



Audience Design Influence on Interpreters' Face Management Strategies in Football Press Conferences

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Abstract

Interpreters play a crucial role in the modern era but are often criticized for their. This study investigates five interpreters for the national football team and the league teams in Iran as a representative sample of interpreters in Iranian football events. Their performances were investigated concerning audience design as one of the probable factors of stylistic choices in their interpretation. To this end, around five hours of football press video conferences were analyzed with respect to face management strategies, including shifts in the interpretation of address terms and deferent statements, conversion of indirectness to directness, replacement of address terms to third-person pronouns, pronoun choices, and conventional indirectness. Despite all limitations, the results showed that the performances of these five interpreters were under the influence of their audience, i.e. audience design. Exploring the audience design notion and strategies to control can improve interpreters' performance in different settings.

Keywords: Audience design; Face management; Information management; Interpreters' performance

INTRODUCTION

Interpreting as a communication facilitator has a high value in human sciences, such as

language studies and translations studies. Interpreting is as old as the first contact between

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human tribes, and it has been considered the second oldest profession in the world. Pöchhacker (2016) regarded interpreting as “a form of translation in which a first and final rendition in another language is produced based on a one-time presentation of an utterance in a source language” (p. 11). Interpreting can be discussed according to three research areas: conference, community, and media interpreting. Community interpreting coexists with a long list of labels, such as ad hoc, bilateral, community-based, cultural, dialogue, liaison, or public services interpreting. Many scholars agreed that community interpreting takes place in the institutional settings of a society (Pöchhacker, 1999; Pollabauer, 2012). Football press conferences as institutional interpreting are classified as one type of community interpreting. The type of interpretation in football press conferences is regarded as dialogue interpreting due to Olohan (2017) classification. He claimed that dialogue interpreting is the most suited term to refer to the mode of interpreting that involves face-to-face interaction.

Various factors may affect the understanding of the ongoing interaction. The dialogic perspective indicates that a constellation of participants in the interaction makes sense of the meaning of the utterances based on relevant contexts such as what words are used and how they are used, who use them and the genre of the communication in which they are used (Wadensjö, 2004). One of the extralinguistic factors that affect participants' interactions in football press conferences can be the audience design concept. Bell, Eckert and

Rickford (2002) regarded audience design as “how speakers design their style primarily for and in response to their audience” (p. 143).

Nowadays, governors and managers must acquire better results in different competitions and employ foreign head coaches. Like the other countries looking for better results in Iran, the Board of Directors of football clubs or National Team usually chose foreign head coaches to lead the teams. Due to the language differences of head coaches, the necessity for professional and experienced interpreters is felt. Lack of professional and experienced interpreters who are accustomed to conditions, relations, and rules in the football settings like press conferences, during the training of teams or matches causes many problems and issues such as the failures in competitions, inappropriate and doubtful interactions between head coaches and players, between head coaches and board of directors, and also between journalists and head coaches.

Interpreters are supposed to follow the principles of ‘accuracy, completeness, faithfulness’ as unwritten rules for delivering correct interpretations, but interpreters, even the experienced and professional ones, usually violate these principles and make mistakes and blunders in their interpretations. One assumption is that the source of these mistakes and blunders may be an extralinguistic factor. If the sources and reasons for interpreters' mistakes are not explored, interpreters deliberately or unconsciously continue to make mistakes that cause upsets and protests; even the situation may worsen and get out of control.

The primary purpose of this study is to investigate how audience design, as one of the sources of mistakes and information manipulations in the interpretation procedure in football settings, influences the face management strategies of interpreters in interpreted football press conferences (Persian-English). The following research question is addressed in this study:

RQ: *How does the audience design affect the interpreter's face management strategies in football press conferences (Persian-English)?*

