



News Translation: A Unique Form of Communication Production

Parastu Dorrیمانesh¹, Seyed Vahid Aqili^{2*}, Ferdows Aghagolzadeh³

¹Ph. D. Candidate, Department of Foreign Languages, Science and Research Branch, Islamic Azad University, Tehran, Iran

²Associate Professor, Department of Communication and Media, Central Branch, Islamic Azad University, Tehran, Iran

³Professor, Department of Linguistics, Tarbiat Modares University, Tehran, Iran

Received: June 02, 2022

Accepted: December 30, 2022

ABSTRACT

Despite the fact that translation constitutes an absolutely essential component of news production process, and that most news writing requires language transfer to some degree, journalism studies has ignored the contribution of translation to the production of international news and the relevant processes to a great extent. This negligence, however, is not confined to media studies; translation studies too, has disregarded news translation for a long time and only recently started to give it the attention it deserves. In this paper, the aim is to establish an understanding of what news translation entails, what it denotes in translation and media studies, its principles and procedures, what factors affect it, and most importantly, what distinguishes it from other types of translation such as literary translation. The dissection of the above issues will hopefully be conducive to changing our perception of news translation and give us insight as to its significance in the production of global news. Another possible gain from the current study will be the contribution that can be made to how news translation courses are designed and thought in media and journalism schools.

Keywords: International News, Media, News Trans-Editing, News Translation

INTRODUCTION

Various definitions of translation under different paradigms such as linguistic, social and psychological, and cultural have been offered by experts of the field over the last few decades; most of which do not apply to translation of news due to its unique purpose and function. For example, Catford (1965), a linguist believing that linguistics should guide translation, defines translation as "the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)" (p. 20, as cited in Jixing, 2013). In other words, Catford suggests a direct type of translation of a text from one language to another,

which is perhaps the least frequent form of news translation practiced. Nevertheless, what is significantly more frequent in news translation as media people believe is the act of restructuring the material in a form more suitable to the target readership. Within the same well-known paradigm, that is, the linguistic paradigm, Nida (1964) defines translation as "the transference of a message from one language to another" (p. 3) and later proposes the concept of dynamic equivalence and defines translation differently as "the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style" (p. 12). In this latter definition, Nida shifts the focus of translation from the form of the text to its receptor and focuses on

*Corresponding Author's Email:
seyed_vahid_aqili@yahoo.com

how the receptor responds to the text. He suggests that translation should be done in a manner that would make the target text receptors respond in the same way as the receptors of the original text. Nida's idea of equivalence might hold true in most translation instances; however, sometimes in news translation, there is no intention to create the same response in the readers. Quite the contrary, very often there is an attempt to elicit a different or even an opposite response to the news from the receptors.

Taking a somewhat different stand from that of Nida's, Pym (2004) states that translated texts are not expected to represent a previous text and are part of the regular material distribution process. He believes translations are "new texts designed to serve new purposes, without any necessary constraint by equivalence" (p. 55); an argument that can easily be applied to translation (localization) of news. In addition, Nida's translation theory, as Wang Dongfeng (2000, p. 203) sees it, is not a "religious translation theory" and not a "general translation theory". Consequently, it should not be viewed as a perfect criterion in other types of translation in general and in news translation in particular, for news translation pursues a different goal. A somewhat different view from that of Nida's is expressed by Newmark (1988, p.5) stating that "often, though not by any means always, it [translation] is rendering the meaning of a text into another language in the way that the author intended the text".

Newmark suggests that the first step in the process of translation should be conducting a thorough text analysis to identify the intention of the writer and the text, among other factors. Furthermore, Newmark (2001, p.7) asserts that translation is "a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language". As it can be seen, Newmark too attempts to deliver a similar message to that of the original text. The question here, nevertheless, is that in case of news stories, do we really intend to deliver the 'same' message as that the original news writer or news agency intended to?

Nonetheless, Newmark is right when he suggests translators identify the intentions of the writer before translating a text because it is through intention recognition of the original news article that translators can decide how to perform the significant task of gatekeeping; 'the process of controlling the flow of information into and through communication channels' (Vuorinen, 1997, p. 161, as cited in Yonsuk, 2017). Moreover, translation might be used to serve a communicative function or purpose in the target language that is quite different from or even contrary to that intended by the producer of the source text. The function of the target text will largely be determined based on its new context, the intentions of the involved parties and their overall ideologies and political agenda, to name some.

An important issue to remember is that sometimes there is a need to change the news angle; a practice that is both usual and frequent in news translation, especially when different source texts are to be used in combination with the intention of rewriting and summarizing them to create a single target text. It is this change of angle that leads to a successful translation provided that it can communicate effectually across different boundaries such as linguistic, geographical and cultural ones and still inform the new public of the aspects necessary for them to be informed of, that is, it can function as news for a new audience.

Another prevalent perspective in translation is a cultural one, based on which, André Lefevere, one of the leading theoreticians of his time in the field of literary translation views translating as a process of rewriting. He believes this process, being a social phenomenon, is determined by the two factors of ideology and poetics and focuses on the relationship among culture, politics, and translation. Lefevere states that "translation is, of course, a rewriting of an original text" (Lefevere, 1992, 2004, p.xii, as cited in Jixing, 2013). He maintains that compared to poetics and linguistics, ideology has a bigger influence, and translators have to consider the requirement of the society when rewriting a text. Consequently, finding a perfect equivalence between the

source text and the target text is a difficult task. Moreover, translators have to consider the needs of the powerful institutions in translation which forces them to rewrite the original text. From a cultural perspective, it can be said that translation is not a mere linguistic activity, but also a cross-cultural one and should therefore be taken into account in studying and practicing translation. In defining translation under the social and psychological paradigm, Gentzler (2008, as cited in El-daly, 2015, p. 382) talks about translation as "a social and psychological activity which forms the identity of a nation", and it is a creative activity that goes beyond a linguistic operation through which a nation and even an entire continent can define itself.

