

## The translation of tweets in news organizations

Twitter has become an essential tool in newsrooms worldwide. Tweets included in news texts function as quotations and though this discursive practice is relatively recent it continues to grow in digital media. Many of these tweets are written in languages different from that of the receiving media company. This article analyzes how foreign tweets are presented to audiences and how they are translated when inserted in news texts. For this, we have examined the articles from the first five months of 2018 in the *Universo Trump* [*Trump Universe*] blog published by the Spanish digital newspaper *El País*. This blog publishes news about the president of the United States, the people he surrounds himself with as well as his government and it was selected because all the tweets cited in the articles are originally in English. This article presents the translation strategies used by the journalist-translators and we argue that the translation of tweets as quotes in news reports makes the use of translation more obvious and more visible in the transmission of information.

Keywords: news translation; Twitter; translation of tweets; quotation; social media; visibility of translation

### 1. Introduction

Translation plays a crucial role in the production and transmission of information. Studies analyzing how and why translation is used in the transfer of journalistic messages (cf. Cortés Zaborras & Hernández Guerrero, 2005; Bielsa & Bassnett, 2009; Hernández Guerrero, 2009; Valdeón, 2010 & 2012; Davier, 2017; Scammell, 2018) have brought to light the constant synergy between journalism and translation.

Currently, news organizations are immersed in an important transformative process. Spurred by the rise of communication technologies and above all by the development of the Web 2.0, new forms of journalism have arisen: digital media, citizen journalism, blogs, webs, social networks, multimedia platforms... These new

forms of journalism have led to a redefinition of the news panorama and are transforming both the process of news production and the habits of journalists and communication groups. Studies on communication have analyzed this new media scenario in detail (cf. Gillmor, 2004 & 2010; Salaverría, 2005; Allan & Thorsen, 2009; López García, 2010; Rosenberry & St John, 2010; Orihuela, 2011 & 2015; Lule, 2012; Campo Freire & Rúas Araújo, 2015; Adornato, 2017), but without considering the role of translation in emerging news media. Yet translation in the new forms of journalism has increased and continues to grow. Even more importantly, the changes experienced in digital journalism have introduced new communication dynamics which are reshaping translation practices and the public's perception of them.

In this new media arena, social networks have driven one of the major transformations in the communications world. News organizations have found these digital platforms to be a powerful ally in information reporting and Twitter, above all, has emerged “como una de las herramientas de mayor valor periodístico para las redacciones de los medios de comunicación de todo el mundo” [as one of the most important journalistic tools for media newsrooms the world over] (Moreno Gimeranez, 2017, p. 102). This microblogging network has become a true news feed and it is now unthinkable that the media would ignore or dismiss it since they depend on it to provide updated information.

This interaction between Twitter and the media has sparked a new textual convention of including tweets as quotes in newspaper reporting (Broersma & Graham, 2013). This discursive practice has spread to all types of media regardless of the technique used to transmit the information (printed news, audiovisual and digital or multimedia). The quoting of tweets in other languages produces new dynamics in news translation.

This article analyzes how these tweets inserted in news texts are translated. This research is based on the analysis of the articles published in the *Universo Trump* blog<sup>1</sup> during the first five months of 2018 which constitute the corpus of this study. *Universo Trump* is a blog in the Spanish digital newspaper *El País* in which different journalists publish news about the United States president, the people around him and his government. This blog was selected because all the tweets cited in the articles are originally in English and this allows us to study the translation strategies used by the journalist-translators. This paper is structured as follows. First, a brief introduction of Twitter will be provided, situating it in relation to translation. Next it will examine the use of Twitter as a tool for reporting in the media. Then we will deal with the use of tweets as quotations in the journalistic context and finally we will analyze how foreign tweets are translated in news texts.

## **2. Translation in Twitter**

In operation since 2006, Twitter is a microblogging platform, so called for its similarity to blogs in that it is a system of personal publication but smaller. The posts, called “tweets”, were limited to a length of 140 characters per message and increased to 280 in 2017. Twitter is more than just a social network; it is a new medium that has generated its own communicative code and specific patterns of interaction (Orihuela, 2011).

With users all over the world, from the outset, translation proved to be a necessary means to expand the use of this platform and break the linguistic barrier on two fronts: the translation of the platform itself and the translation of the user-generated content.

