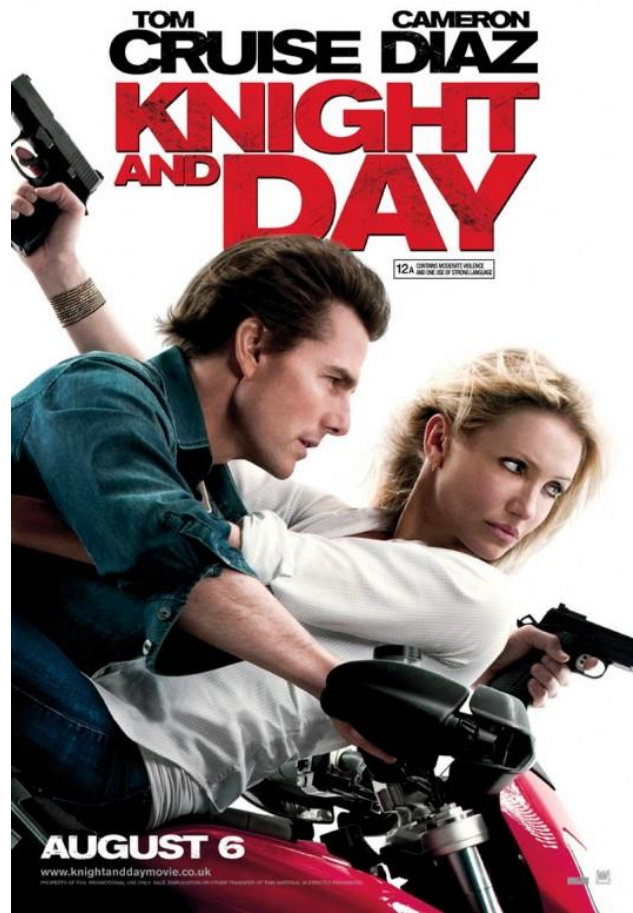




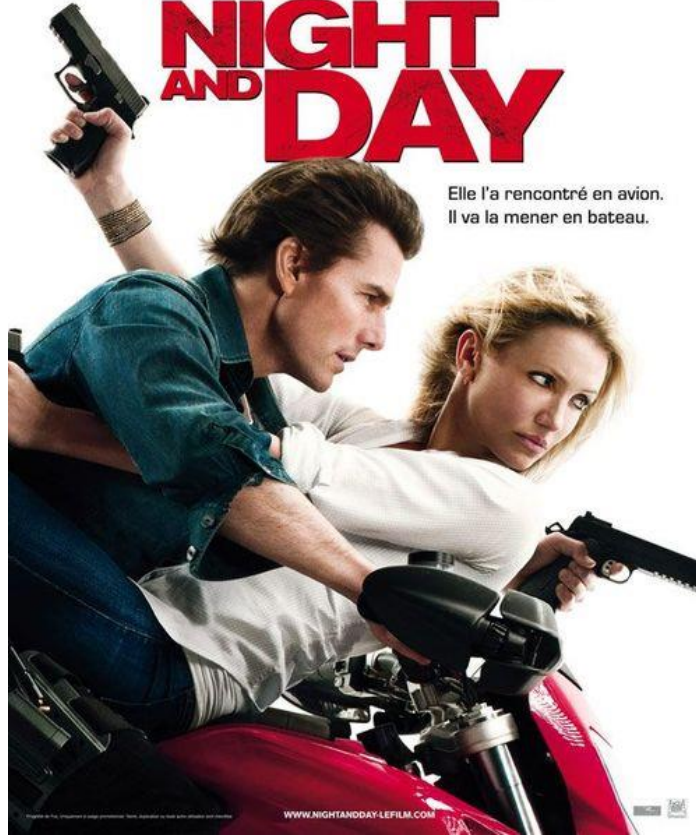
# The Central Role of Translation in Journalism

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(City Univ, Hong Kong, 28 Feb 2018)



TOM CRUISE CAMERON DIAZ

# NIGHT AND DAY

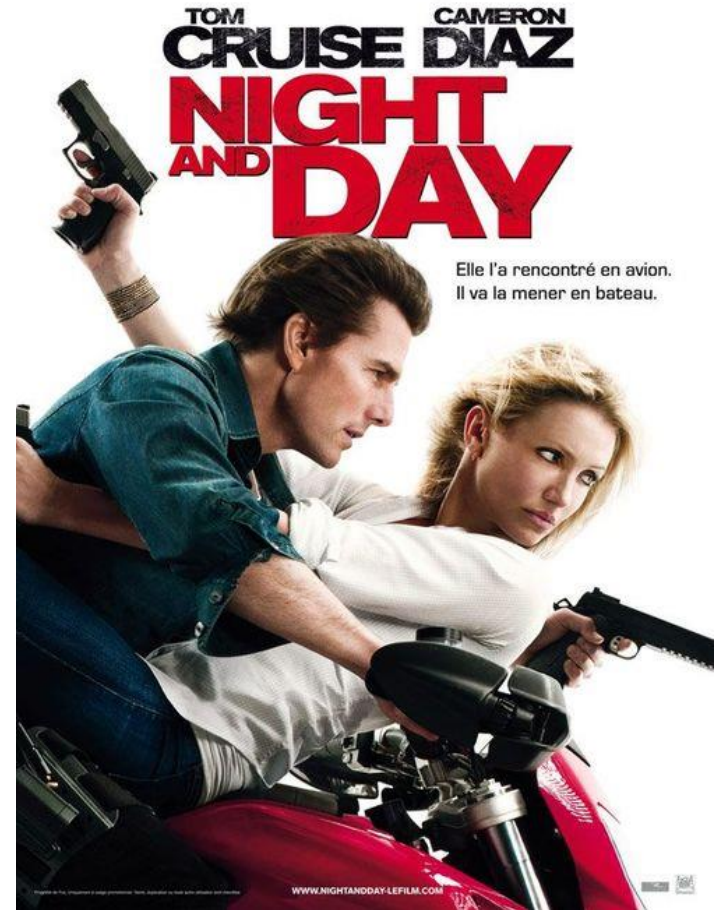
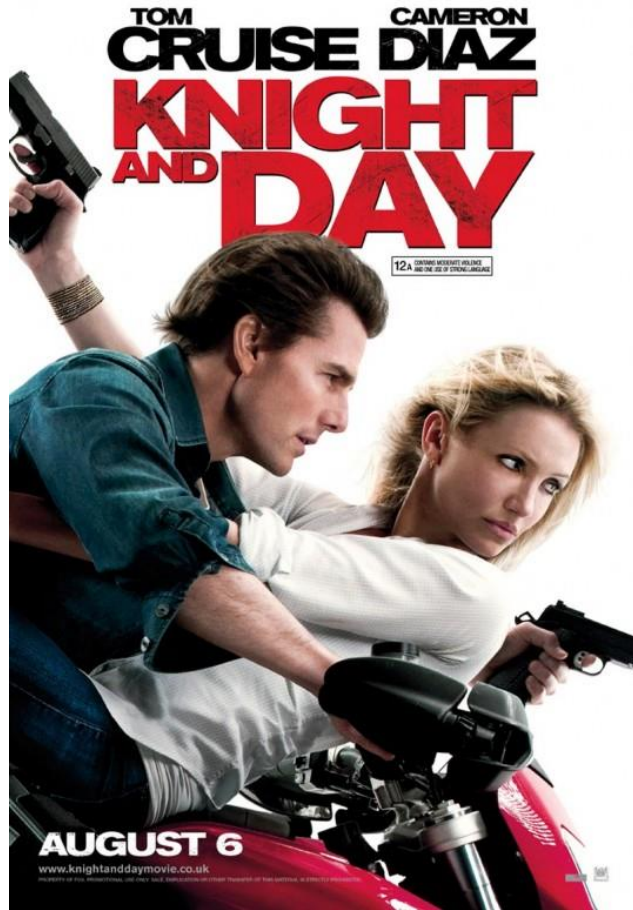