As it can be seen from the above, although translation studies, not until recently, has not paid enough attention to translation of news texts, as a genre of translation distinct from others, and has somewhat ignored its unique characteristics and how it differs from the other types, the turns in translation studies have moved in a direction that see translation as a process and operation going beyond linguistic transfer of messages from one language to another and have considered other aspects such as culture, ideology, identity and so on; aspects that are considered in translation of news items as well. As Gambier (2016, p. 887) puts it, "the paradigm of equivalence has been replaced by the paradigm of cultural turn".

In sum, the interest in news translation has been on the rise within translation studies over the last decade. Whereas only a decade ago, very few empirical studies were carried out on news translation and its conceptualizations, today we are witnessing the presence of specific panels on news translation in recent editions of some well-known international conferences (European Society for Translation Studies Conference, 2013) and dedication of some leading journals' special issues to the subject (Across Languages and Cultures, 2010; Meta, 2012); evidencing that it is acknowledged as an area of study and that it has moved closer to what is actually done in translation of news. In contrast, Media Studies has "been quite slow to wake up to issues of translation" and

this is despite the fact that "media representations are, in general, a form of translation" (Ang & Hawkins, 2008, p. 136, as cited in Bauman et al. 2011). Media studies has put its focus mainly on single language cases and ignored interlingual transactions to a large degree.

Main Issues in News Translation

Defining News Translation

One of the biggest challenges encountered by translation and media experts when discussing news translation is defining what it actually is and what label to attach to it. This might be related to the wide discrepancy existing between how translation scholars and journalism researchers view translation. To the former, regardless of the selected terminology, many inter-linguistic and intra-linguistic changes are involved in the translation process. To the latter, however, translation is "the literal interlinguistic rendition of a foreign text" (Valdeón, 2017, p. 7), which is an infrequent type of process in news production involving translation. As a matter of fact, news translators do not perceive of what they do as translation. Schäffner (2017) also argues that "journalists-qua-translators" view translation as a mechanical process through which linguistic transcoding is performed with no decision-making involved in it beyond making linguistic choices. They, in contrast, see their journalist work as a more creative one. In fact, observing the journalistic parameters such as accuracy, readability, speed of delivery, and the audience's expectations results in "more or less freely transferred messages". Therefore, it can be argued that concepts such as equivalence and faithfulness to the original are not of much use in news translation process and this is, according to Schäffner, why some researchers use other terms to refer to these journalists/translators and have opted for alternatives such as "adaptation/translation" ("adaptación/traducción", Frías and Jose, 2005) or "transformative acts" (Valdeón, 2017). The most often used term, however, has been "transediting" introduced by Stetting in 1989 to account for the fuzzy borderline between translating and editing. By proposing this

concept, Stetting planned to cope with the dusky area between translating and editing; and consequently, calling for an interdisciplinary approach to the study of news translation. Stetting intended to help raise awareness of the complexities involved in the relevant process, encourage rethinking the more traditional views, move beyond linguistic transfer of a text from one language to another, and highlight the significance of target audience's needs, socio-cultural and ideological conditions, and constraints of the medium (Schäffner, 2012). In general, as Valdeón (2014) puts it, when analyzing the process of news production, we are faced with the problematic issue of terminology.

Regarding who performs translation in news agencies, their job description and the definition of news translation, Bielsa (2015) states that it is very rare for international news agencies to hire translators as such. The journalists and editors are the ones who perform translation as a serious component of news production task. Although most of these people have never received formal training in translation, they are very much capable of handling the task appropriately. To make her point, Bielsa refers to Agence France Presse or Reuters where translating a piece of news is one of the entry tests for working as a news editor. Therefore, instead of regarding the lack of translation training as a sign of the lack in translation skills or competence, translation scholars are forced by media translation to extend their definition of translation and translators.

News Translation/Transediting Process and Procedures

In translating news, Journalists rewrite texts in order to make them suit their new context of use, and in doing so, they must adhere to the rules and practices of the medium for which they work. News translators transform the source text significantly and create a target text with significantly different content. This transformation is done through a process not much different from that of editing which entails checking, correcting, modifying, polishing up and preparing news texts for publication. Accordingly, the final product of the news translation process is the creation of a new text;

a text intended to function as 'news' for a different readership in compliance with the textual conventions and culture of the target language.

In the process of creating the final product, (i.e. trans-editing), news texts are subjected to some modifications more frequently than others. Here, to illustrate the type of textual intervention required from the news translator, the most frequent modifications are listed as follows:

- *Change of title and lead:* titles and leads (informative subtitles) are often substituted for new ones so as to better suit the needs of the target reader or the requirements of the target publication.
- *Elimination of unnecessary information:* information can become redundant either because it is already known by the target readers or because it becomes too detailed and specific for a reader who is geographically and culturally removed from the reality described.
- *Addition of important background information:* when the target readers change it becomes necessary to add background information that will not necessarily be known in the new context.
- *Change in the order of paragraphs:* the relevance of the information in a new context and the style of the publication might make it necessary to alter the order of paragraphs.
- *Summarizing information:* this method is often used to fit the source text into the space available and to reduce lengthy paragraphs which are no longer fully relevant to the target readers (Bielsa & Bassnet, 2009, p. 64).

The reasons behind the alterations, as Bielsa and Bassnet see it, are the two factors of the audiences' background knowledge and news relevance. This intervention makes the translated version of the source text seem like an original and new text intended to suit the needs of its publication and target readers. To put it another way, what actually reaches people, that is, the final product, is of more significance than that of loyalty to the original text.

As said earlier, translators might make some fundamental changes to the content in order to make it suitable to the new context of

its consumption, be faithful to the agency they work for and its news policies and serve its purposes; be it to simply inform the public or to persuade them to think or act in a certain way. Yet, it should be remembered that translators, due to the nature of the medium, are limited by factors such as the journalistic genre they have to work with, ideology of the organization they work for and context of their work in general.

Sara Bani (2006) rightly argues that a distinction should be made between translation strategies performed by the translators (such as cutting, summarizing, inclusion of explanations, generalization, and substitution) and textual manipulation performed by the editorial board (such as addition, deletion, and rearrangement of the text). However, it is not always clear which strategies are adopted by the translator and which ones by the editors. To sum up, the process of news translation demands some kind of intervention in the original text on the part of the translators, and this, in turn, modifies the role traditionally assigned to them in relation to both the source text and the author. That is, their role is regarded to be the same as that of journalists. As a matter of fact, journalists do not perceive translation as a task dissimilar to that of news production or as a process distinct from text edition, and this is why they are usually surprised when someone asks them about their job as news translators. Furthermore, one can see that the status of the journalist and the translator do not differ much by definition; nevertheless, one should realize that different news agencies, depending on their ideologies and policies, might approach the process of news translation and production in somewhat different manners.

