

TRANSLATING NEWS

Adopting the Narrative Theory to Transaltion

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News Agencies

News agencies have achieved maximum efficiency in the dissemination of news worldwide through the coordination between local offices, and regional or global headquarters:

1. News reports are written by journalists at local offices; then
2. Reports are transmitted to the regional headquarters housing the desk where information is processed, (translated if it is from other languages), edited, and sent to the newswire, and owning their own desk's chief editor, editors of different languages, translator- editors.

The regional headquarters mediate with the local offices by

- ▶ coordinating coverage and commissioning specific pieces, and
- ▶ bringing together the outputs from the different offices in the region.

E.g., Reuters news agency: placing its corporate headquarters in London, and organizing three regional headquarters in Europe, Middle East, and Africa.

Activities of News Agencies

A coordination between the **local, the regional and the global levels** (a daily telephone conference in which the world editor-in-chief and the chief editors of the regions headquarters participate) for

1. Discussing each **region's agenda** (previously put together by the chief regional editor in consultation with the local offices of the region)
2. Providing the **main themes of the day**, as well as the **news angle** through which they are to be approached.
3. **Listings of the main themes of the day (Previsions)**, allowing editors of newspapers and broadcast media to clearly follow the hierarchy of information established in the newswire, to have a general view of events and to program their daily coverage.

Transaltion in the News

- ▶ **local media** in poor countries, **due to** their strong dependency on the news agencies for international news, need translating news form other languages;
- ▶ **Regional offices** of international news organizations need translation of the global services for local public;
- ▶ Even, **news reports from vernacular languages**, that are submitted to regional headquarters, should be translated into the main language of the media.

Translators as Journalists

Translators, in order to work as news translators, have to become journalists. The following **features** distinguish a journalistic translator from a other translators (i.e., passive conveyer of information):

- ▶ **Selecting, editing, and prioritizing texts and information** following prevailing journalistic criteria to ensure maximum impact;
- ▶ Having a **background in news production**;
- ▶ Having a **previous experience as a reporter** covering special events in any country of the region;
- ▶ **Investigating and adding new data when needed** (vital in translating news for different audiences);
- ▶ **Prioritizing news comprehension and coherence** over sheer literality and faithfulness

Translators` role



An translator-editor described her role in this process as follows:

*“We decide which notes [versions of a narrative] to translate into English and we translate them for the **English-speaking market**, thinking of this market, of this audience. We **add context, re-edit, reorganize the note, we give it a new title**. We do a lot of work with the note; it **rarely is a direct translation**, just as it comes ... We even **combine notes** if there are two or three about a subject when we do not need three notes in English on that subject.”*

Also,

*“In news, I don’t know to which extent [translation] is so invisible, because we are **directly transforming a reality that comes from a different context** for a public whose characteristics we believe we know. I think that in many cases the journalistic sense of the translator prevails. As translator, **there isn’t the freedom to re-elaborate everything in a text, but certain nuances can be added, even important ones.** ... invisible as a strict reflection of events, but in reality it is fifty-fifty, because **information needs to be oriented to make it attractive to a regional public.** So, not intervening in the news in the sense that you add or eliminate data, but **intervening in the orientation, in hierarchization** . It is about intervening, maybe not in the translation itself, but in what is called **prioritization.**”*

The Narrative Approach to News Translation

According to Baker (2006), translating news is a kind of re-narration in which the original stories (news reports) are reframed in the target linguacultural context in order to construct a different even oppositional social reality in the media.

E.g.,

Translating English news reports into Kurdish;

Due to ideological differences between English and Kurdish communities, some conflicts may happen in translation.

Of course, translations should be in line with the meta narratives of the embedding culture. Otherwise, the translational endeavor will face failure.

Reframing News through Translation

In order to follow the target orientations, translators **add, emphasize, downplay or simply suppress** certain aspects of reality in the news report through their translation. (Baker, 2006).

All of **these additions, deletions, or modulations** become possible through (re)framing SL narrative in TL.

(Re)framing is a set of strategies that are at service of dominant values and ideology of the embedding context in which a specific version of a report is formed and broadcasted.

- ▶ **Temporal and spatial framing:** the original temporal and spatial situation is replaced with that of target language.
- ▶ **Framing through selective appropriation:** omission and addition of events or aspects a narrative encoded in the source text;
- ▶ **Framing by labeling:** the rival systems` application of different labels and names for mentioning the same referent;
- ▶ **Repositioning of participants:** changing the relationality existing between events and characters of the original story in the translation.

More on framing,

- ▶ **Local news framing:** through **intra-lingual translation (restating) of local news** within a country's borders (local sociopolitical events for oppositional political parties in their own territory)
- ▶ **Regional news framing:** **inter-lingual translation of regional news** in accordance with the ideological orientation and benefits of the target culture. (Middle Eastern events for the region's country)
- ▶ **International news framing:** the translation proper of **a foreign but critical issue** so that it both guarantees and empower the political status of the target community in that respect. (Interpreting the gains and loses of Syrian war for USA)

Authentic News Translation Exercises

The New York Times, www.nytimes.com

Haaretz official website, www.haaretz.com.

Daily Sabah official website, www.dailysabah.com.

Kurdistani Nwe newspaper, www.calameo.com

Xebat newspaper, www.xebat.net

Wishe newspaper, www.wishe.net

Sources

Bielsa Esperança, and Susan Bassnett. (2009). Translation in Global News. USA: Routledge.

Baker, Mona. (2006) Translation and Conflict. USA: Routledge.

The New York Times, www.nytimes.com

Haaretz official website, www.haaretz.com.

Daily Sabah official website, www.dailysabah.com.

Kurdistani Nwe newspaper, www.calameo.com

Xebat newspaper, www.xebat.net

Wishe newspaper, www.wishe.net

Thank You

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.