The translation of its interface from English into the more than fifty languages currently available was the work of the users via the Translation Center launched by this

platform (Arend, 2012; Martín Solanas, 2016). For the translation of content, machine translation apps, like Twanslate, Twieee, Twinlator, Tweetrans, Bridge, LiveTranslate and TweetTranslate, soon emerged. These tools, specially designed for the translation of tweets, made instant translations in various language combinations available to the users. In January 2015, Twitter added the option of automatic translation into more than forty different languages thanks to collaboration with Microsoft's Bing Translator. Simple to operate, one selects a tweet, clicks on the "translate" option and the translation appears.

Keep in mind that these are always machine translations that, though instantaneous, do not offer the quality of human translations (cf. Jell, 2010; Gotti, Langlais & Farzindar, 2013) in dealing with the specific difficulty of translation tweets:

For instance, how to translate idioms and slang, out-of-vocabulary words, onomatopoeias, emphasises (jajaaaa) [sic], or irony. But also, how to approach the translation of hashtags and symbols (such as emoticons), how to interpret wrong syntax, find the translated version of a link, and fit the final translation into 140 characters, among others. (González, 2015, p. 2)

As Desjardins (2017, pp. 116-117) points out, specific translation strategies are needed "to translate content in a medium that has character constraints, that utilizes hashtags, and that often involves implicitation and explicitation of information depending on the language pair and direction". The problem with quality is by no means unimportant when businesses, institutions or celebrities use their Twitter accounts as platforms to promote content. Even in the context of online social media (OSM) certain levels of quality are a necessity:

Therefore, to draw a parallel with Venuti's work in literary translation, quality UGC translation usually involves 'naturalness' (pleasing 'the mainstream') at the expense of visibility that might call more attention to the translation process or the

ST itself ('foreignness'). While a novel and a *tweet* are two very different text types, with different purposes and internal structures, Venuti's 'naturalness' and 'foreignness' still have relevance in a OSM context. (Desjardins, 2017, p. 115)

This is why, in addition to machine translation programs to bridge the language barriers, new initiatives have been implemented that rely on the intervention of professional translators who, with their linguistic and cultural backgrounds, make up for the deficiencies of the machine translations. This is the case, for example, of TweeTrans.com, a human proofreading service for machine translations that has minimum waiting times; or of specialized translation agencies like Transfluent. Transfluent translated Obama's presidential Twitter account into Spanish during his reelection campaign in 2012. Every time the president tweeted, the tweet was immediately assigned a translator and the translation was published in Twitter within the next five minutes.<sup>2</sup> At present, Transfluent is translating, and freely sharing, the tweets from Donald Trump's Twitter account @DJT\_ES .

Nevertheless, Twitter has opened new communications channels and tweets have jumped from the social network to mass media. Tweets also need to be translated outside of the platform, mainly by news companies that have discovered in Twitter an attractive source of news where they can find current affairs and interesting quotes for their news stories. Journalists incorporate tweets in their newswriting and when the tweets are written in other languages, these news professionals themselves do the translations.

### **3. Twitter and news organizations**

Not only have social networks transformed people's way of communicating, but they have also transformed journalists' professional routines used for research, writing and

dissemination of their news texts. Journalists make tremendous use of social networks in their day-to-day (López García & Rodríguez Vázquez, 2015, p. 91). The most used are Facebook and Twitter although Twitter is considered the most useful for their work (Herrero Curiel, 2013, p. 244). The emergence of Twitter on the news scene has altered the current communications system (Hermida, 2010; Orihuela, 2011; Campos Freire & Rúas Araújo, 2015) and its influence is palpable at all stages of the communicative process, in the production as well as in the dissemination and consumption of news. Indeed, it is a streamlined platform to broadcast and receive breaking news.

After analyzing different British and Dutch newspapers, Broersma & Graham (2012, p. 403) state that journalists regularly use Twitter as a source, increasingly include tweets in their stories and that the news organizations are using Twitter in four ways: “to disseminate news, to market stories, to establish relationships with news consumers, and as a tool for reporting”. These researchers are particularly interested in this new textual convention of including tweets as quotes in newspaper reporting and have investigated how journalists are using Twitter as a source for reporting, and more specifically, how they quote tweets in news texts (Broersma & Graham, 2013). They identified four functions tweets had in news coverage: illustration, trigger, standalone and Q&A.

