

INTERDISCIPLINARITY IN RESEARCHING THE TRANSLATION OF GLOBAL NEWS

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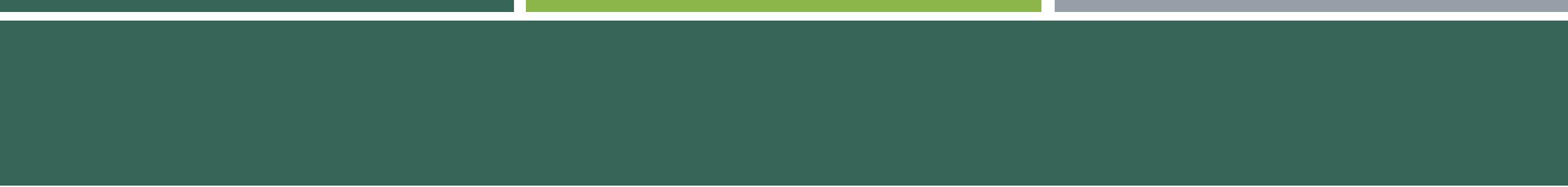
WHAT TO EXPECT TODAY

- The Methodological Challenges of Investigating News Translation
- Analytical tools from narrative theory: *narrators, actors, time and space*
- Analytical tools from discourse studies: *voice, reflexivity and framing*



EPHEMERALITY AND FRAGMENTARINESS OF THE NEWS IN A GLOBAL CONTEXT

- Connection between the fragmentary and ephemeral character of news and modernity. Modernity as 'the transitory, the fugitive and the contingent' (Baudelaire).
- Fundamental role of news media in creating the spatio-temporal context of globalising modernity (Giddens 1991):
 - Collage-effect of juxtaposing wholly unrelated events
 - Intrusion of distant events into everyday consciousness

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- Modern journalism was from the start global in character.
 - Recent trends in the field of news:
 - Development of satellite technology and the internet
 - Trend towards the disappearance of the ‘foreign’ in foreign news eg. CNN fines correspondents to encourage them to ‘eliminate the use of the word *foreign* when talking about other nations or other individuals on this planet.’ (Hess 1996: 55).

METHODOLOGICAL CHALLENGES:

1. Capturing the ephemeral and fragmentary character of the news.
2. Bringing back the foreign to the study of foreign news.

INVISIBILITY OF NEWS TRANSLATION

- Double invisibility of translation in the news (Bielsa and Bassnett 2009).
 - Domesticating strategy that values fluency and hides translation's intervention
 - Successful integration of translation within journalism – journalists as news translators
- Social and political actors translating themselves in order to communicate with the international media.
- Invisibility of translation in media studies.

METHODOLOGICAL CHALLENGES:

3. Considering journalists as experts in news translation.
4. Challenging the naive belief in 'simple translation' and the invisibility of news translation in media studies
 - 'news organizations have come to rely more than ever on locals for functions as basic as translation, landing interviews, finding electricity for laptops and satellite phones, and tracking down food in a desolate outpost' (Goldscheider, quoted in Bielsa and Bassnett 2009: 60).
 - 'A cab driver is fine if all you're looking for is a translator' (Murrell 2015: 79, from an interview with journalist Michael Ware).

INTERDISCIPLINARITY

- Positive context for interdisciplinary work in media translation:
 - Growing relevance of news translation within TS
 - Growing interest in translation within the new cosmopolitanism (Bielsa 2014 and 2016). Changing emphasis from unicity to multiplicity and from global English to the complexities of multilingualism.
 - Incipient awareness of translation in interdisciplinary research on international journalism and foreign news (Williams 2011; Hannerz 1996, 2004; Beliveau, Hahn and Ipsen 2011).

METHODOLOGICAL CHALLENGES:

5. Engaging with and learning from other disciplines with more substantial experience in the study of the media.
6. Making our work relevant to other disciplines by situating translation in a broader context and by seeking synergies with other disciplines (eg. narrative theory, discourse analysis, 'domestication' of news...)