Features and Objectives of News Translation

Bearing in mind the influential nature of journalistic factors, some characterizing and distinguishing features of news translation are pointed out as follows:

1. The main objective of news translators is to transmit information.
2. News translators translate for a mass audience. Consequently, a clear and direct language needs to be used.

3. News translators translate for a specific geographical, temporal and cultural context. Their job is also conditioned by the medium in which they work.
4. News translators are subject to important limitations of time and space.
5. News translators are usually “backtranslators” and proofreaders (Tapia, quoted in Hernández Navarro 2005: 157–158, as cited in Bielsa & Bassnett, 2009, p. 63).

This list is not without defects. For instance, one of the main claims regarding the goals of news translation, as it can be seen from the above, is the objective transmission of information in a fast and at the same time clear manner so that it can be communicated to the audience effectively. Moreover, in this process of interlingual transfer, journalistic factors such as genre, time, and space are just as significant as the linguistic and cultural ones. Nevertheless, there is some controversy surrounding the issue of objectivity. As a relative instance, one can refer to the results of a research study conducted by Azodi and Salmani (2015) showing that “the translation of news stories serves not an objective goal as it is claimed to be or as expressed in the ideal world; rather they work most subjectively serving dominant power via the language of political discourse” (p. 181).

In addition to the above, there are some objectives and features common between news translation as an indispensable part of news production process and news writing in general. As one of these shared objectives, reconstruction of reality or creation of news frames can be referred to. Media creates frames for news stories through which people can access a given event and interpret it the way the media decides for them. In other words, news reconstructs realities. Consequently, translation-mediated news, as Darvish (2006) argues, entails a reconstruction of an already constructed reality that has already been subjected to professional, institutional and contextual influences; a reframing process of already framed texts. Likewise, Liu (2013) maintains that translation surely has a role in how audiences make sense of any given message; that

is, it reconstructs the reality of a story. She believes this process entails anticipation and comprehension of the target text context and to what extent it is acceptable by the target audience while they are being ideologically influenced. Liu suggests that by conforming to the framing of different institutions they represent, news translators reconstruct reality.

The next common issue is that of agenda-setting and gatekeeping that are two closely related concepts going hand in hand. On the one hand, by selecting the stories to be covered, gatekeepers legitimize some stories over others, thus 'setting the agenda' for topics to be discussed among the public. On the other hand, agenda-setting concept involves the elite selection of whether or not a story is newsworthy enough to be covered (McCombs, 2004, as cited in Gene, 2017). But the question that comes to mind is that who sets the agenda and who does the gatekeeping.

In answering the above questions, Craig (2017) maintains that there is no all-powerful being behind the scenes controlling the content transmitted to the public. Media gatekeepers are journalists, editors, etc., and they are in a power position that allows them to control the gates of information. As a result, one can infer that news trans-editors (journalist-translators) can also be among media gatekeepers. Vuorinen (1997, 170, as cited in Schäffner, 2017) asserts that to control the flow of information, gatekeeping operations such as deletion, addition, substitution, or reorganization are performed in any type of translation and specifically in news translation. Likewise, Van Doorslaer (2012) believes that in the context of news translation, the boundaries between translation, localization, and rewriting have become very difficult to distinguish.

Translation in Global News Agencies: News Agencies or Translation Agencies?

News agencies these days can be viewed as huge translation agencies with the task of translating vast amounts of information quickly and at the same time reliably. In fact, translation is of the greatest importance in news production and forms an inherent part of journalistic work. It is done to facilitate the flow of

communication between different cultures and to quickly and efficiently reach audiences across the globe. However, one cannot separate editing and translating from the inter-linguistic transformation process involved in news production and that is exactly why Stetting (1989, as cited in Yonsuk, 2017) coined the term "trans-editing" when referring to the changes that news producers make to material from several sources they receive in a given language and transform them for a new audience.

Stetting regards the 'constituents' of trans-editing as being to 'change', to 'add', and to 'remove' (Cheesman et al., 2010, p. 3). Moreover, Cheesman and his colleagues argue that "Marked off from gatekeeping, trans-editing denotes (semantic) changes within the selected and reorganized text which occur during translation" (Cheesman et al., 2010, p. 3).

In Stetting's view, various types of adaptations are involved in transediting:

- Adaptation to a standard of efficiency in expression: "cleaning-up transediting";
- Adaptation to the intended function of the translated text in its new social context: "situational transediting";
- Adaptation to the needs and conventions of the target culture: "cultural transediting" (Bielsa, 2007, p. 377).

Bielsa believes the similarity between news translation and news editing comes from the fact that they are both involved in the tasks of selecting, correcting, verifying, completing, reducing or developing news stories; that is, giving texts the final form of news stories and deliver them to the people concerned.

As André Lefevere (1992) puts it, news translation is an example of rewriting that like other types of rewriting involves processes of adaptation and manipulation of the original texts; almost the same processes involved in news editing.

In line with Lefevere's theory of translation as rewriting and a work of ideology, Brook (2012) states that in writing news reports for a new audience in that same language of the writer, competent international journalists write news reports for a new audience and attempt to meet the needs of the new audience

and those of the news producers themselves that requires a complex process of translation and adaptation.

Translation as Bielsa and Bassnett (2009) believe intervenes from the outset in the process of news gathering, and is often the starting point for international journalists in writing about a foreign reality.

Factors Affecting News Translation

Centering our attention on translation can place some of the key issues in journalism theory in a new frame. From among these concepts, one can refer to ideology and power, culture, gate-keeping, manipulation, adaptation, trans-editing, mediation, news management, agenda-setting, and media framing theory. Below, some of these key issues are discussed.