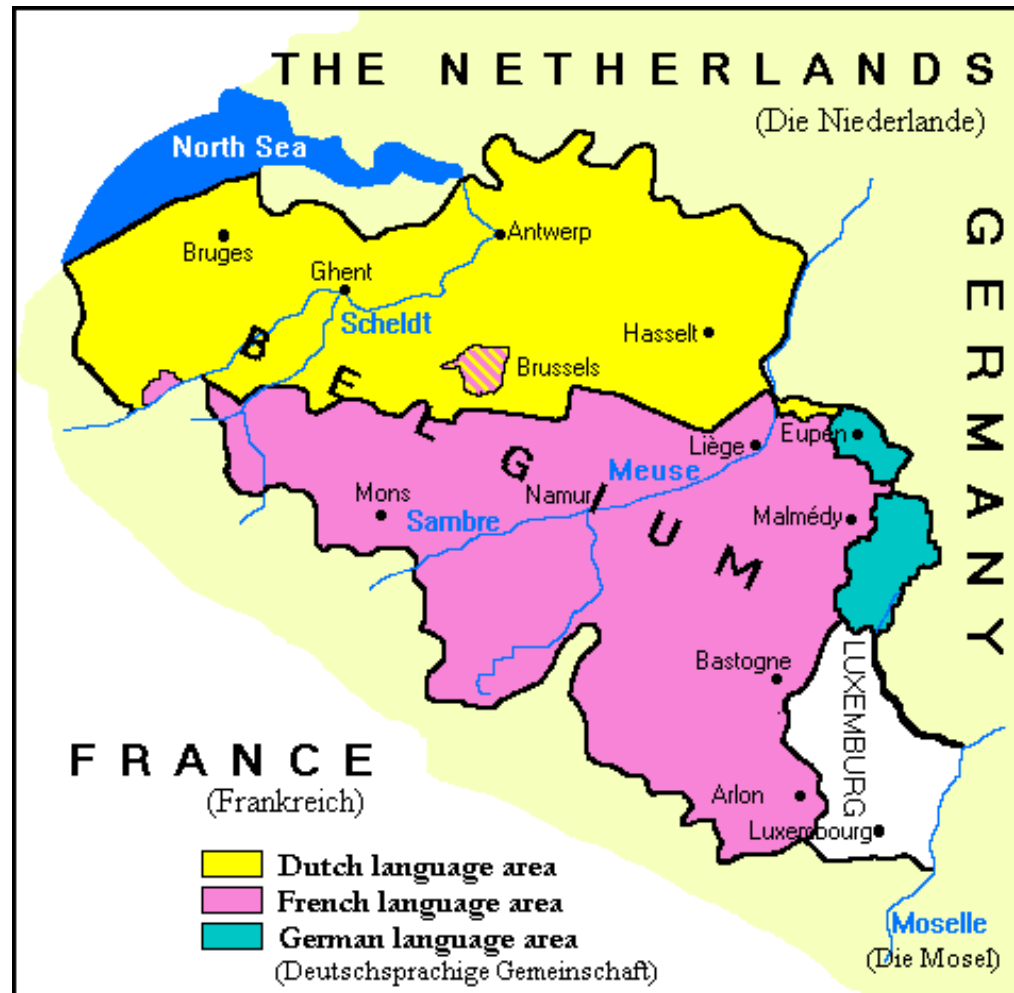
Elle l'a rencontré en avion.  
Il va la mener en bateau.

[WWW.NIGHTANDDAY-LEFILM.COM](http://WWW.NIGHTANDDAY-LEFILM.COM)

**KU LEUVEN**

# about knights and nights





# is this object of TS?

- inter- and/or intralingual transfer

# translation (non) proper

- Roman Jakobson, 'On linguistic aspects of translation' (1959)
  - interlingual T (translation proper)
  - intralingual T (rewording)
  - intersemiotic T (transmutation)

# object of TS?

- inter- and/or intralingual transfer
- functionally determined transfer to a new (intended?) audience
- T strategy
- localizing strategies: ubiquitous in media



# outline

- intro: knights and nights
- methodological problems for researchers
- translation and/in newsrooms
- similarities translators-journalists
- transferring/translating images

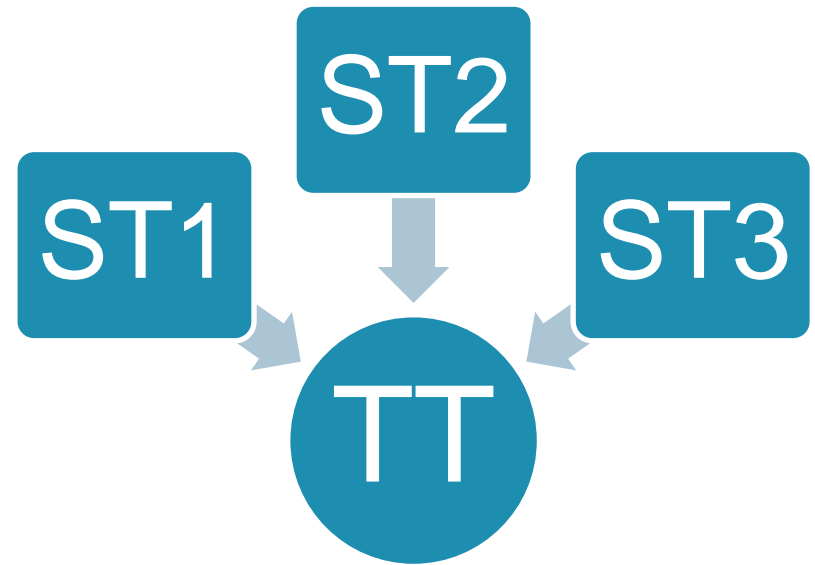
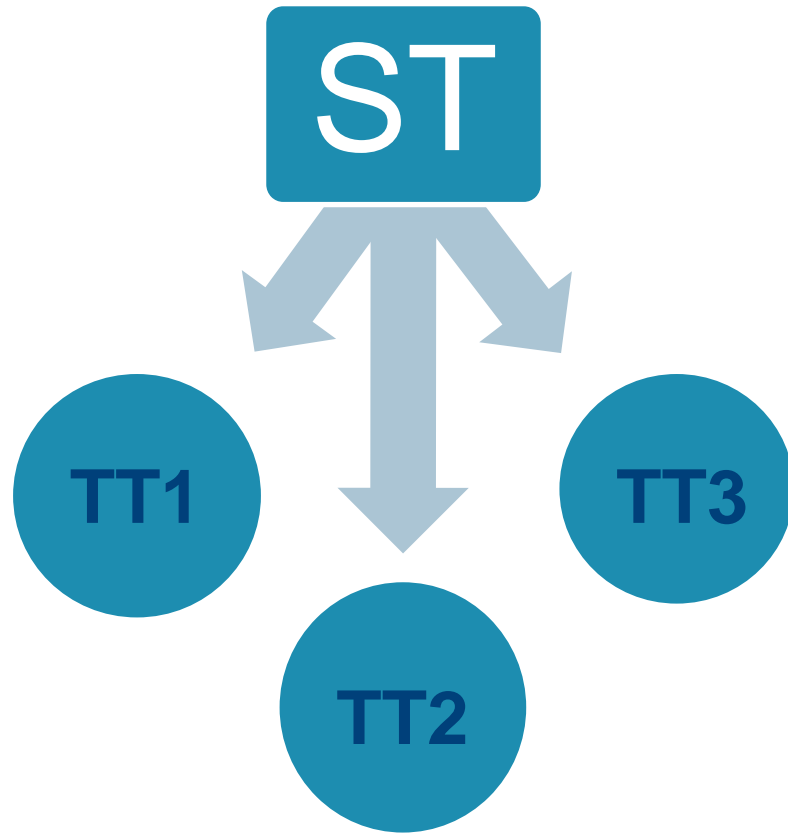
# translation and/in the media