NARRATIVE THEORY

- The narrative is the unit of analysis.
- We analyse so that we can describe, interpret and discuss what we see, taking responsibility for our analysis.
- There are many, many different levels of analysis. Today we will just look at:
 - narrators
 - actors
 - time
 - space



A COLLABORATIVE INTRA-LINGUAL TEXTUAL ANALYSIS

- 7 narrative texts



The New York Times

theguardian



NARRATORS: WHO SPEAKS?



- A narrative text is a story that is 'told', converted into signs produced by an agent who known as the narrator. But the narrator does not relate continually. Whenever direct speech occurs in the text, it is as if the narrator temporarily transfers this this function to one of the actors. (Bal 2009, 9)
- **Who speaks?**
- E.g. "I think Prince Mohammed is ideologically committed to taking the Saudi state in a new direction: less austere, more nationalist," said **Kristin Diwan, from the Arab Gulf States Institute in Washington.**

ACTORS:WHO ACTS?

- Actors are agents that perform actions. (Bal 2009,6)
- **Who acts? Who DOES something?**
- E.g. In a reversal of a longstanding rule, **Saudi Arabia** has announced that it will now allow women to drive.



TIME: WHEN DO EVENTS HAPPEN?



- **When do events happen?**
- E.g. RIYADH - Saudi Arabian King Salman bin Abdulaziz Al Saud **on Tuesday** issued a royal decree granting driving licenses for women in the kingdom, local media reported.
- Look for events in the past (photographs!) and in the future.
- E.g. “It is amazing,” said Fawziah al-Bakr, a Saudi university professor who was among 47 women who participated in the kingdom’s **first protest against the ban — in 1990**.
- E.g. Saudi Arabia **will allow** women to drive from **next June**, state media said Tuesday, in a historic decision that makes the Gulf kingdom the last country in the world to permit women behind the wheel.

SPACE: WHERE DO EVENTS TAKE PLACE?

- Where do events take place?
- E.g. Sheikh Khaled al Mosleh, a professor of religion in Saudi Arabia, also tweeted that “allowing women to drive answered the needs of a big portion of the population”, and added a lengthy justification for the move under Islamic law.



沙特允许女性驾车 意义重大的改革一步



- Which text is the original?
- Which narrative is the truth?

DISCOURSE STUDIES

- “the cross-discipline of discourse studies” (van Dijk 2011: 1)
- ‘discourse’ is described in various ways in linguistics, cultural studies, sociology, among others, but in this workshop, discourse is approached as:
 - ‘language-in-action’, as well as ‘language-in-use’ and investigating it requires attention to both language and use/action
 - a general mode of semiosis, i.e. meaningful symbolic behaviour
 - a socially situated practice, displaying complex and multi-dimensional characteristics

DISCOURSE STUDIES

- In this workshop, I use methods from discourse studies to examine the role of translation in the process of news production, transmission, and reception. The concepts of 'reflexivity,' 'framing,' and 'voice' will be used in the analysis.

REFLEXIVITY

- Every utterance not only says something *in* itself (i.e. about the world, about an extralinguistic referent of some kind), but it also says something *about* itself (Lucy 1993).
- Language simultaneously *reflects* context (what is out there in the world) and *constructs* it.
- Through this reflexive dimension, language adds an important praxis-related dimension to the discourse-context relationship.
- Reflexivity is an important aspect of translation
cf. translation as metastatement (Tymoczko 2006) or self-reference (Hermans 2000)

FRAMING

- We use the “schemata of interpretation” to decide, from moment to moment in daily life, what is going on (Goffman 1986[1974])
- Frames are invoked by discourse and function as preferred spaces for contextualization.

e.g. the Suez Canal crisis vs. the handover of sovereignty

- Translation often accompanies a process of (re)framing.
e.g. ST: Hornworms sure vary a lot in how well they grow.
TT (back-translation): Hornworm growth exhibits a significant amount of variation.