Ideology

There are different people involved in production and consumption of news such as the author(s) of the original text, translators, trans-editors, news policy-makers, and the target readers, to name a few. It is only natural that these people do not share the same sets of beliefs, assumptions, understanding, presuppositions, views, expectations and so on. Therefore, the translator is faced with ideologies that might differ from that of the original news item. So, there are different ideologies affecting the work of trans-editors such as the ideology of the author whose text is being translated, the news organization the trans-editor works for, the target readers and the trans-editors themselves. All these ideologies create differing degrees of pressure on the trans-editors forcing them to adopt some specific strategies to satisfy the ideological interests of the involved parties. In this process, they need to decide to which ideology or ideologies they want to be loyal.

Bassnett (2005 a) believes that now translation theory pays great attention to the significance of context in translation and to the ideological dimension as its consequence. Among the sources of ideology, one ideology affecting the trans-editor's work most significantly is that of the client or commissioner, for the simple reason that the trans-editor works for and

probably has a contract with the client. This fact can directly or indirectly pursue the trans-editor to consider the ideological interests of the client more than those of the others.

Brook (2012) believes that the process of translation is complex due to the fact that "it does not always correspond to conventional notions of source text to target text transfer" (p. 29) and that if in collecting and disseminating international news the translator-journalists or editors decide that a piece of news is not ideologically appropriate for a specific readership they might distort its content through rewriting for ideological reasons and then present it to a new readership. In doing so, the translators-editors use some translation and discursive strategies and as Lefevre (1992, p. 13) puts it, the type of strategies they use, depends on their own ideologies or those imposed upon them which can be done both consciously and subconsciously. Lefevre continues that translators have to be traitors and have no other choice "as long as they remain within the boundaries of the culture that is theirs by birth or adoption" (ibid).

John Tusa, former director of the BBC World Service agrees with the above believing that "At the end they (Translators) are cultural porters, offering the use of one language as an imaginative equivalence of the meaning expressed in another. The question is not whether they get it wrong. The wonder is that so much of it is right" (Tusa, 1992, p. 109, as cited in Baumann et al., 2011).

Culture

"Since millions of words move along the international wires every day, journalists have to be attuned to cultural differences and to the needs of their particular audience above all" (Bassnett, 2005a). In addition, with proliferation of global media networks and with international news stories forming a good part of daily news coverage world over, cultural translation has earned extra interest over the years, and it is on the rise (Conway & Bassnett, 2006). The significant point to bear in mind is that those who have to assimilate new realities in a specific culture, in most cases, are the translators, and this is a huge responsibility as

a new text is transmitted from the news agencies to the press, and technical translators are the ones who have the responsibility to adopt the solutions given by the press. The significant role of culture in news translation has been attended to by different experts such as Bassnett (2005a) and Bielsa and Bassnett (2009, p. 2) where they state that "Information that passes between cultures through news agencies is not only 'translated' in the interlingual sense, it is reshaped, edited, synthesized and transformed for the consumption of a new set of readers"; readers who are from a different culture.

Conway (2006, 2012, and 2015) also examines and regards news translation as cultural translation. He demonstrates how "linguistic re-expression affects and is affected by larger questions of representation of cultural and linguistic otherness" (Conway, 2006, p. 47).

This situation may at some points put a dilemma before the translator; whether to be faithful to the original text or to acculturate it. The best way out of which for the translators would be to only base their stories on the original text instead of transferring the entire text interlingually. In news translation, the translator is not obliged to remain faithful to the original text at any expense. So, the best practice would be to localize the news, however, with a critical attitude towards the linguistic and cultural differences, among other factors. From the French perspective, Jacques Delille, (as cited in Bassnett, 2005b) puts forward an argument claiming that extreme faithfulness to the original text will lead to extreme unfaithfulness. He explains this by presenting some examples. For instance, he argues a word might be noble in Latin but be an ordinary one in French, if literally translated. He continues that an image that was once perceived as exciting in one context might seem as cliché in another, and a text completely comprehensible to an audience might be obscure to some other. The ideas of Delille date back to more than 200 years before the Skopos Theory (The idea that translating and interpreting should primarily take into account the function of both the source and target text) and the point he intended to make was that the translator must

create a text acceptable to its new readership whose judgment will be based on their own cultural norms and not those of the source. He viewed translation as a journey in which the translator passes from one language to another and consequently from one culture to another. He believed what distinguished skillful translators from others was their ability to keep a balance between the source and the target.

To summarize, news translation is not done in isolation; people are exposed to cultural 'others' through various media such as drama, comedy, and news (in addition to interpersonal contact) (Conway, 2015, p. 532), and Since culture gives birth to language, an intimate connection is created between translation and culture. Therefore, it can be inferred that cultural context has a deep effect on both source and target languages.

Translation Strategies of Localization/ Domestication/ Acculturation VS Globalization/ Foreignisation

In translation studies, there is a well-established belief that a translation strategy can either reveal or conceal the foreignness of a source text. Venuti, as a translation theorist, exploring subjects such as the discursive strategies employed in translation, uses the two terms of domestication and foreignisation, the prevalence of which in such debates indicates how significant his contribution (1998, 2008) to translation studies is.

Orengo (2009) uses the terms 'globalization' and 'localization' and talks about the way they oppose each other. He believes that this opposition characterizes new forms of translation; the forms which are to be used in contexts where texts are rapidly spread out and adapted to more than one locale in real time. For instance, BBC World Service offers news in more than 40 languages to many parts of the world. This indeed is one of the characteristics that distinguish news translation from other forms of translation such as literary translation. Orengo poses the question "how are global news texts translated and to what extent is the national character of a people reflected in the way international / global news is translated?". In answering the question, he states

though facts and their reports can be global, they need to be localized to meet the national and political sensitivities of a specific readership and market requirements at the same time. Orenge believes to achieve this, a journalist-translator must be clever enough to transmit the original text by adapting it to a very specific audience based on their culture and political views, and this must be done in less than 24 hours and through editorial stages. In this phase, as a fundamental part, translation makes transmission of news possible; however, it becomes marginal when viewed in relation to the whole process of news making. This marginality is due to the fact that in the process of news making, translated texts are used as raw material and not as final texts. The goal is to produce a completely new text or news story in conformity with the target culture and not presenting the original text in another language.

