of English to verify the translation. In fact, it does not appear to be the real *Professor Yee T Bi* and *Datissin University*, nor does it have any experimental effect on Kratom leaves in terms of antiviral activity.

Nonetheless, it is worth noting that the claims (‘destroy the virus within 0.05 seconds after intake, and also has the effect of inhibiting other 1975 diseases’) may be exaggerated to the point where the general public with some basic medical knowledge may question its authenticity.

## 5. DISCUSSION AND CONCLUDING REMARKS

The findings from this analysis of fake news translations about the coronavirus pandemic show that the majority represent news promoting health care, warnings about potential escalating situations, and photos or texts of foreign tragedies to elicit sympathy from Thai readers. They are incomplete or summarized translations with certain deceptive aspects of comments in their paratexts, or in what Batchelor (2018: 33) refers to as a place of the translator’s visibility. The interpretation of the findings can be divided into two dimensions.

Firstly, regarding personal attitudes and persuasion, translations of foreign news in many cases seem to be motivated by a desire to help Thai people become better informed, as paratextual elements suggest, although the presented news remains a rumor. This concurs with the findings of Shu et al. (2017: 30), who notice that rumor, as a source of fake news in general, can help people make sense of an uncertain situation while potentially falsifying the truthfulness. Furthermore, as seen in example (8), fake news translation can be interpreted, in some cases, as amusement and sarcasm, which corresponds to the typical fake-news characteristics proposed by Tandoc et al. (2018), who note that humor or jokes can be used to capture the audience’s attention and thereby mislead them for profitable gain. Besides, news translators may attempt to increase the credibility of the translated news by providing a link to the original, as in example (23), although very few readers will click on it. This is consistent with the analysis of Waszak et al. (2018: 116), who find that



medical fake news on social media frequently includes external links, thereby exposing the audience to clickbait and misinformation and posing a risk to public health.

Secondly, in terms of social influence, fake news translation tends to have a similar structure to real news to convince the public, with features such as headlines and citation of external sources, as illustrated in examples (19) and (20). This supports the idea advanced by Shu et al. (2018: 31) that news headlines frequently mislead readers into believing false information and make them victims of malicious intent. It draws on a writing style that focuses on eye-catching headlines and is prone to exaggeration, which can cause emotional sensitivity or fear. Moreover, with an emphasis on stories that people in society are already interested in, such as the treatment of the infection or the discovery of a cure, the fake news translations frequently refer to scientists, educational institutions, and other credible names, as in examples (14) and (15), of which the audience may be unaware and thus regard the translations as reliable and trustworthy.

Overall, the present findings lend depth to existing studies about the characteristics of fake news; particularly, the tactic of combining text and illustration, as in Figures 1–3, which demonstrates personal motivation or even orchestration by well-established media outlets to spread false information. This strategy is in line with the observations of Veszelszki (2017: 25) and Tandoc et al. (2018: 144), particularly with regard to photo manipulation of locally produced fake news, which is likely to have a highly persuasive effect on readers. However, as the findings in the previous sections inform, the characteristics of fake news translation differ from that of fake news written domestically in many aspects: foreign word insertion (Section 4.1.2), citation of names and reporting of other people's opinions (Sections 4.3.1 and 4.3.2), translation of already-fake news (Section 4.4.2), disclaimer at the paratextual level (Section 4.4.3), comparison of the English source text and Thai translation (Section 4.6.1), and pseudotranslation (Section 4.6.2). The latter, in particular, confirms related findings by Egelhofer and Lecheler (2019: 111) that fake news can sometimes represent pseudojournalistic disinformation. Nevertheless, pseudotranslation observed in this study is considered a unique feature because the text is not a translation in itself, but a manoeuvre to trick the reader into thinking that it is a translation of international news, and to manipulate people's tendency to believe that such news has a chance of being true. This could even lead to a similar impact to Hartley and Vu's (2020: 752) claim that fake news (in our case, the pseudo-translation of the Kratom-leaves effect on the virus) potentially undermines scientific credibility.