VOICE

- Voice is the capacity of the speaking subjects to make their presence known in the world; it is related to speakers' agency.
- In translations, voice may be approached as “textual voice” or “contextual voice” (Alvstad and Assis Rosa 2015).
- Translators speak “with more than one voice” (Hermans 2007: 65).

INTRALINGUAL AND INTERLINGUAL TEXTUAL ANALYSIS

The New York Times

Newsweek



- Framing
- Reflexivity
- Voice

The New York Times

Thursday, October 12, 2017 | 📄 Today's Paper | 🎥 Video

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Trump to Relax Rules in Bid to Undermine Obamacare

By ROBERT PEAR and REED ABELSON

- President Trump is expected to issue an order to allow the sale of health insurance plans that are exempt from some Affordable Care Act rules.
- Democrats warn that the move would create low-cost insurance options for the healthy, while driving up costs for the sick and



Ryan Christopher Jones for The New York Times

The Bronx's Quiet, Brutal War With Opioids

In the Bronx, which lost more residents to drug overdoses last year than any other New York City borough, the heroin

Opinion

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By THE EDITORIAL BOARD



Time to require Trump to first get a declaration of war.

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A radical fringe of the G.O.P. has been enabled to all but eliminate the right to employer-provided birth control.

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- Has America Forgotten the Virgin Islands?



At May's Nails Salon on West 14th Street in Manhattan, a customer gets a neck massage while her nails dry. Nicole Bengiveno/The New York Times

The Price of Nice Nails

Manicurists are routinely underpaid and exploited, and endure ethnic bias and other abuse, The New York Times has found.

By SARAH MASLIN NIR MAY 7, 2015

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The women begin to arrive just before 8 a.m., every day and without fail, until there are thickets of young Asian and Hispanic women on nearly every street corner along the main roads of Flushing, Queens.

As if on cue, cavalcades of battered Ford Econoline vans grumble to the curbs, and the women jump in. It is the start of another workday for legions of New York City's manicurists, who are hurtled to nail salons across three states. They will not return until late at night, after working 10- to 12-hour shifts, hunched over fingers and toes.

On a morning last May, Jing Ren, a 20-year-old who had recently arrived from China, stood among them for the first time, headed to a job at a salon in a Long Island strip mall. Her hair neat and glasses perpetually askew, she clutched her lunch and a packet of nail tools that manicurists must bring from job to job.

RELATED COVERAGE



Cuomo Orders Emergency Measures to Protect Workers at Nail Salons MAY 11, 2015

CITY ROOM

Unvarnished Series on Nail Salon Workers: Readers Respond in English MAY 8, 2015



Something Rotten in New York City Nail Salons MAY 7, 2015



3 Ways to Be a Socially Conscious Nail Salon Customer MAY 7, 2015



Opinion | Editorial



맨하튼 웨스트 14번가에 한 손님이 목 마사지를 받으며 네일을 말리고 있다. 다른지역보다 뉴욕 지역에 네일샵이 급속히 성장하였으며 가격이 다른 지역보다 저렴하다. 저렴한 비용에 대한 부담은 네일 미용사들이 진다. Nicole Bengiveno/The New York Times

반짝이는 매니큐어에 숨겨진 네일 미용사들의 어두운 삶

뉴욕타임스는 취재 중 많은 네일숍 직원들이 부당한 대우와 인종차별 및 학대에 흔하게 시달리며 정부 노동자법률기구의 보호도 제대로 받지 못한다는 사실을 발견했다.

By SARAH MASLIN NIR MAY 7, 2015



어김없이 매일 아침 시계바늘이 오전 8시를 가리키기 직전이면 뉴욕 퀸즈 플러싱의 주요 도로변의 거의 모든 길모퉁이는 젊은 아시아 및 히스패닉 계 여성들로 꽉 들어찬다.

마치 신호라도 받고 출동하는 것처럼, 낡은 포드 이코노라인 밴들이 굉음을 내며 골목으로 들어선 후 여성들을 태운다. 또 다시 하루 일과를 시작하는 이들 여성은 뉴욕시 네일 미용사들로서, 뉴욕시 주변의 3개 주에 퍼져 있는 네일숍으로 빠르게 배정된다. 이 여성들은 10~12시간 동안 손님들의 손가락과 발가락 다듬는 일을 하다 밤이 깊은 후에야 돌아온다.