There are several different definitions of the face by scholars of different cultures. Scollon and Scollon (2011), for example, defined face as “the negotiated public image, which participants mutually granted to each other in a communicative event” (p. 35). Asian scholars like Ting-Toomey and Chung (2005) provided a different definition based on which the notion of the face involves the identity, respect and other-identity considerations within and beyond the actual encounter episode: “face is tied to the emotional significance and estimated calculations that we attach to our own social self-worth and the social self-worth of others” (p. 73). The universal accepted definition of face, however, belongs to Goffman (2005), according to whom the face is a social value that individuals are interested in acquiring. He defined it as: “the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact” (p.5). The face is only a kind of loan given to society, and one can lose such a loan

by showing inappropriate behaviour that illustrates that he/she does not deserve it (Goffman, 1974, p.322). Individuals' position in society puts certain restrictions on behaviour; to manifest a right face, they are expected to keep their self-image and avoid doing activities that threaten it (Goffman, 2005). Such restrictions in behaviour derived from pride or honour (Goffman, 1974, p.9-10). Individuals should regard others' faces and participate in how they save their faces because they are common in feelings with them (Goffman, 1974, p. 9-10).

The exact definition is applied to the notion of the face in the Persian language. The Persian face consists of two sides:

1. Shakhsiat ('personality', 'character', 'self-respect', 'social standing').

2. Ehteram ('respect', 'esteem', 'dignity'). According to Koutlaki (1997), Shakhsiat is something similar to the notion of a positive face as defined by Brown and Levinson (1987), but it should be considered that, contrary to Brown and Levinson's cheerful face, the Iranian concept is connected to the group behaviour and its real meaning is defined based on the connection to that group. The latter, that is, Ehteram, Koutlaki claimed that it is an inherent part of the Iranian interactions but depends on a person's Shakhsiat. She believes that Ehteram is one of the significant parts of polite behaviour in Persian. The fact that politeness is closely linked with face considerations has been confirmed by the research on many cultures like Chinese, Greek and Igbo of Nigeria. Koutlaki (1997) stated that the Persian face included group face wants,

which can be treated like individuals face wants by social conventions since it was regarded as “collectivist”, which means it considered social factors and communication among speakers. Contrary to what was considered by Brown and Levinson as Face Threatening Acts (FATs) about specific speech acts, in Persian, these specific speech acts are regarded as Face Enhancing Acts; for example, according to Brown and Levinson acts like offers, compliments, expression of thanks, unwilling offers and apologies, threaten the addressee's or speaker's face but they do not face threatening in Persian, these acts are used to maintain interactants and group's face. Tarooof is one of the essential verbal ritual politeness' in Persian which attend to a speaker's face and also, to an addressee's face simultaneously. So, as individual tries to maintain his face, he is also aware that he is expected to try to preserve other's faces. Iranian society is a collectivist society; its individuals cannot preserve their face and others without obeying social norms and avoid blaming.

METHODS

This study has been designed as a textual content analysis in which the transcribed texts of the interpreted press conferences held for the football teams' events were coded and analysed in terms of the interpreters' face management strategies under two different audience designs where, in the first design, the head coaches were the addressees and in the second one, the JCRs.

The data used for the research were comprised of five hours of videos recorded from the interpreted football press conferences (IFPCs) from 2015 and 2019, which were selected purposefully to contain only the consecutive interpreting events in the English-Persian language pair in which the foreign coaches of some of the most important football teams (National team, Esteghlal, San'at e Naft e Abadan, Shahin e Bushehr), and also the well-known interpreters in Iran sports events acted as the participants. The conferences were selected in a way to represent a complete interpreting session with the dialogues and the turns of all the participants clearly recorded and totally transcribed. Some of these press conferences were broadcasted live on Iran Public TVs or recorded by Journalists or Correspondents, or Reporters (JCRs). The press conferences in this investigation were conducted in institutional discourse settings characterised by systematic turn-taking. The duration of each IFPC can be claimed to represent the FIFA regulation of 15 minutes for football press conferences. Three groups of participants were involved in each IFPC: A Head-coach, an interpreter and the JCRs.