- (dubbing, subtitling, AV translation)
- position of translation in (influential!) world of media, newsrooms, news(room) translation
  - partly out of experience
  - research: Warwick project
    - Bielsa & Bassnett, *Translation in Global News*, 2009
    - → Schäffner
    - → Valdeón
    - → van Doorslaer
    - → Conway, Davier, van Rooyen, Tesseur, Scammell etc.
  - overview article Valdeón 2015 in *Perspectives*: 'Fifteen years of journalistic translation research and more'

# extensions of classical ST-TT model

- first extension: different TTs  
1 ST → several TTs
- second extension: multiplication of STs  
several STs → 1 or several TTs
- end of 'uniqueness' of 'original' (literary T, T of religious texts)

# double extension



# new special issue

## ‘Across Languages and Cultures’

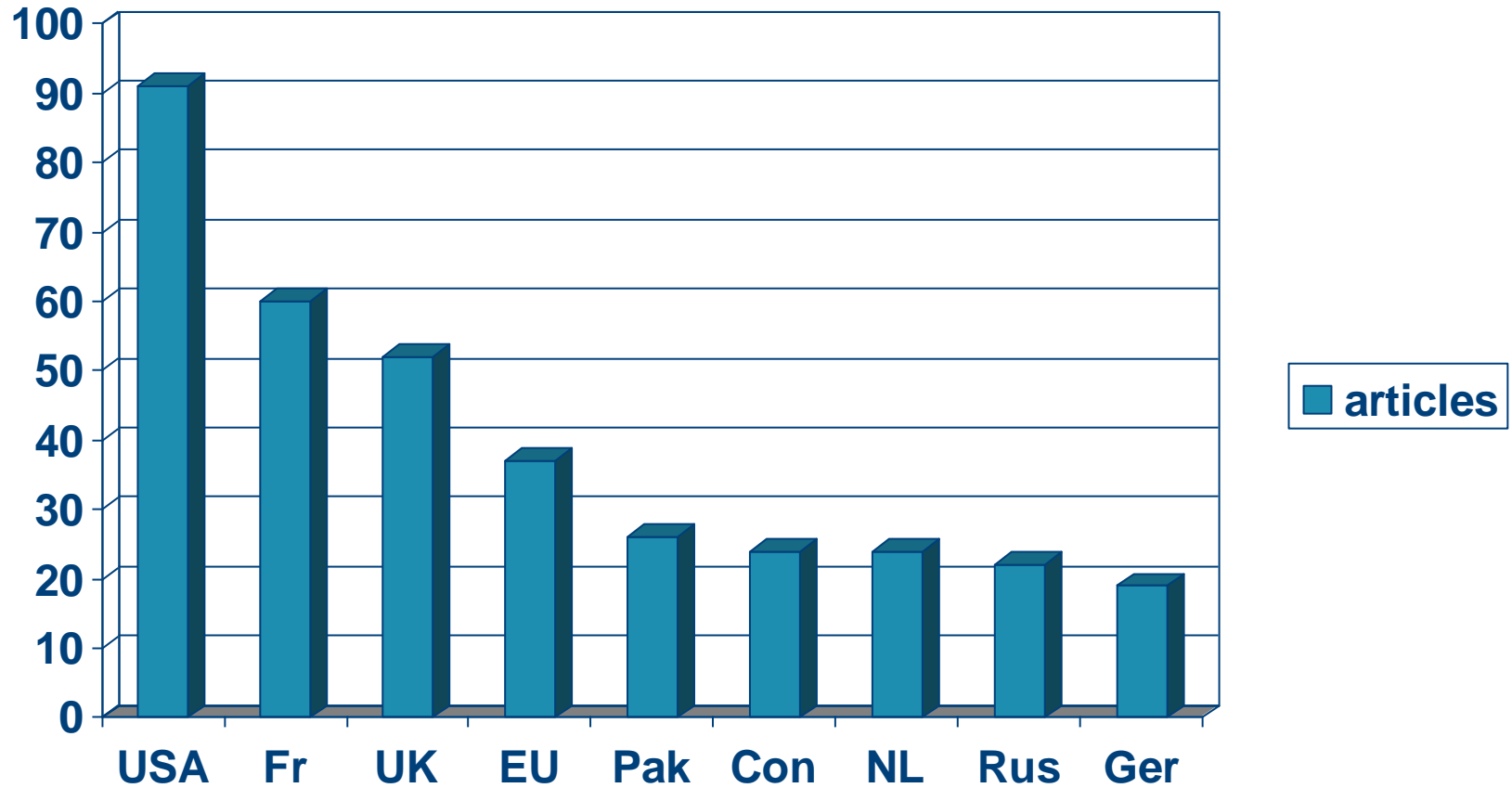
- methodological problems for JTR
  - no clear ST
  - no clear author
  - on different platforms  
= modern multilateral text production

labor-intensive fieldwork as partial solution for researchers?

# case 1: newsrooms in Belgium

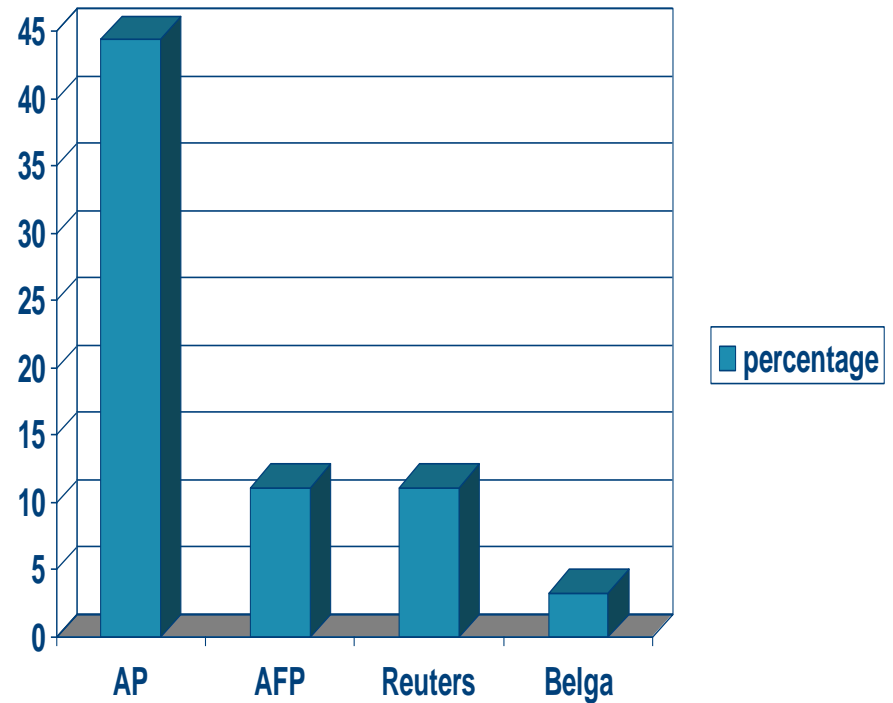
- relationship between language knowledge, position of translation, translation awareness and (production of) international news
- two 'constructed weeks'
- corpus: more than 1,000 articles on international or global news in 2008
- 9 Belgian newspapers (6D, 3F)