RELATED COVERAGE

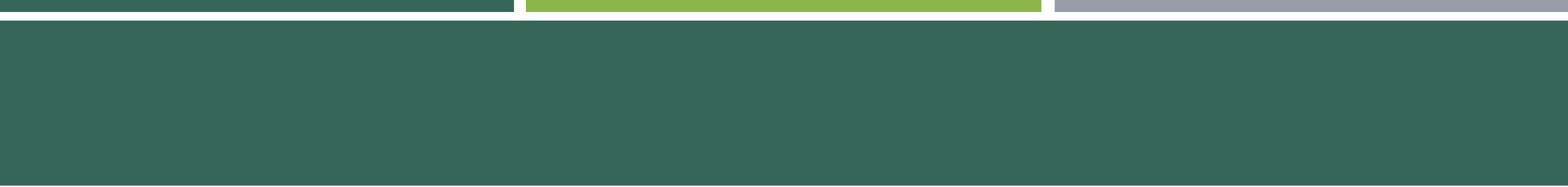
CITY ROOM
Unvarnished Series on Nail-Salon Workers: Readers Respond in 한국어 (Hangug-ui) MAY 8, 2015



Newsweek
(ST)



Newsweek
Korea
(TT)



Newsweek

A Life-or-Death Issue

Some in Washington worry that Roh Moo Hyun is naïve about the dangers posed by North Korea. Roh worries that America could ignite a devastating war.

By George Wehfritz and B.J. Lee

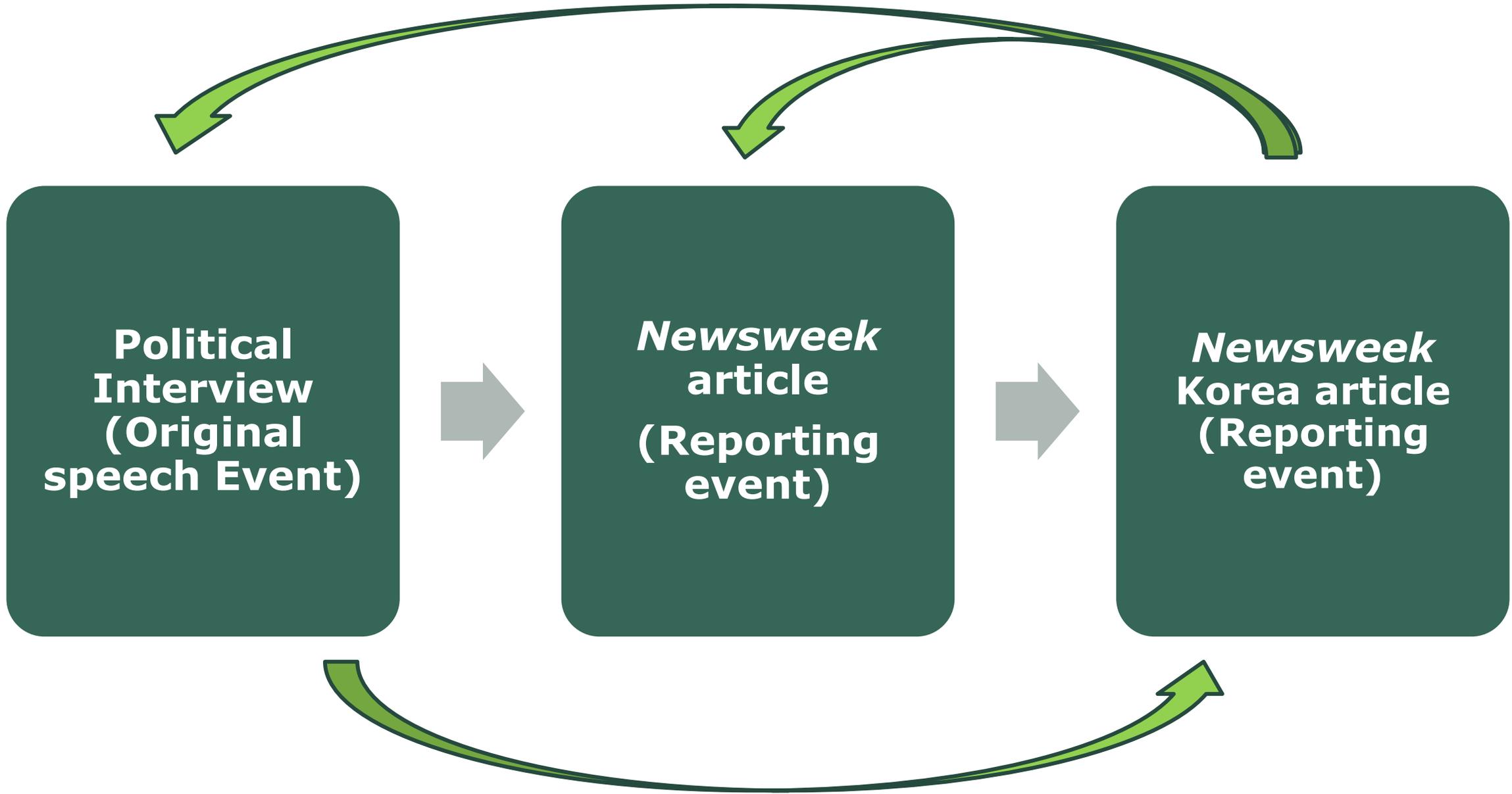
More than anything, Roh Moo Hyun likes a good fight. It is his pugnacity that helped the 56-year-old former human-rights lawyer to win South Korea's presidential election in December, against all expectations. By standing for a clean break from the status quo -- as exemplified by the sometimes overbearing influence of the United States -- Roh drew unprecedented support from the country's chronically disaffected youth. He promised to keep economic and diplomatic channels open to Pyongyang. And he vowed he would never "kowitz" to America, but demand to be treated as an equal. Days before the Inauguration -- Roh talked to NEWSWEEK's George Wehrfritz and B.J. Lee. Excerpts:

Newsweek Korea

“If North Korea is given what it wants, it will give up nuclear [program/ambition]”

An exclusive interview / Declaring a continuation of Sunshine Policy, Roh [says] “Rather than punish an immoral government, it would be better to persuade and support [it]” Interview [by]: George Wehrfritz, Tokyo Bureau Chief; Byong Jong Lee, Correspondent in Seoul; [Article] Presented [by]: Newsweek Korea

President Roh Moo Hyun’s interview with Newsweek is creating controversy at home and abroad ... However, these expressions do not feature in President Roh’s interview. Thus, the two problematic words appear to be Newsweek’s Tokyo Bureau Chief : George Wehrfritz’s own expressions based on his ‘understanding’ of President Roh up to that point. When the content of the introduction to the interview created controversy, President Roh’s aides protested, stating that “such expressions were never used”. Chief Wehrfritz’s interview article was published only in the US edition. In the Asian edition, an article dealing with President Roh’s life was published based on the interview Newsweek Korea obtained the entire content of the problematic interview with Newsweek and is providing it [here]. President Roh’s remarks at the interview are presented without any additions or omissions.



**Political
Interview
(Original
speech Event)**

***Newsweek*
article
(Reporting
event)**

***Newsweek*
Korea article
(Reporting
event)**

SO WHAT?

- **Translation remains largely invisible within news organizations and news stories; however, the process of news translation is sometimes intentionally made visible to serve certain purposes.**

CONCLUSION

- **The complexity of news translation -- it is fragmentary, fleeting and often invisible -- calls for interdisciplinarity.**
 - **Narrative theory**
 - **Discourse studies**
- **Analysis enables us to describe, interpret and discuss what we see going on so that we can argue for our interpretation and take responsibility for our conclusions.**

THANK YOU!

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