Data Collection Procedure

In this study, accurate data have been collected from internet websites such as *YouTube.com*, *90Tv.ir*, *Footballi.net*. This study worked on the dialogue interpreting data of 24 football Press Conferences, which were held pre-match and post-match during the leagues' competition and national team competitions from 1394 to

Corpus



1398. The prominent speakers of the 24 press conferences are head coaches of league's teams 1394-1396 and national team head coach 1396-1398. Although the speakers might have prepared for the press conferences beforehand, the interactions in the form of questions-and-answers should be categorised as impromptu speeches. The dialogue interpreting is done by five interpreters (Interpreter 1, Interpreter 2, Interpreter 3 and Interpreter 4: 1394-1396; Interpreter 5: 1396-1398). There is no information about the specific interpretation courses they have taken or any specialised training on interpreting they have had. But all of them passed the necessary certificates of the Iran football federation. For each interpreter, approximately the same number of questions and answers has been selected. Therefore, a total of five press conferences were selected as representative data for the analysis. Two important principles are followed in the process of data collection and selection.

Controlling the extraneous variables: considering that interpreting performance is shaped by three significant factors – the interpreter's competence, the cognitive conditions on-site and norms of interpreting – and this study focuses on interpreting norms, the other two variables were needed to be controlled. By collecting the corpus from the national team and league teams' interpreters, who are generally regarded as representing a level of professional interpreting competence, the first variable was controlled as much as possible; and by focusing just on the consecutive interpreting, in which the interpreter has relatively more time to decide on

interpreting strategies, the second variable did not play at such a level as to interfere with the functioning of interpreting norms.

Representativeness of the data: in spite of the difficulty of gathering large-scale homogeneous data in interpreting studies, which is quite necessary for the study of norms, the present study manages to build a relatively large-scale corpus of the interpretation in football Press Conferences. With the major speakers being five head coaches representing different speaking styles and five different interpreters working for the 24 conferences, the data were representative. The original data of the dialogue interpreting were collected through the audio-video recording of journalists and news agency correspondents. With the duration of every press conference varying between 5 and 20 minutes, the length of the five press conferences chosen for the analysis was nearly five hours. Four steps of processing were done on the data:

- 1). Transcription of the source text and target text from the audio-video recording.
- 2). Manual alignment of the source and target texts and making them into a parallel corpus.
- 3). Annotation of the shifts in the target text as compared with the source text.
- 4). Qualitative and quantitative analysis of the shifts.

Data Analysis

Researcher adopted a quantification and qualitative approach of language analysis in the present study. The approach which has been

taken in this investigation is corpus-based content analysis. Based on influence of audience, there are some kinds of shifts between the source text and the target text, including Obligatory shifts, Preferential shifts and Optional shifts. The researcher focus was on optional shifts and preferential shifts since obligatory shifts will not help the researcher gain insights into the interpreters' decision-making. To analyse the shifts, the parameters which should be considered are the address terms, deference, pronoun choice, indirectness and directness for the face management component, and presupposition and explicitation for the information management component. The analysis was based on two general participation frameworks when questions are asked in Persian, and the interpreter rendered it in English with the head coach as an audience, and when the answers were rendered from English to Persian by interpreters with the JCRs as the audience. Two sets of participation frameworks are abbreviated as FPF1 and FPF2, and their two correspondent participants for interpreters' utterances were abbreviated as PF1a and PF2b. The aim was to find out if a shift in the participation framework had led to any change in the interpreter's performance.

RESULTS

In answering the first research question, which asks: "How does the audience design affect the interpreter's face management strategies in interpreted football press conferences?", the strategies which have been used by the National

team interpreter and league's interpreters for managing their face were identified based on the framework proposed by Liu (2010) and Koutlaki (1997). Shifts in parameters composed of; deferent terms of address, deferent terms of address replacement by third-person pronoun, deferent statements, cultural specific deference address terms in questions, pronoun choice, indirectness to directness, conventional indirectness are investigated.

Football Participation Framework (1) and (1a)

In this section, the parameters under Football Participation Framework1 (FPF1) and Football Participation Framework 1a (FPF1a) are examined. As auditors, overhearers and eavesdroppers are the same during this interaction, they are not mentioned. FPF1 has occurred when questions have been asked in Persian, that is when the speaker was a JCR and the addressee was a head coach. FPF 1a has occurred when questions have been interpreted from Persian into English, that is when the speaker was the interpreter, and the addressee was a head coach.