# countries (D)



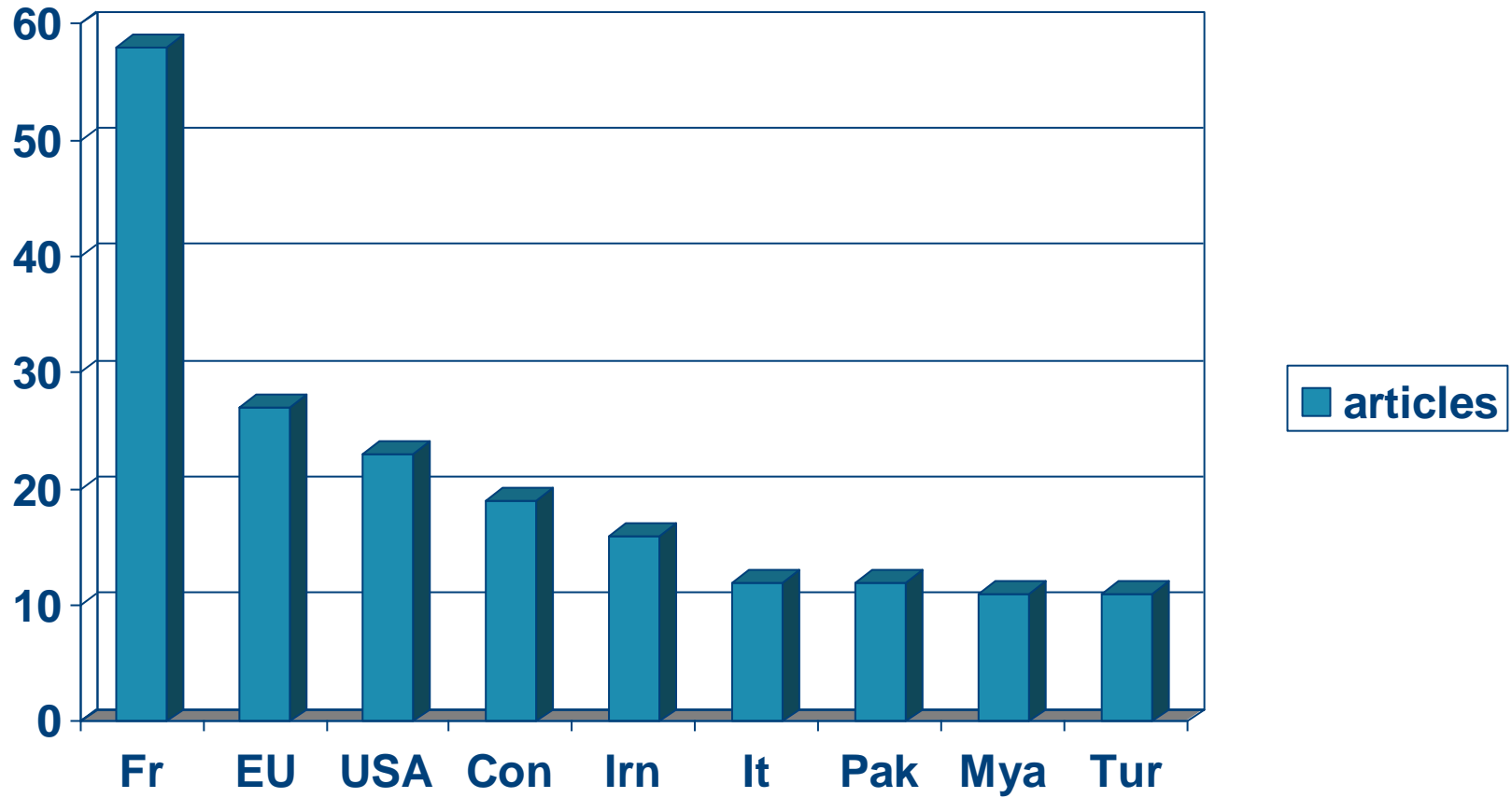
# press agencies (D)