Insomuch as translation studies are concerned, fake news translation as a news summary clearly extends the scope of translation as rewriting developed by Lefevere (1992) beyond historiography, anthology, criticism, and editing, and the sole focus of scholars of translation studies such as O'Sullivan (2010), Rath (2017), and Rambelli (2019) on the literary translation of pseudotranslation. Moreover, translation-generated fake news may not have the same administrative process as 'transediting' in major news agencies, in the same way as Stetting (1989) or Bielsa and Bassnett (2009) suggest. However, there are some similarities in the translation procedures that embody the concept of recontextualization by Kang (2007) and ideological re-framing by Ping (2018). Although fake news translations are largely produced and distributed online at an individual level, such procedures as the use of aphorism, visual manipulation, or even pseudotranslation undeniably resonate with the process of news recontextualization and re-framing in accordance with the translator's attitude, worldview and intention. This effort can be seen in the inclusion of personal comments in the paratextual elements – a procedure that is as meaningful as citing other international sources to increase the credibility of the translated texts.

In closing, the present findings may be considered as a practical pathway for increasing awareness and introducing basic detection of fake news translation for the general public, building on previous research on machine translation (Aphiwongsophon and Chongstitvatana, 2018; Mookdarsanit and Mookdarsanit, 2021), or even as guidelines for parents in ensuring their children's digital literacy (Siwapathomchai, 2021). The discourse analysis framework used in this study is also effective in eliciting linguistic features of the texts studied, specifically attitudinal lexis, paratext, intertextuality, cohesion, and multimodality (pictures, graphics, text composition). However, one limitation of this study is that it only employs a qualitative approach to identifying fake news characteristics through translation. Future research may consider a quantitative approach to measure the tendency and discuss the results in conjunction with the evidence derived from the present paper's textual analysis. Further research may also be undertaken with a larger corpus to compare fake news translations between other language pairs, while for educational purposes, additional study may be conducted on the audience's reception by using focus groups or in-depth interviews to evaluate their understanding and screening of the characteristics identified in this study.

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## APPENDIX 1

The following is a list of Thai original texts cited in the paper as examples.

- (1) มหันตภัย เป็นสัตว์ปีกแมลงชนิดหนึ่งตัวเล็ก ๆ หน้าตาคล้าย ๆ กับตัวต่อ โควิดไม่ทันหาย แมลงก็มาอีกแล้ว
- (2) ตะลึง พบเชื้อโควิด กลายพันธุ์เป็นหลายสายพันธุ์แล้ว
- (3) สลด! ผู้ป่วยโควิดที่อิตาลีล้มลุกนอนนอก รพ.
- (4) อิตาลี...ถึงจุด...สุดๆ...ในโลกนี้ครับ
- (5) ชัดเจนแล้ว...สื่ออเมริกันตีข่าวรัฐบาลอเมริกาสืบพบผู้ผลิตและจำหน่าย #CoronaVirus ไปยังจีน...
- (6) BREAKING NEWS ... รายละเอียดพบว่า COVID-19 ไม่มีอยู่ในรูปของไวรัส แต่มีขนาดใหญ่มาก เป็นการหลอกลวงระดับโลก ผู้คนเสียชีวิตจาก Amplified Global 5G Electromagnetic Radiation (Poison)
- (7) พบผู้ผลิตและจำหน่าย #CoronaVirus ไปยังจีน ชื่อ Dr. Charles Lieber หัวหน้าภาควิชาเคมีและชีววิทยาที่มหาวิทยาลัยฮาวาร์ด ถูกจับกุมแล้ววันนี้ >>USA ARRESTED the scientist who sent #COVID19 to CHINA?
- (8) Dr Viladimir Zelenko M.D. ที่หมอเรียก “คุณหมอเครางาม” ได้กลายเป็นฮีโร่ของชาวโลกเพียงชั่วข้ามคืน เมื่อคุณหมอได้ค้นพบสูตรยารักษาโควิด
- (9) สงสัยหรือไม่ว่า ไวรัสตัวนี้ กระโดดลงมาจากประเทศจีนไปประเทศสหรัฐอเมริกาได้ ในเวลาเพียงไม่กี่วัน...?
- (10) สภาพในชาวนั้นจริงหรือไม่? สถานการณ์ในพม่า ณ ตอนนี้ คนไทยการ์ดตกไม่ได้เด็ดขาด