There are, however, two points to remember. First, as Davier (2015, p. 536) argues, the two concepts of acculturation and cultural translation "are not fine-grained enough to discriminate between different degrees of cultural mediation in transnational news reporting". Second, results of the studies on journalistic translation indicate that in the processes involved in this genre of translation, there are more factors that need to be considered than just another culture. Some factors to which we must pay attention are ideology, time, journalistic values, and institutional policies and practices (Kang, 2007, as cited in Schäffner, 2017).

Discussing strategies used in translation, Lawrence Venuti (1998) defines domestication or acculturation strategies as the transformation of the foreign text into a text that seems to have been originally produced in the target language. Though it is possible in the literary field to argue against acculturated translation, Bielsa believes that "Acculturation is essential in news reporting" and that "foreignisation is detrimental to understanding" (2005a, p. 126). Bassnett believes that when inspecting the "shaping forces behind the production of news translation", it becomes clear that disputes dominating the thinking in literary translation theory do not hold true for journalistic transla-

tion. A point to bear in mind is the lack of a definition for translation in journalistic contexts. She suggests that the two processes of inter- and intra-lingual textual manipulation indicate the need for a whole new term. Moreover, she asserts that putting aside the issue of terminology, "the prevailing norm in news translation is that of acculturation" (2005a, p. 126). Based on views of Brownless (2018), Modern-day news translation favors total domestication.

Bielsa and Bassnett (2012) explain that translators can expand a text by adding some details to it or leaving out parts of it that they think are not familiar enough to the intended audience or are inaccessible to them. This common strategy that is called omission, and called a form of censorship by some, prevents the audience from having complete access to the source in an effective way. This supports the viewpoint of Tymoczko and Gentzler (2002, p. xxi) when saying:

Translation is not simply an act of faithful reproduction but, rather, a deliberate and conscious act of selection, assemblage, structuration, and fabrication—and even, in some cases, of falsification, refusal of information, counterfeiting and the creation of secret codes. In these ways translators, as much as creative writers and politicians, participate in the powerful acts that create knowledge and shape culture.

Based on the above quote, Bielsa and Bassnett (2009) conclude that the processes involved in translation are negotiation, conscious selection and re-creation in the target text and sometimes even the more mischievous forms of manipulation; something that Tymoczko and Gentzler call refusal of information or falsification.

Constraints News Trans-Editors Face

Journalists are imposed to a range of constraints in their work and as Media theorists argue, they constantly have to make decisions under different types of demands and influences. "These range from legal constraints and regulatory codes of practice to the less visible influence of proprietors, organizational rou-

tines, market forces, cultural bias, patriotism, professional ethos, and a gender, racial or class imbalance in the workforce" (Harcup, 2009, p. 17). There are also constraints of time, sources, subjectivity, audience, style, advertisers, deadlines, and routines that tend to be the most prevalent constraints on journalists.

Moreover, in the process of translating and rewriting, the translator is faced with some constraints that have to do with the two issues of manipulation and power. In the same line, Lefevre and Bassnett (1990) believed that from commercial, marketing constraints through to hegemonic cultural assumptions, the process of translation involves complex sets of power relations of all sorts. Harcup (2009), too, reminds us that the influences and constraints mentioned here should be considered as a range of sometimes conflicting influences, some of which are more powerful than others at some times and possibly influence journalists in some ways. These constraints suffer from counter-pressure and there is the possibility of negotiation, resistance and even acceptance.

Some of the Key Differences between News Translation and Other Types of Translation

News translation goes beyond simply transferring a given text into another text interlingually, rather it is a matter of rewriting the given text and synthesizing it to meet the expectations of a different audience. Consequently, the criteria germane to the analysis of technical or literary translation of print documents do not serve the same purpose.

Generally speaking, there are some differences between journalistic writing of hard news and creative writing that can be equally applied in translation of news as its end result should not be different from that of news writing. Clear and simple writing; no ambiguity and no multiple meanings; quick, efficient writing; and emphasis on mechanics are some of such characteristics referred to by Wilson (2010, pp. 230-231)

What follows, however, are some of the key issues related to news translation that make it distinct from the translations of other genres.

Ethics in News Translation: The Issue of Fidelity/Faithfulness

Holland (2006, p. 250) believes there are some systemic problems associated with the global news media that are results of the existing tensions between professional and ethical concerns and the commercial ones of the social environment in which they operate. One of the ethical issues in translation is fidelity / faithfulness. As it was discussed above, one of the main differences between news translators and other translators such as literary translators is that the former is not obliged to respect the source text and be faithful to it. Considering the main objective of news which is providing concise and clear information on an event, the translator can get involved in a relationship with an often unsigned piece of news in a significantly different way (Bielsa & Bassnett, 2009).

To Pablo García Sáez (2005, 175–176), news translators are mainly concerned about the objectivity of their writing and not much about faithfulness to the source text. He believes objectivity, that is faithfulness to the narrated facts, is a particularly relevant and central concept in translation of agency news. In fact, on some occasions and anytime there is a justification, news translators alter the meaning; something that is intolerable in translation of any other specialized field. In other words, a news translator has to combine his task of translation with that of a news editor. In doing so, the maximum space is created for intervention and alteration of the source text by translators. As a consequence, translators of agency news are permitted to transform the source text to a relatively high degree.

Based on the above statements, applying concepts such as Nida's dynamic equivalence, criticized as being broad and even inaccurate and not measurable, to news translation is essentially problematic. Consequently, in assessing the quality of translations in news agencies, translated news items should be regarded as new texts in their own right.

In wrapping up the issue of fidelity, one can say that "Faithfulness is to the narrated event and not the source text" (Bielsa & Bass-

nett, 2009, p. 73) and that "the final product that will reach readers is more important than fidelity to the source text" (Sara Bani, 2006).

Time and Space Pressure

Another key difference to remember is the immense pressure of time and space to which translators other than news translators may not be subject. Conway and Bassnett (2006) maintain that today's consumers demand twenty-four-hour breaking news coverage, and they want it to be succinct and brief. News translators have to adapt what is being said, that is, they have to extend, gloss, cut, edit, reformulate, clarify and then adapt to their readership.