- press agency mentioned as source in 1/3 of articles



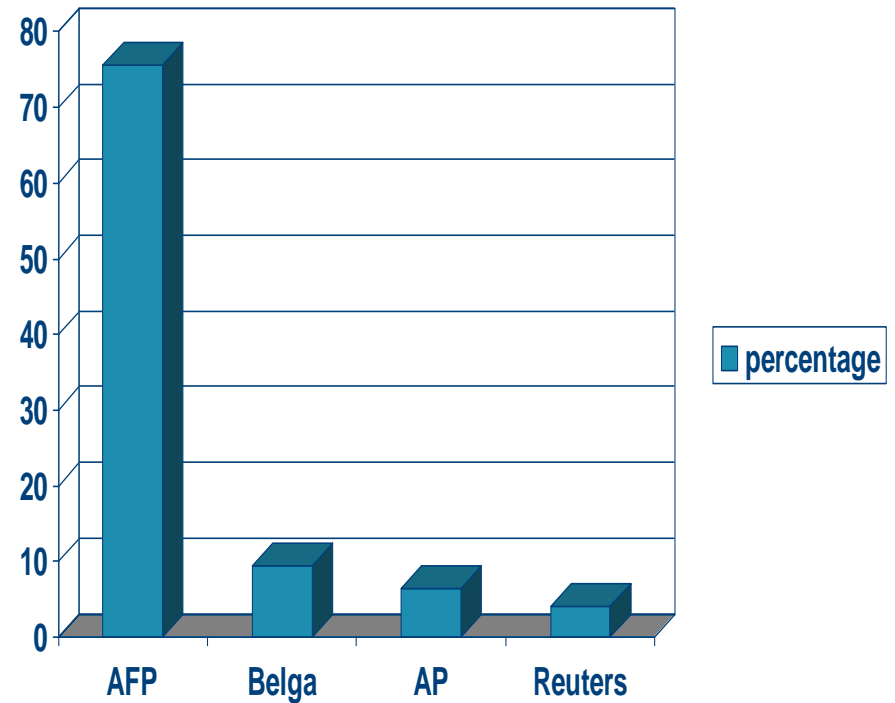


# countries (F)



# press agencies (F)

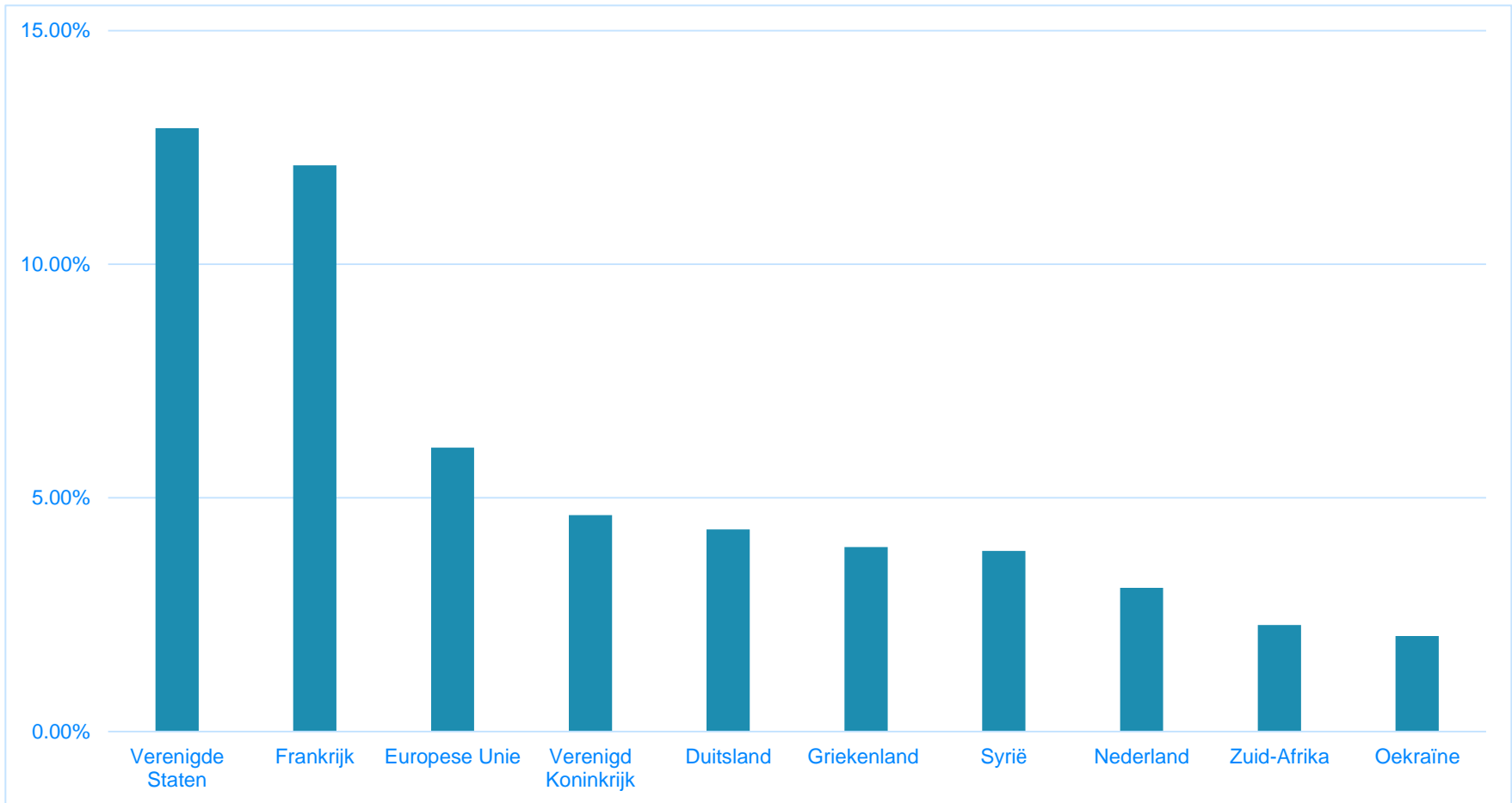
- press agency mentioned as source in 1/2 of articles



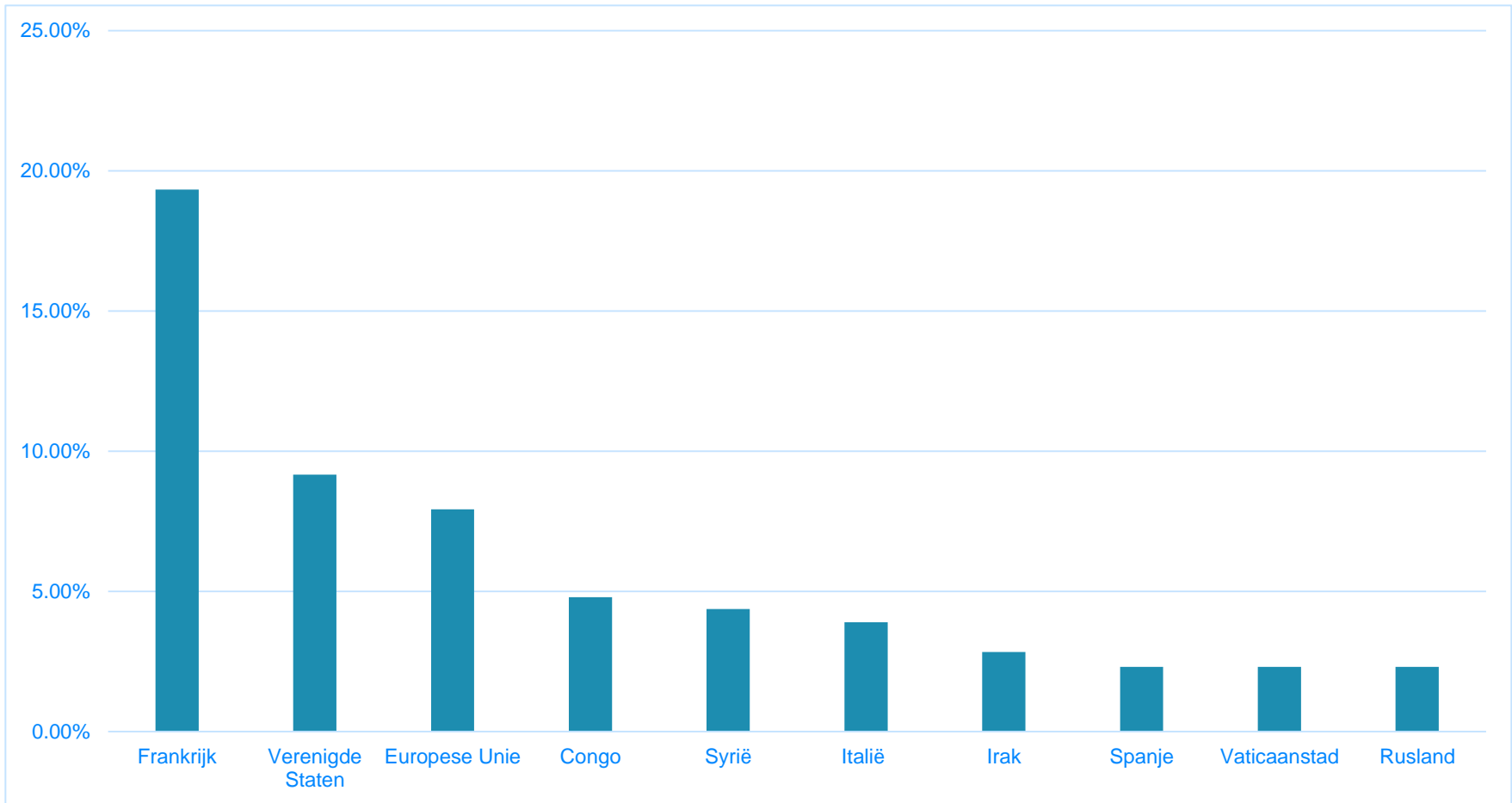
# more recent research De Soomer 2015

- similar corpus building
- control research
- some parts more refined, with partly different focuses: e.g. more quantitative data per newspaper, division according to article length etc.