Deferent Terms of Address

JCRs frequently start their questions with deferent terms of address which conduct different purposes such as identifying the addressee and marking deference. In FPF1 the deferent terms of address are used mostly by JCRs which in the TL (English) such devices are used but with a fewer frequency. The most

commonly used deferent address term in the SL is: آقای/ Agha (Mr). Table 4.1 illustrates the

number of occurrences of shifts in the deferent level of the address terms.

Table 1

Number of the Deferent address terms in Persian questions

	Journalists (in Persian)	Interpreter (in English)
Occurrence of deferent terms of address	Persian questions	Interpretation
Total	50	19

JCRs tended to use the deferent address terms in their questions but in opposite interpreters tended to omit such address terms as markers of deference and interactivity in their interpretation, affecting the deferent level between the interpreter and JCR. Example (1) shows such a pattern:

1. **JCR** . آقای کیروش تبریک بهتون میگم من حجازی هستم از خبر گزارى صدا و سيما، تيم ملي امروز خيلي از هوادار اومدن حمايت کردن.....

***Mr. Queiroz** congratulation to you I'm Hejazi from IRIB national team today a lot of fans came and support.....*

1. Mr. Hejazi from wide agency broadcast IRIB is the name of news agency his question is today we saw a lot of fans attending the stadium who was

In Persian questions, th deference is always applied as means for showing respect towards the addressees. Sometimes the interpreters applied 'you' in their English rendition as a

replacement for these deferent address terms, which showed that the deference level was compromised. Example (2) illustrated that the deferent terms of address were actually used as the third person reference.

2. **JCR** . خسته نباشيد ميگم خدمت اقای کیروش و حالا شما ها خواستم بپرسم که به خورده صدر جدول گره خورده.....

***Mr. Queiroz** and now you all I want to ask which a little the top of table tied now we have same point with Oman in the top of table with goal difference.....*

2. Oman team they are main top team as our opponents in chant the best performance what do **you** concern happen to the top team in group.....

From the above two examples, it can be observed that the deferent terms of address were used as the third person reference which consequently compromised the deference level.

Deference Statements

The following table reports the frequency of deferent statements which were used by JCRs in their questions.

Table 2

Deference statement occurrence

	Persian questions	English rendition
Total	21	5

The above statistics show that the interpreters were lowering the deference level when interpreting from Persian into English. Interpreters appear to take into consideration which are the people listening to their interpretation. It is evident that head coaches are the only addressee of interpreters in football press conferences, and they have a high level of prestige, rank and power in the football domain. When interpreters for head coaches don't render these deferent statements it shows that head coaches' prestige, power and rank are not more critical than Persian addressees (e.g. JCRs and staffs in the setting), Overhearers and Eavesdroppers and deferent statements can be ignored, and only contents of message are rendered. In other words, interpreters considered a higher level of prestige, rank and power for their Persian addressees (e.g. JCRs and staffs in setting), and the overhearers and eavesdroppers see themselves under their control. Example (3), below, shows the practice of the interpreters for omitting the deference statement in their questions.

3) آقای کیروش تبریک میگم به شما پیروزی تیم ملی رو،
 آقای کیروش شما تو مصاحبه ها قبل بازی حتی قبل
 تر.....

*Mr. Queiroz I'm **congratulating** to you for national team beat Mr. Queiroz you in previous interviews even earlier never strongly considered Iran as first chance of now with these result.....*

3) The question to Iranian coach Mr. Carlos Queiroz the question is that you Mr. Queiroz considered never you have.....
 Iran the first chance

It should be noted that due to the difference in languages and cultures between the head coaches and the interpreters, some deferent statements such as; *خسته نباشید* (Khaste nabashid) Don't be tired and *تسلیت ایام محرم* (Taslit aiam Moharam) Condoles for Moharam Days, are considered as cultural factors that should be omitted while as tactic speaker In Persian used such deferent statement in order to mitigate the imposition of their question. Most of the JCRs used such statements in their question, the

repetition of such cultural specific statements were high and interpreters should not omit them in their interpretation. By removing culture specific deference statements, the deference level decreased and the imposition on head coach increased in the time when questions were rendering to head coaches. The example no. 4 illustrated the culture specific which should have been rendered but omitted.