It can be seen that the skopos theory is undergoing a revival among those younger researchers to whom it seems to be a useful way of dealing with intercultural and interlingual shifts.

Number of Sources

Another difference relates to the number of sources. In the conventional translation process, almost always there exists one source text given to the translator to be rendered into a target text. In international news reports production, however, various spoken and written source texts may be used. That is, in writing their news stories or trans-editing, journalists usually use more than one single source and this can be considered as a characteristic of this specific type of translation. Often times, journalists do not suffice to use information that fixers provide, but they commonly take advantage of other sources, most frequently reports by news agencies and other reporters (Brook, 2012).

Chapter 59 of the News Manual (2012) is dedicated to sources of information. After defining the 'source' as "When someone or something provides you with information, we call them a **source**" it emphasizes the importance of sources in news production and their reliability and **refers to different sources of information such as** people, letters, books, files, films, tapes reporters, primary sources, written sources, leaked documents, Secondary

sources, tip-offs, etc. - in fact, anything which journalists use to put news stories together.

Text producers

Another key difference pointed out by Khaled Al-Shehari (2007), relates to producers of texts. He believes that news is produced by institutions. They use competent professionals to write and in some cases to translate for them their news texts. This is why it becomes hard to find out what the source text was and whether the news we just saw or heard was translated from a single source text or a combination of various texts. In the same line, Brook (2015) also believes that news organizations for which the news item is produced are the ones that define the requirements that establish the brief.

As a result, it is expected that news organization's ideology, as one of the main sources of ideology among others, affect the content of translation in news production.

DISCUSSION

"Translation processes shape news production and circulation in fundamental but often invisible ways, making possible to communicate interpretations of local and global events to different audiences" (Bielsa, 2015, p. 209).

In this paper, some of the main issues involved in the translation of global news were presented. First, the lack of enough research on news translation by translation scholars and to a larger extent by media scholars was discussed. Then, what is the nature of news translation and the processes and procedures involved in carrying it out, the objectives and characteristics of news translation, and the contribution news translation makes to production of news were discussed in detail. Next, some factors, such as ideology, culture, and the strategies of domestication, foreignization, and gatekeeping were discussed, followed by the ethical issue of fidelity. Next and most importantly, the differences between translation of news texts and other types of texts were taken up with some details. Here, in this part, some of the most challenging issues involved in translation of news texts are touched upon.

The first issue brought about was the lack of enough research on news translation especially by media experts. Generally speaking, news translation is still a research area understudied to a great extent. The reason behind this, as Bielsa (2015) sees it, is partly due to the invisibility of translation operations within the process of news production, and partly because researching this area suggests a move going beyond official academic disciplines and interdisciplinary research.

The first and perhaps one of the biggest challenges encountered by translation and media experts when discussing news translation is coming up with a suitable and comprehensible definition to serve the purpose well. As a matter of fact, in the world of global media, the very definition of translation and its boundaries have been challenged and redefined. Regarding the choice of label for what actually is performed by journalist-translators and using new terms, such as trans-editing and gatekeeping, one can say it is meant to highlight processes which go beyond aspects such as pure language change and thus focus on the importance of the needs of the target audience, constraints of the medium, as well as socio-cultural and ideological conditions.

From the perspective of Floros (2012), there seems to be a broad consensus implying that news items undergo a major transformation when crossing linguistic as well as cultural boundaries. For this reason, he believes, the terms *gatekeeping* (White, 1950) and *transe-diting* (Stetting, 1989) have been used substituting the term *news translation* to reflect two key aspects: the first indicates there are diverse selection stages, and the second indicates that there is a mix of translation and editing involved in news translation. He maintains, however, both gatekeeping and trans-editing view translation simply as one of the various processes involved in news production.

The authors would like to make a point here to the effect that translation can be viewed as part of the gatekeeping process, and not its equivalent; for gatekeeping encompasses a range of processes of which translation is only one. However, as Cheeseman et al. (2010) believe, the two concepts of gatekeep-

ing and trans-editing are widely used operations when journalists communicate news from one side of the world to the others.

Currently, researchers have gained a different understanding of translation, that is, they have moved far beyond the restricted linguistic view and have started to consider it from various perspectives and analyze it as a social phenomenon caused and also affected by various factors (Schäffner, 2012), one of them being culture. As Xiong (2014) puts it, in translation, different languages are transformed and cultures are transplanted. Moreover, it is possible for a message encoded in a particular culture, to be decoded in another culture quite differently; a point that brings us to the next challenging issue in translation in general and in news translation in particular, and that is the issue of globalization/localization; as a consequence of which, the information dissemination industry has experienced a rapid growth (Floros 2012). Therefore, it is not surprising that, as a special type of translation with some unique characteristics and purposes, news translation has attracted great attention from those involved in translation and cultural studies. Regarding the connection between translation and culture, Lou (2010, p. 492) affirms that "Translation is always an activity which involves socio-cultural factors" (Lou, 2010, p. 492); hence, one cannot possibly ignore the place of culture and society in translation, especially in news translation.

Similarly, Aktan and Nohl (2010) maintain that every time a piece of local news is transmitted to global readers, rather than simply being translated from one language into another it becomes part of intercultural communication.

In establishing this communication, however, it should be bore in mind that direct translation of a text in one language to another is perhaps the least frequent form of news translation. What is significantly more frequent is the act of restructuring the material in a form more suitable to the target readership. In other words, news items should be localized or domesticated. But to what extent localization / domestication is admissible?

In answering the above question, Bielsa and Bassnett (2009) explain that since the material is supposed to be used by the target audience, it has to be adapted to suit their expectations and needs; therefore, they conclude that "the dominant strategy is absolute domestication" (p. 10). Nevertheless, this view on translation has its own critics. For instance, Venuti (2016) criticises the idea of domestication believing that it conceals the foreignness of the foreign text and the translator becomes invisible. Instead, he suggests resisting domestication and highlighting the fact that the text produced in the target culture is a translation. This, he believes, enables the translator to raise awareness that the text created is not an original. The main concern of Venuti, here, seems to be to generate and secure an ethical translation practice, which brings us to another area of debate in news translation, that is, the controversial issue of ethics.