# in Dutch-lang Belgian newspapers



# in French-lang Belgian newspapers



# some conclusions after case 1a+b

- astonishing correlation press agency – countries dealt with
- sometimes more determining than the criteria of MacBride report (proximity, elite)
- absence of translators, not of translation (transediting, ‘journalator’)
- world view in newsrooms determined by language knowledge and (non-)translation: languages as framing, gatekeeping and agenda setting factors
  - does media express or create cultural proximity? (USA, France vs. Germany)
- parallels with translation activity, depending on definition

# parallels translator-journalist

- vFlotow & Nischik, introduction to *Translating Canada* (2007):
  - “highly creative interventionists”
  - “source culture agents”
  - “the decisions about which materials to present to the reading public”
- Michaela Wolf, “translators as gatekeepers in Habsburg monarchy”, social actors filtering the works made available  
→ selection and change

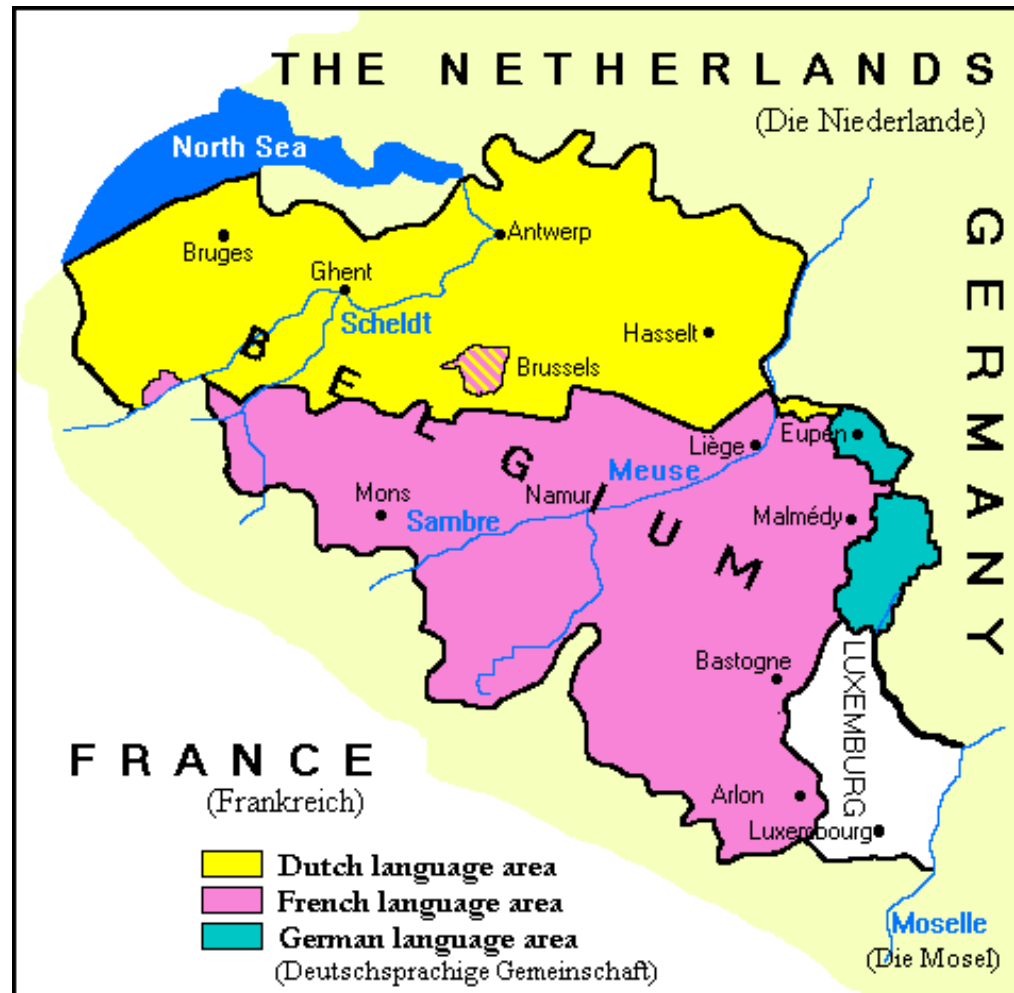
# media transfer: selection and change

- selection of sources
- selection of languages
- selection of existing images/clichés
  - e.g. reporting on Germany and Greece during last year's financial crisis
  - e.g. mutual images of Turkey and Greece
  - e.g. mutual images of China and Japan