4. JCR. خسته نباشد آقای کیروش تبریک عرض میکنم پیروزی تیمتون، با اینکه تیم پیروز شد.....

Don't be tired Mr. Queiroz I'm congratulating to you for your team beat even though team beat

4. He is congratulating for the result coach, even though we won.....

Table 3

Total Occurrence of First-Person Pronoun in ST and TT

First Person Pronoun	Persian questions	English rendition
singular		
Total	48	2

As it is clear from the above table, only a few first-person references in ST was maintained in the target language. Examples (5) shows the omission of the singular first-person pronouns by the interpreters.

5. JCR. خسته نباشید میگم خدمت آقای کیروش و حالا شما ها خواستم بپرسم که یه خورده صدر جدول گره خورده الان

Pronoun Choice

Interaction between speaker and audience can be investigated by their pronoun choice as another parameter. The relationship between the interlocutors and their utterances and, also, their interactive strategies can be examined in terms of their pronoun choice. Studying the shifts in the interpreters' pronoun choice reflects where the interpreters see themselves within the speech events and how they want to affect the interaction. The study of pronoun choice in this investigation includes two kinds of pronouns: the personal singular and plural first person pronouns. Table 3 shows a comparison of the total occurrence of first-person singular in Persian and English.

ما با عمان هم امتیاز هستیم تو صدر جدول [...] مقابل ما داشته باشن فکر میکند که سرنوشت صدر جدول چه جوریه و چه جوری پیش بینی می کنن شرایط رو برای ایران؟

I say hello and don't be tired to Mr. Queiroz and now you all ***I*** want to ask which a little the top of table tied together now ***we*** have same point with Oman in the top of table with goal

difference against us do you think that what is the destination of top of table how do you predict the situation for Iran?

5. Oman team they are main top team as **our** opponents in chart [...] the best performance what do you concern happen to the top team in group of team what is the possibility.....?

The sense of solidarity has been produced more in ST than in the TT. It can be observed from the statistics above that with a lower frequency of first-person references; the interpreters were selecting a more distancing and detached positioning towards the utterances of head coaches. In combination with the previous findings about omitting the very interpersonal deference statements, this pattern in practice increased the tendency of detachment and distancing

Indirectness to Directness

In this section, translation shifts towards an increased directness have been investigated. Example (6) shows that the interpreters did not render all the terms which indicated the indirectness like (شاید) Shayad) maybe and (احتمالا) (Ehtemalan) probably. The interpreters converted the indirectness strategy of the JCRs to some sort of directness.

JCR (6) . در کنار تمام نکات های مثبتی که تو این گفتگو شاهد هستیم و در تیم ملی کشورمون دیدیم به نکته شاید خیلی

ازاردهنده همیشه گفت ازار دهنده ولی.....؟

*Besides all notes which we are observing and we saw in our national team a note **maybe** very annoy **it couldn't be** said annoy but*

6. we saw a good performance and also good result but unfortunately forwards they miss a lot of chances is perhaps they have something you mind to accommodate what is your comment about that?

Conventional Indirectness

Brown and Levinson (1987) suggested that speakers tend to compensate hearers' negative face by being conventionally indirect, using hedges, minimising imposition, impersonalising or giving deference to increase effective communication. Asking questions in interaction risks imposition on the hearer's negative face wants. In the Persian language and culture, directness is decreased by starting the sentence or question by greeting words and more explanations. The JCRs in this investigation tried to make efforts to redress the hearer's face by using greeting statements at the beginning of their questions. Example (7) shows such a strategy in the JCRs

Table 4**Number of Greeting statements occurrence in the beginning**

	Persian question	English question
Occurrence of deferent statement	20	5

JCR.7 خسته نباشد آقای کیروش تبریک عرض میکنم پیروزی تیم متون با اینکه تیم پیروز شد ولی دقایقی از بازی به سری از هواداران سید مهدی رحمتی رو باز تشویق کردند ؟

Do not be tired Mr. Queiroz I'm congratulating the beat of your team although your team won but in minutes of match a bunch of fans plaudit Mehdi Rahmati again.....?

7. He is congratulating for the result coach, even though we won the game some moment of the game some of the fans they are chanting Mehdi Rahmati?