Some researchers, such as Floros (2012) believe that perhaps the same ethical considerations governing translation in its conventional sense apply to news translation as well, in spite of some filtering and re-contextualization done in expressing the content. However, the authors of this paper believe that due to the aims and objectives of news translation that are the same as news production and different from other types of communication to a far extent, it is not advisable to base our practice on the same ethical considerations as those of conventional translation. News translation should be performed in accordance with those same ethical issues applicable to news production such as objectivity, correctness, truthfulness, impartiality, fairness, accountability, avoidance of discriminatory references such as racist, sexist and religious references, limitation of harm (a journalism principle dealing with whether or not things that a journalist learns should be reported, and in case they are reported how it should be done to avoid wrongful harm to others), etc. as opposed to mere faithfulness to the original text. As said earlier, however, news translators too are faithful but not to the original source or author, rather to the commissioner and to the agency they work for and its ideology. This, neverthe-

less, does not indicate a lack of respect for or sensitivity towards cultural diversity on the part of news producers.

Sara Bani (2006) in an article entitled 'An Analysis of Press Translation Process' and in conformity with the above, states that "even in press translation, it is possible to make choices that guarantee both respect of cultural difference and attention to the target public, notwithstanding difficulties brought by the issue of speed associated with that of readability" (p. 37).

One last point is assigning a suitable job title for those journalists who trans-edit news texts as part of their job. After putting the above together and considering job specifications of these individuals and their work process, *Bilingual / Multilingual Journalist* seems to be a better job title for them than any other.

CONCLUSION AND PEDAGOGICAL IMPLICATIONS

Due to the existing differences among different cultures, their differing mindsets, belief and value systems, translators of news are faced with a wide range of cultural barriers, making this type of translation an inter-cultural media activity. Consequently, the job of a news translator requires a deep awareness of inter-cultural differences and having an acceptable command of inter-cultural communication skills. For this reason, it is strongly suggested that the teaching of relevant aspects of the other cultures, differences between their news discourses, and the strategies to deal with them appropriately be incorporated into the syllabi, instructional materials, and routines designed for training bilingual journalists.

In teaching bilingual journalism, due to the closeness of the tasks of journalists and editors and those of translators, we need to create syllabi for the students of these two fields of study with more common subjects and materials. In addition to courses on news translation, the syllabi should contain courses on news writing and editing as well in both languages. To put it simply, the objective of the programs should be training bilingual or ideally multilingual journalists, who can gather, write and edit news in two or more languages.

That is, the outcome of the programs should be bi/multilingual journalists who produce news in two or more languages and not be merely translators of news items.

In a nutshell, in teaching news translation, course designers and instructors should bear in mind the significant differences between news translation and other types of translation. That is, they should not treat a news text as just another text for teaching translation to students of news translation, but they should use each news text as an opportunity to teach and implement the relevant concepts of gatekeeping, agenda-setting, news brief, news policies, framing, discursive strategies, etc. in practice.

References

- Aktan, O., & Nohl, A. M. (2010). International trans-editing: Typical intercultural communication strategies at the BBC World Service Turkish Radio. *Journal of Intercultural Communication*, <http://www.immi.se/intercultural/>.
- Al-Shehari, K. (2007). Semiotics and the translation of news headlines: Making an image of the other. *Translation Studies in the New Millennium*, 5, 1-16.
- Azodi, J., & Salmani, B. (2014). The impact of ideology on translation of news stories. *Advances in Language and Literary Studies*, 6(1), 163-171. <https://doi.org/10.7575/aiac.all.v.6n.1p.163>
- Bani, S. (2006). An analysis of press translation process. In K. Conway & S. Bassnett (Eds.), *Translation in Global News (Proceedings of the conference held at the University of Warwick on 23 June 2006*, pp.35-45). The University of Warwick.
- Bassnett, S. (2005a). Bringing the news back home: Strategies of acculturation and foreignisation. *Language and Intercultural Communication*, 5(2), 120-130. <https://doi.org/10.1080/14708470508668888>
- Bassnett, S. (2005b) Translating terror. *Third World Quarterly*, 26(3). 393-403. <https://doi.org/10.1080/01436590500033628>
- Baumann G, Gillespie M, & Sreberny, M. A. (2011). Transcultural journalism and the politics of translation: Interrogating the BBC World Service. *Journalism* 12(2), 135–142. <https://doi.org/10.1177/1464884910388580>
- Bielsa, E. (2007). Translation in global news agencies. *Target*, 19(1), 135–155. <https://doi.org/10.1075/target.19.1.08bie>
- Bielsa, E. (2015). News translation: Global or cosmopolitan connections? *Media, Culture & Society*, 38(2), 196-211. <https://doi.org/10.1177/0163443715613635>
- Bielsa, E. & Bassnett, S. (2009). *Translation in global news*. Routledge.
- Brook, J. (2012). *The role of translation in the production of international print news: three case studies in the language direction Spanish to English* (Doctoral Dissertation). University of Auckland. <https://researchspace.auckland.ac.nz/handle/2292/19462>
- Brownlees, N. (2018). The Gazette de Londres: Disseminating news and exercising news management through translation. *Token: A Journal of English Linguistics*, 7, 13-33.
- Craig, R. T. (2017). Mass communication and policy gatekeeping. In *Oxford Research Encyclopedia of Communication*. <https://doi.org/10.1093/acrefore/9780190228613.013.290>
- Cheesman, T., Nohl, A. M., & The BBCWS US Elections Study Group (2010). Many voices, one BBC World Service? The 2008 US elections, gatekeeping and trans-editing. *Journalism*, 12(2), 217-233. <https://doi.org/10.1177/1464884910388589>
- Conway, K. (2006). A cultural studies approach to translation in the news: The case of Canada and Quebec. In *Translation in Global News: Proceedings of the Conference Held at the University of Warwick 23, June 2006*, edited by K. Conway and S. Bassnett, pp. 47–57. University of Warwick.
- Conway, K. (2012). Cultural translation, long-form journalism, and readers' responses to the Muslim veil. *Meta* 57(4), 997–1012. <https://doi.org/10.7202/1021229ar>