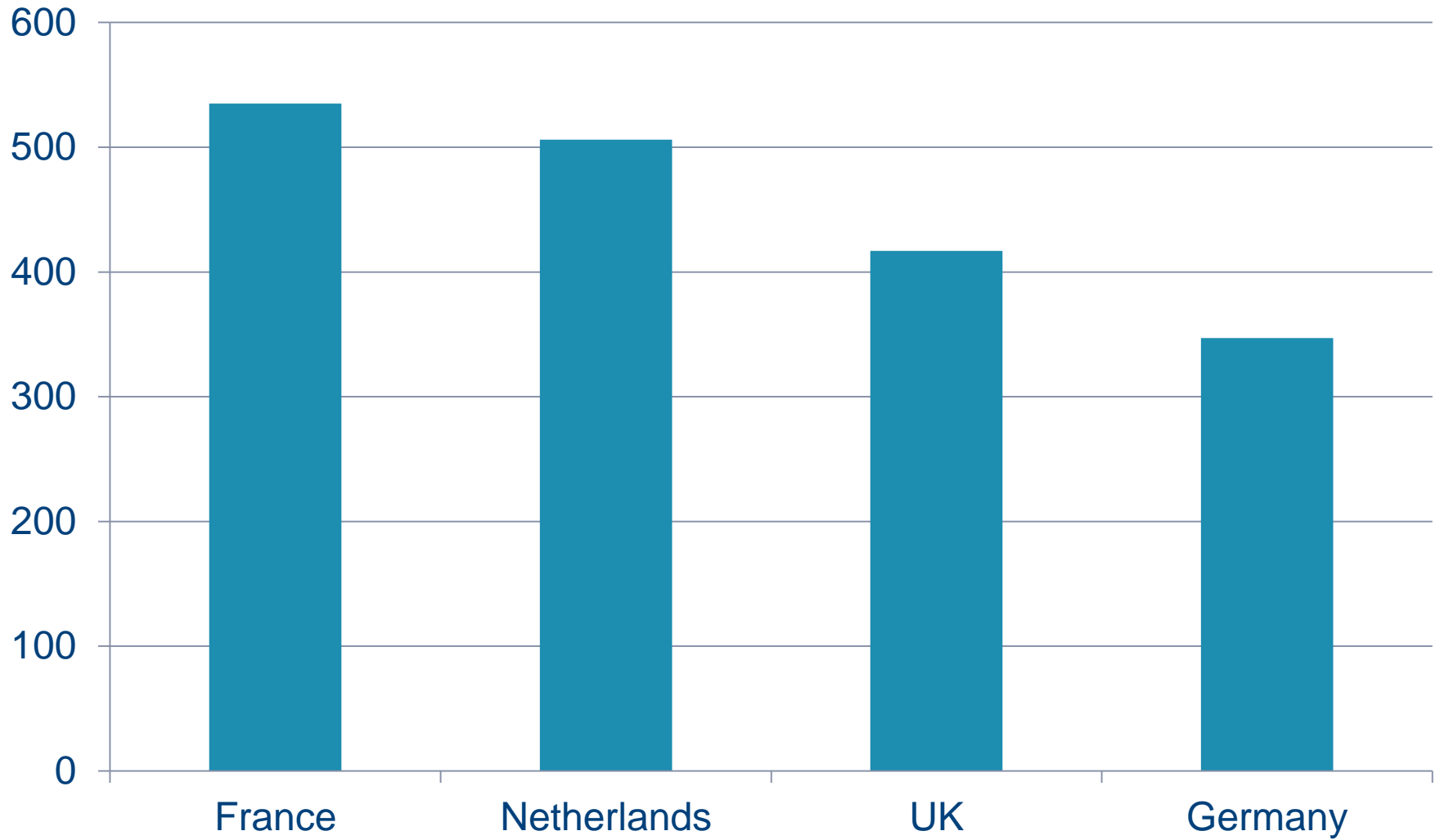


# case 2: Belgium's neighboring countries

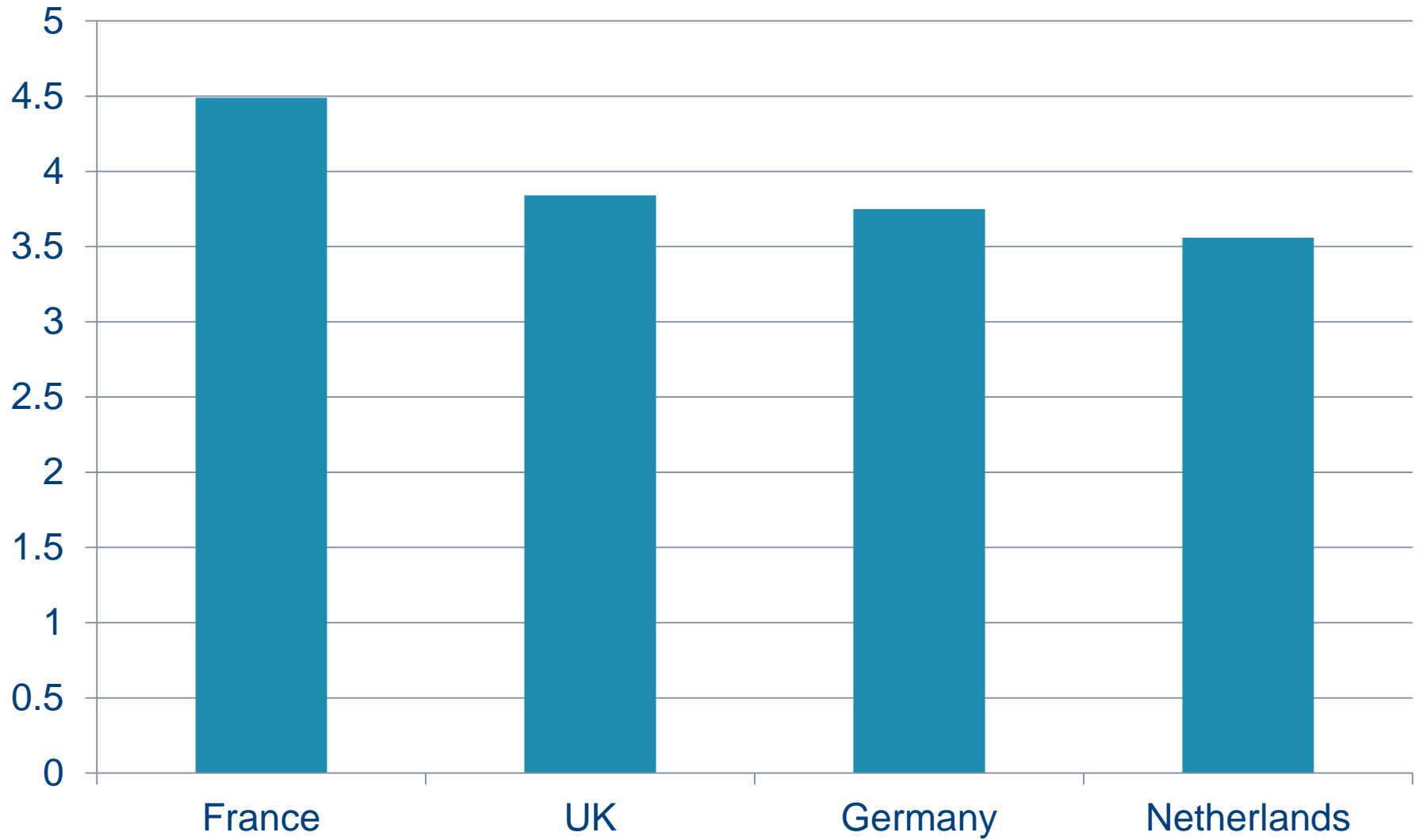
- electronic news archive (ENA)
- coverage of TV news (all main news editions 2009 and 2010)
- selection of topics
- which themes countries are being associated with?