The interpreters attended only to the question and neglected the face redressing efforts made by the JCRs. This negative politeness strategy was frequently lost in the interpreter's rendition. The interpreters were more concerned with relaying what the question had been than attending to face redressing strategies. The interpreters generally have applied the strategy of rendering questions in the more natural formula; in other words, they adapted their utterance to be more acceptable in English. If this is the case, it still indicates the effects of the audience design.

FPF2 and FPF2b (Answers)

In this section, the parameters under FPF2 and FPF2b is investigated. FPF (2) has occurred when answers were provided by head coach that is when the speaker was a head coach and the addressee was JCR who asks the question. FPF2b has occurred when answers interpreted from English into Persian that is when the speaker was interpreter and the addressee: was a JCR who asks the question.

Terms of Address

The use of address terms mirrors how the speaker considers his relationship with his addressee. When the speaker avoids using direct address terms and when he chooses to use third-person references to his addressee in the face-to-face interactions, it shows that the speaker may not have only his addressee in his consideration when he is answering the questions. In the head coaches' answers, in this study, the use of honorifics as the address terms was rare. There is only one example (8) for using honorific address terms by the head coaches

8) **H.** really support from our top authority I always know their present but regard the present of **excellency vice president and administer** be happy with that.....

8 راجعه به حضور معاون محترم جناب آقای دکتر جهان گیری و همین طور وزیر محترم ورزش بسیار خرسند و خوشحال هستیم که.....

About the present of **his excellency Mr., Dr. Jahangiri vice president and also honorable sport youth** we are very happy and joyful.....

Table 5

The number of First-Person Plural Pronoun Occurrence in answers

	First Person Plural Pronoun used by Carlos Quiroz	First Person Pronoun used by interpreter
Occurrence of First-Person Plural Pronoun in Replies	234	329

Example no. 9 shows the rendition of the plural first-person pronouns in the answers.

9. **H.** . That is My opinion it is entertainment argues is part of the show off in the game is part of the entertainment business is kind things of thing in press and meeting but at the end of day what is important it is to do win the game to win game Qatar to win to the result so what comes result performance toady fortunately **we** win against a great team great players **we** need to be ready because **we** have more games coming more difficult games coming so **we** win nothing because play four games is too far

Pronoun Choice

In the data, there was a strong tendency for applying the pronouns 'we/our' compared to singular first-person pronoun by the interpreters to be added in the interpretation of head coaches' answers. When the interpreter used such pronouns, it is an indicator of the in-group membership and solidarity. The Table 5, below, shows the occurrence of the first-person plural reference in the ST and the TT.

away from competition world cup most important thing it is since last game this win I mean win Uzbekistan must be a [...] to have quality slow down preparation this for me the most important thing because when **we** win game relax **we** need to intensify **our** preparation **we** need to come more strong because **we** are at middle of world cup this is **our** time this is middle of world cup competition and to be a time this is world cup competition resource and support financial support this come to me because the player .

I. بله امشب ما ثابت کردیم که مسئله ای که حائز اهمیت هستش اتفاقات درون زمین هستش و تو زمین باید تیم ها خودشون رو ثابت بکنن و تنها نتایج هستن که میتونن پاسخگو و تعیین کننده باشن دو برد خوب رو مقابل ازبکستان و کره جنوبی بدست آوردیم البته این دو برد تنها قسمتی از مسیری هستش که ما در پیش رو قرار خواهیم گرفت در ان مسیر ما در بازی های جام جهانیمون قرار داریم مطمئن تک تک بازی ها مهم هستن هنوز شش بازی باقی مانده مهمترین پیام بازی امشب این بود که اماد سازیمون رو الان نباید رها بکنیم اگر با این دو برد ما بخواهیم آرامش داشته باشیم و به قول معروف ریلکس کارمون رو ادامه بدیم مطمئن نمی تونیم به نتیجه برسیم باید حمایت های لازم صورت بگیره باید تنها آماده سازی مون رو کم نکنیم بیشتر و سنگین تر با شدت بیشتری به آماده سازی مون ادامه بدیم بخاطر این که این تیم و این بازی کنان استحقاقش رو دارن .