- (11) อ่านกันสักนิดนะค่ะ!!!! ในกระเพาะอาหารมีกรดสำคัญอยู่กรดหนึ่ง...สามารถฆ่าไวรัสได้ก่อนเข้าทำลายปอด!!!!
- (12) เนื่องจากไวรัสไม่ใช่สิ่งมีชีวิตแต่เป็นโมเลกุลโปรตีน เราจึงฆ่ามันไม่ได้...
- (13) โควิดไม่ทันหาย แผลงมาอีกแล้ว มาแล้วกับวันสิ้นโลกนี้
- (14) นายแพทย์มหาวิทยาลัยเคมบริดจ์ เผยที่มันวิจัยพบโควิดมีการกลายพันธุ์เร็วมาก เป็น 3 สายพันธุ์แล้ว
- (15) ศาสตราจารย์ในภาควิชาโรคระบาดวิทยา มหาวิทยาลัยจอห์น ฮอปกินส์ สหรัฐอเมริกาเสนอข้อมูลที่เป็นประโยชน์ในการสู้กับไวรัสโควิด 19 ... ศาสตราจารย์ Michele Assaf เขียนเพื่อเป็นข้อมูลสู้โควิด19
- (16) ศาสตราจารย์ ดร. Tasuku Honjo ศาสตราจารย์สรีรวิทยาหรือการแพทย์ของญี่ปุ่น ... กล่าวว่า ไวรัสโคโรนาไม่เป็นธรรมชาติ ... พนักงานทุกคนของห้องปฏิบัติการรู้เป็นอย่างดี
- (17) WHO หรือองค์การอนามัยโลกออกมายืนยันว่าเชื่อดังกล่าวส่งต่อกันได้ผ่านธนบัตร
- (18) สุภาจิตโบราณที่ว่า เงินทองของมาหา ข้าวและปลาหมึกของจริง
- (19) “หมอมณูญ” ตะลึงหลักฐาน “โควิด-19” เริ่มแพร่ผ่านอากาศแล้วในอเมริกา”
- (20) องค์การอนามัยโลกยืนยันเอง ไวรัสโควิด-19 แพร่เชื้อผ่าน “ธนบัตร” ได้
- (21) Russia ปลดปล่อยสิ่งใดมากกว่า 500 ตัว ตามถนน เพื่อให้แน่ใจว่าผู้คนอยู่บ้าน
- (22) จากการที่หนูจบบีโอเทคโนโยลิมนัโซตรงตามหลักวิทยาศาสตร์ เพื่อเป็นวิทยาทารเลยแปลจากภาษาอังกฤษเป็นไทยให้อ่านกันค่ะ
- (23) After Shock Scenario ... เริ่มเกิดระบาด COVID-19 ขึ้นแล้วในประเทศจีน เป็นรอบที่ 2 ซึ่งคาดว่าจะรุนแรงกว่าเดิมเพราะในการระบาดรอบที่สองนี้ยาฟิราเวียร์ (Favipiravir) ที่เคยใช้อยู่เดิมในรอบแรกเพียงอย่างเดียวน่าจะเอาไม่อยู่  
<https://www.dailymail.co.uk/news/article-8141971/Beijings-leading-doctor-warns-new-coronavirus-outbreak-China.html>
- (24) ถ้าไวรัสเจออุณหภูมิสูง 26-27C\* มันจะตาย มันไม่อยู่ในภูมิอากาศร้อน การต้มน้ำร้อนและออกแดดจะช่วยป้องกัน ควรทานอาหารร้อนและงดไอศกรีมกับอาหารที่เย็น
- (25) ไวรัสไม่ใช่สิ่งมีชีวิตแต่เป็นโมเลกุลโปรตีน (DNA) หุ้มด้วยลิปิด (ไขมัน) ซึ่งเมื่อถูกเซลล์ของตา หรือจมูกหรือสารคัดหลั่งในช่องปากก็จะกลายพันธุ์ให้รุนแรงขึ้นและแพร่ขยายเซลล์ เนื่องจากไวรัสไม่ใช่สิ่งมีชีวิตแต่เป็นโมเลกุลโปรตีน เราจึงฆ่ามันไม่ได้ แต่มันจะเสื่อมถอยหรือสลายไปเองขึ้นอยู่กับอุณหภูมิความชื้นและชนิดของพื้นผิวที่ไวรัสไปเกาะ
- (26) สิ่งที่ยกการอนามัยโลกปิดบังเราไว้: พิษกระท่อมสามารถยับยั้งและทำลายเชื้อไวรัสโคโรนาได้โดยผลงานการวิจัยจาก Professor Yee T Bi หัวหน้าภาควิชาไวรัสวิทยา มหาวิทยาลัย Datisin ค้นพบว่า ไหมทราเจนินในพิษกระท่อมนั้นสามารถทำลายไวรัสได้ภายใน 0.05 วินาทีหลังจากรับประทาน และยังมียาที่ยับยั้งโรคต่างๆ ได้อีก 1975 โรค

## APPENDIX 2

The following is a list of the original Thai texts, along with their transcriptions and literal translations, as presented in Figures 1 and 2.