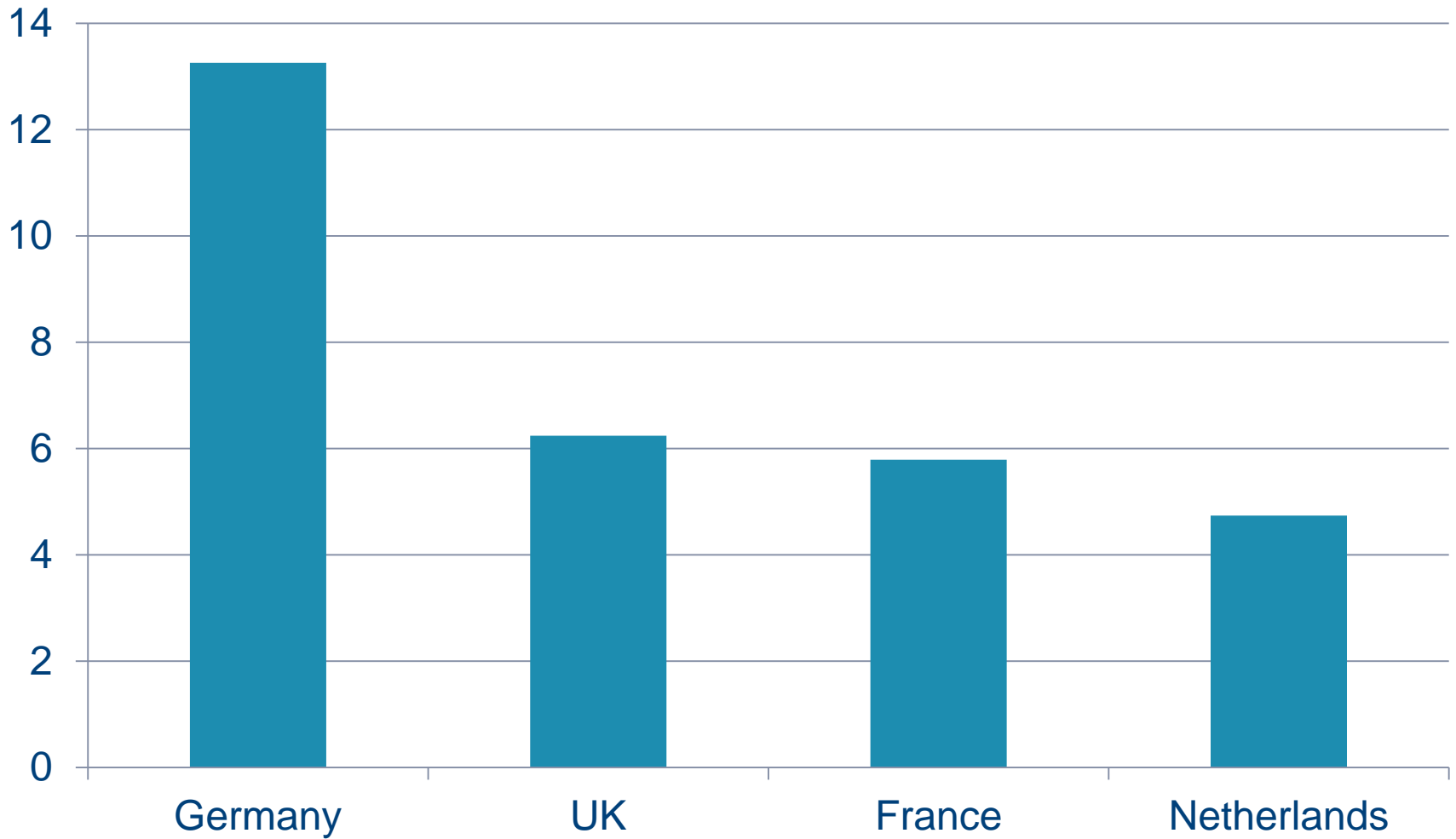
## news items



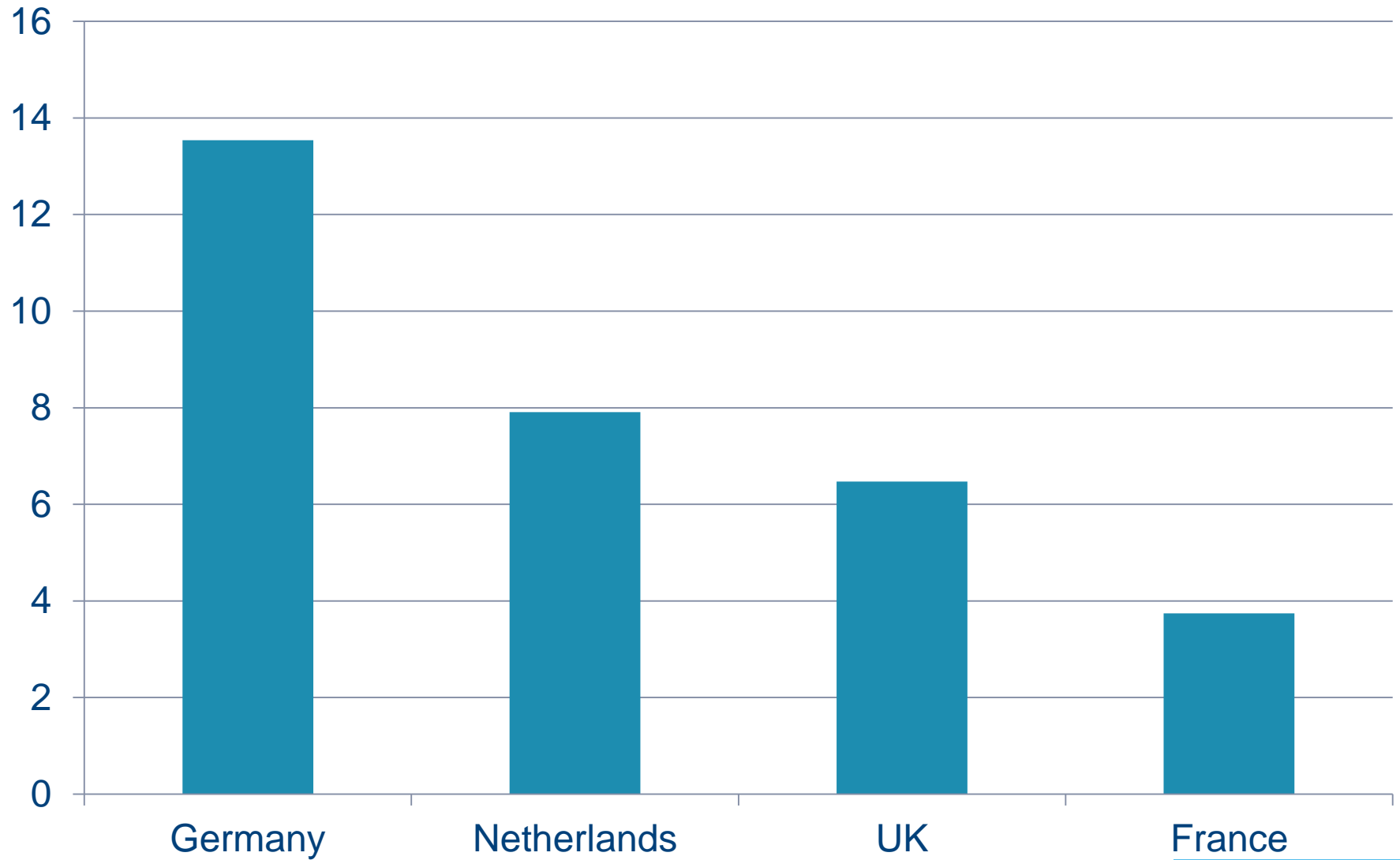
## % arts



## % fin & econ



## % war & peace



# hypotheses

- most significant differences related to Germany
- which image of Germany?
- Lasorsa & Dai, 'When News Reporters Deceive: The Production of Stereotypes' (2007)
  - “automaticity of stereotyping”
  - stereotyping “by default”
  - less informed, more stereotypes

# questions for transfer specialists

1. what do translators/journalists select (and de-select) when they transfer this information?
2. what do translators select (and de-select) when they suggest texts to be translated? (journalist as agent, translator as agent): agents as agenda setters and gatekeepers



# hypotheses

- most significant differences related to Germany
- which image of Germany?
  - NOT 18-19c land of poets/philosophers
  - 19c industrial power
  - 20c militarism
- widespread “automaticity of stereotyping”
- confirmed in Germany vs. Greece, negated in Merkel and refugees
- temptation or challenge for a journalist, a transfer specialist, a rewriter, a recontextualizer?

# status difference?

## **literature**

- writing
- ‘creating’
- ‘invention’
- opportunities for image-building, stereotyping, representing

## **translation & journalism**

- re-writing
- re-creating
- intervention
- more hidden, more indirect opportunities

# conclusions

- pitfalls for journalists = opportunities for researchers!
- media discourse / (hidden) language transfers in newsroom practices rich resource for TS
- centrality of localization and language transfer = common ground for TS and JS (new spaces...)
- extension of TS object: opportunities and risks  
e.g. fuzzy (inter)disciplinary boundaries

# transfer studies

- “[...] there is no unified concept of transfer. What distinguishes transfer concepts from concepts of translation, however, is that ‘translation’ is frequently, but not necessarily, seen as a more constrained mode of transfer associated with equivalence or invariance requirements (see e.g., Koller 1992).“ (Susanne Göpferich)
- “To what extent the concepts of translation and transfer overlap, however, depends on the paradigm of translation theory from which one starts. Over the last 60 years, the scope of Translation Studies has expanded continually bringing the concept of translation closer to the more encompassing concept of transfer.“ (id.)

# adaptation studies

- “[...] the terminology in the whole area of adaptation is extremely confusing. [...] a number of the terms used in the area, many of which are self-explanatory, may be mentioned: adaptation, appropriation, recontextualization, tradaptation, spinoff, reduction, simplification, condensation, abridgement, special version, reworking, offshoot, transformation, remediation, re-vision.” (John Milton)

Dank u wel!