Yes tonight we prove it that the matter that has importance is the events inside the pitch in inside the pitch teams should proof themselves. Only results are responsible and valuable we got two good beat against Uzbekistan and Korea of course these two beat are only part of a track we supposed to pass it. In that track we are in the match of world cup. Obsoletely every match is important and yet six match remain the most important massage of tonight game was that we must not leave out our preparation if by these two beat we are going to have relation. In common word with relation we continue our work obsoletely we couldn't have achievement the necessity support should be taken not only our preparation should not be decreased we should continue our preparation harder because this team deserve it.

DISCUSSIONS

This investigation aimed to investigate how the interpreters manage their own face and information management strategies in football press conferences. Liu (2010) investigated the influence of audience design on interpreters' performance in a political press conference with two languages of English and Chinses. He found that there were lots of shifts in participation frameworks when only addresses changed which showed the interpreters were under the influence of their audience. The theoretical frameworks that Liu applied in his investigation were adapted for this investigation with specific parameters to cover all aspects of the Persian language (Koutlaki, 1997). In this investigation, audience design in two distinct languages (English-Persian) was studied, and the results showed that the interpreters in different participation frameworks adapted different strategies in face and information management only when addresses changed. The present study results also follow Bell's (2015), who claimed the audience design influences the speaker's performance. Hence, it can be claimed that according to Gutt (2014), Brown and Levinson (1987), Koutlaki (1997) 's notions and definitions of face and information management strategies, the interpreters were under influence of their addressees (audience).

CONCLUSION

Firstly, in FPF1 (Questions), the practice of the application of deferent address terms was the main part of questions, while in PF1a the interpreters dropped such markers of deference

and markers of interactivity almost in each question's interpretation. In PF1a, there are evidence of the omission of deferent statements, replacement and cultural specific. These shifts all together decreased the deference and interactivity level in their performances.

In PF2 (Answers), the head coaches usually did not use address terms. However, in PF2b there are instances where the interpreters used third person reference in their rendition by themselves, which indicates that the interpreters considered a much larger audience than the person who asked the question as the opposite to the head coaches which they were addressing the person who asked the question. In PF1 and PF1a the addressees were the head coaches. This indicates that the different deference strategy adopted by the interpreters, which is a certificate to the fact that they were adapting to their intended audience, as distinct from their formal addressees. In PF1a, the interpreters did not consider the head coach prestige's, so they dropped the different devices. In contrast, in PF2b they regarded high prestige for the addressees, i.e. the JCRs and this is why they were adding in deference devices and suite their rendition in the best form. As all other factors were the same and constant, according to the evidence mentioned above, the interpreters' performance is influenced by audience design.

Secondly, in the investigation of personal reference (pronoun choice), interpreters commonly use less first-person reference in PF1a than the JCRs used in PF1. The interpreters took a distancing and detachment

orientation in their output when interpreting the JCR's speech for the head coaches. Contrary to PF2b, the interpreters interpreted the head coaches' speech for the JCRs. Here, the interpreters claimed attachment and solidarity with the speaker they were rendering for. It can be said that the interpreters identify and respected the JCRs rather than the head coach. As stated previously, interpreters are constantly under evaluation of authorities, and due to this, they regarded JCRs as the most critical factor that saves their jobs. This may explain why they adopted a detachment orientation towards the head coach while identifying with the JCRs.

Thirdly, there is evidence of shifts between directness and indirectness. In PF1, there are examples of indirectness patterns of asking questions in a more mitigated manner. In PF1a, at the opposite side, the interpreters rendered in more direct way which increased directness. In PF2b, unlike to PF1a, there are instances of adding deferent statements and third person pronoun with the effect of decreasing indirectness and face-threat. Therefore, when the interpreters addressed the head coaches, they adopted a different face-work strategy from the one they adopted when addressing the JCRs audience. They showed deference to the JCRs, but directness to the head coach. As only the addressees change in football participation frameworks, it is an obvious case of audience design influence.

Evidence suggests that extralinguistic factors need to be investigated and discussed in the interpretation domain. This investigation can be used in the training of interpreters with the consideration of influential extralinguistic

factors in their performance. Exploring audience design notions and strategies to control it may improve interpreters' performance in different settings.

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Biodata

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