### Figure 1

ข้อความที่นายกรัฐมนตรีของประเทศอิตาลี กล่าวทั้งน้ำตาอาบแก้ม ออกมายอมรับว่าหมดหนทางบนพื้นพิภพนี้ที่จะเยียวยาช่วยเหลือประชาชนได้ ตอนนี้มีความหวังเดียว คืออยู่ที่ฟ้าเบื้องบน พระเจ้าทรงช่วยคนของท่านด้วย อ่านแล้วสะเทือนใจ เห็นรูปภาพแล้ว สามารถเห็นถึงสายตาแห่งความสิ้นหวังและเศร้าเสียใจ ... ได้แต่ภาวนาว่า คนไทยจะยอมอยู่กับบ้านมากขึ้น เพราะไม่อยากเห็นภาพแบบนี้ในไทย

khôkhwām thī nāyokratthamontrī khōng prathēt 'itālī klāo thang namtā 'āp kām 'ōk māl 'omrap wā mot honthāng bon phūn phiphop nī thī čha yieoyā chūailūa prachāchon dai tōn nī mī khwām wang dīeo khū yū thī fā būrangbon phrachao song chūai khon khōng thān dūai 'ān lāo sathūrachai hen rūpphāp lāo sāmāt hen sātā hāeng khwām sinwang lāe sao sīachai ... dai tæ phāwanā wā Khon Thai čha yōm yū kap bān māk khun phrō mai yāk hen phāp bæp nī nai Thai

[This is the message that the Prime Minister of Italy said with tears running down his cheeks, coming out to admit that there was no way on this earth to heal and help people. Now there is only one hope, which is in Heaven above. God help your people, please. Reading this shocked [me]. This picture makes me see [his] despair and sorrow ... [I] only pray that Thai people are more willing to stay at home because I don't want to see such pictures in Thailand.]

### Figure 2

แจ้งเตือนประชาชน ... มิฉะซีพในรูปแบบใหม่ แต่งกายคล้าย จนท.สาธารณสุข สวมหน้ากากอนามัยและถุงมือ มาเคาะประตูบ้าน หรือกดอดหน้าบ้าน แจ้งว่าเป็น จนท.จาก NSH มาสำรวจว่ามีใครในบ้านเป็น โควิด - 19 บ้าง ... อย่าหลงเชื่อและเปิดประตูรับ ให้ขอคู่มือประชาชน หากพบพฤติกรรมดังกล่าว โทร.191 ฝากแจ้งประชาสัมพันธ์เตือนผู้สูงอายุ หรือ ประชาชนที่อยู่บ้านคนเดียว ดูแลตัวเอง เตือนเพื่อนบ้าน เราจะผ่านไปด้วยกัน

čhæng tūran prachāchon ... mitchāchīp rūpbæp mai tæng kái khlāi čhaonāthī sāthāranasuk sūam nākāk 'anāmai lāe thung mūr mā khō pratū bān rūr kot 'ōt nā bān čhæng wā pen čhaonāthī čhāk NSH māsamrūatwā mī khrai nai bān pen khō wit - sipkāo bāng ... yā long chūa lāe pōet pratū rap hai khōdū bat prachāchon hāk phop

phruttkān dang klāo thō nūngrōikāosip'et fāk čhǎeng prachāsamphan tūan phūsūng'āyu rū prachāchon thī yū  
bān khon dīeo dūlǎe tūa 'ēng tūan phūranbān rao čha phān pai dūai kan

[To alert people ... new style scammers who dressed up like public service officers and wore masks and gloves, came knocking on the door or pressing the doorbell in front of the house and saying that they were officers from NSH to check if anyone in the house was infected with COVID-19 ... Don't be fooled and open the door. Just ask to see their ID card. If you encounter such a situation, call 191. Please notify the public and warn the elderly or people who are at home alone to take care of themselves, including their neighbours. We will pass it together.]