- Conway, K. (2015). What is the role of culture in news translation? A materialist approach. *Perspectives*, 23(4), 521–535. <https://doi.org/10.1080/0907676X.2015.1026833>
- Conway, K. & Bassnett, S. (Eds.) (2006). *Translation in Global News*. Coventry: University of Warwick Centre for Translation and Comparative Studies. <http://www.law.uovs.ac.za/faculties/documents/01/151/D013/Feinauer-translation-in-global-news-proceedings.pdf>
- Darvish, A. (2006). Translating the news reframing constructed realities. *Translation Watch Quarterly*, 2(1), 52-77.
- Davier, L. (2015). Cultural translation in news agencies? A plea to broaden the definition of translation. *Perspectives* 23(4), 536–551.
- El-daly, H. M. (2015). Paradigm shifts in translation studies: Focus on linguistic, cultural, social and psychological turns. *Sino-US English Teaching*, 12(5), 369-386. <https://doi.org/10.17265/1539-8072/2015.05.007>
- Floros, G. (2012). News translation and translation ethics in the cyprriot context. *Meta*, 57(4), 924–942. <https://doi.org/10.7202/1021225ar>.
- Gambier, Y. (2016). Rapid and radical changes in translation and translation studies. *International journal of communication (IJOC)*, 10, 887-906.
- Gene, V. (2017). Media agenda-setting and gatekeeping: the twitter takeover of traditional mass media practices through the use of networked journalism (Master Thesis). Retrieved from: <https://digital.library.ryerson.ca/islandora/object/RULA%3A5989>
- Harcup, T. (2009). Constraints and influences on journalists. pp. 15-35. https://www.sagepub.com/sites/default/files/upm-inaries/26428_02_Harcup_CH_02.pdf, on Dec. 09, 2019.
- Jixing, L. (2013). Translation definitions in different paradigms. *Canadian Social Science*, 9(4), 107-115. <https://doi.org/10.3968/j.css.1923669720130904.2703>
- Lefevere, A., & Bassnett, S. (1990) “Introduction: Proust's Grandmother and the Thousand and One Nights: The 'Cultural Turn' in Translation Studies.” In Bassnett, S., & Lefevere, A. (Eds.), *Translation, history and culture* (1-13). Pinter.
- Lefevere, A. (1992). *Translation, rewriting and the manipulation of literary fame*. Routledge.
- Liu, X. (2014). News Translation as Reconstruction of Reality within Frames. *Translation Journal on-line* at <http://www.translationjournal.net/>
- Newmark, P. (1988). *A textbook of translation*. Shanghai Foreign Language Education Press.
- Newmark, P. (2001). *Approaches to translation*. Shanghai Foreign Language Education Press.
- Nida, E. (1964). *Toward a science of translating*. Shanghai Foreign Language Education Press.
- Orengo, A. (2009). Localising News: Translation and the 'Global-national' dichotomy. *Language and Intercultural Communication*, 5(2), 168-187.
- Pym, A. (2004). *The moving text: Localization, translation, and distribution*. John Benjamins.
- Schäffner, C. (2012). Rethinking transediting. *Meta: Journal des traducteurs*, 57(4), 866-883.
- Schäffner, C. (2017). Language, interpreting, and translation in the news media. In Malmkjær K. (Ed.). *The Routledge handbook of translation studies and linguistics*. Routledge.
- Tymoczko, M. & Gentzler, E. (Eds). (2002). *Translation and power*. University of Massachusetts Press.
- Valdeón, R. (2014). From adaptation to appropriation: Framing the world through news translation. *Linguaculture*, 1, 51–63. <https://doi.org/10.1515/lincu-2015-0019>
- Valdeón, Roberto. (2017). On the use of the term “translation” in journalism studies. *Journalism*, 19(2), 1-18. <https://doi.org/10.1177/1464884917715945>

- Van Doorslaer, L. (2012). *Translating, narrating and constructing images in journalism with a test case on representation in Flemish TV news*. *Meta* 57(4), 1046–1059.
<https://doi.org/10.7202/1021232ar>.
- Venuti, L. (1998). *The scandal of translation: Towards an ethics of difference*. Redwood Books.
- Venuti, L. (2008). *The translator's invisibility: A history of translation (2nd ed.)*. Routledge.
- Wang, D. F. (2000). Culture difference and reader's response: Review on Nida's equivalence theory. In Guo, J. Z. (Ed.), *Culture and translation*. China Translation & Publishing Corporation.
- White, D. M. (1950). The "gate-keeper": A case study in the selection of news. *Journalism Quarterly*, 27, 383–390.
- Xiong, X. (2014). Press translation in international communication theory and practice. *Language Studies*, 4(10), 2151-2156.
<https://doi.org/10.4304/tpls.4.10.2151-2156>
- Yonsuk, S. (2017): Impact of power and ideology on news translation in Korea: A quantitative analysis of foreign news gatekeeping. *Perspectives*, 25(4), 658-672.
<https://doi.org/10.1080/0907676X.2017.1312067>

Biodata

Parastu Dorrیمانesh is a PhD Candidate in TEFL at the Islamic Azad University, Science and Research branch, Tehran, Iran. She has been teaching different courses at university since 2010 and has published papers in international and national academic journals. She is also a certified translator with considerable translation and editing experience. Her main areas of research interest include Critical Discourse Analysis, News Discourse, News translation, and Sociolinguistics
 Email: dorrیمانesh@outlook.com

Dr. Seyed Vahid Aqili is an associate professor of mass communication at the Islamic Azad University, Central Branch, Tehran, Iran. In addition to the specialized courses in the field of mass communication, he has taught English for Mass Communication, Media Management, Sociology, Neurosciences, and Psychology at graduate levels. He is the author of several books in English, has published a number of research articles in national and international academic journals, and has presented several articles at international conferences. Some of his research interests are Media Linguistics, Critical Discourse Analysis, Political Discourse, and Research Methods in Mass Communication.
 Email: seyed_vahid_aqili@yahoo.com

Dr. Ferdows Aghagolzadeh is a professor of Applied Linguistics at Tarbiat Moddares University. He has published a number of books and articles in the field of Linguistics and Research Writing, and presented many articles both at national and international conferences. His areas of interest are Linguistics, Discourse, and Pragmatics.
 Email: Aghagolz@modares.ac.ir