- (1) Illustration, the most frequent function: tweets were used to add flavor to a story, usually by adding a personal note from someone involved.
- (2) Trigger: all those tweets that triggered a news story because the tweets themselves were newsworthy.
- (3) Standalone: tweets were simply published on their own (e.g. the tweet of the day).
- (4) Q&A: all those tweets that were used as part of a question and answer exchange in the article. (2013, pp. 450-451)

In their study, they also note that the journalists prefer tweets quoted verbatim as opposed to paraphrased, accounting for 92 per cent of all tweets analyzed, and they attribute this practice to the lack of personal contact with the sources, which “make[s] reporters insecure and cautious; by not paraphrasing and interpreting utterances but quoting them in full instead, they seem to reject responsibility for the information in it” (2013: 455). Broersma & Graham only make one reference to the translation of the tweets:

Dutch journalists paraphrased tweets more often than British journalists did, representing 18 and 5 per cent, respectively. This finding might have something to do with the fact that Dutch journalists were more reluctant to use tweets as sources. Consequently, when they did use tweets, they were more likely to paraphrase tweets than British journalists were. Another reason is that Dutch journalists sometimes paraphrase tweets in foreign languages. However, this has only a minor influence on the results because in the large majority of cases utterance are translated into Dutch and quoted in full. (2013, p. 455)

In the sample analyzed by Broersma & Graham, the tweets in other languages were few and, when used as quotes were translated and copied completely. A small percentage was paraphrased. For these researchers, translation is of marginal importance and for this reason it is not assessed. Nor do Broersma & Graham refer to the ever-growing practice of including a screen shot of the original tweet in the news story. However, this increasingly widespread practice –linked to professional ethics and the desire to prove the credibility of the news reported– has interesting consequences when the tweets are in other languages and it opens up a new scenario in news translation.

#### **4. Tweets as quotes**

Quotes are statements, words spoken or written by those featured in news stories. In his study on quotes in written journalism, López Pan (2002, p. 85) takes a detailed look at the main Spanish journalism textbooks and observes that quotes are considered as a resource to prove information credibility more than to gain objectivity. The transcription of statements from the context of enunciation to the journalistic context is achieved via direct or indirect quotes. Using these two grammatical tools, we can accredit the source with what he or she said or wrote, either exactly (using a direct quote) or with paraphrase (indirect).

The prevailing notion is that direct quotes copy a person's statement word for word while indirect or paraphrased quotes interpret the statement. Discourse analysis has demonstrated that interpretation is not exclusive to indirect quotes and that a journalist can also introduce certain subjective distortions in direct quotes even while scrupulously respecting the literal meaning. This is due to the fact that impartiality doesn't only depend on the extent of agreement between the quoted discourse and the original. It also depends on whether or not there is intervention, deviation of direction, etc. by the person quoting the words that are reproduced and that intervention may occur even in the most credible reproductions (López Pan, 2002, p. 90).

So attributing statements to their sources constitutes one resource to increase credibility in news rhetoric. Another common idea in journalism textbooks is that, when quoting, journalists are giving their voices to others or that they are "giving up their voices" (López Pan, 2002, p. 89). In this respect, Charron (2006, p. 153) establishes a nuance between direct and indirect quotes:

En privilégiant les citations en style indirect, les journalistes exercent, plus ou moins consciemment, un plus grand contrôle sur leur propre discours; dans le style direct, en effet, le locuteur citant suspend son énonciation pour, en quelque sorte,



céder la parole au locuteur cité ; dans le style indirect, au contraire, le locuteur conserve le droit de parole et assujettit la parole d'autrui aux exigences et aux visées de sa propre énonciation.

[By favoring indirect quotes, journalists (consciously or not) exert greater control over their own rhetoric. Indeed, in direct style the person who is quoting puts his own enunciation on hold and gives the floor to the quoted person, so to speak. In indirect style it is the opposite: the quoting person retains the right to speak and subjects the words of others to the demands and aims of his own enunciation].

We must remember that, in news organizations, quotes in other languages are presented to readers as if they had been pronounced or written in their own language (Schäffner, 2008). But in reality they must be translated. The choice between direct and indirect quotes takes on a new dimension because in both cases the interlingual procedure needed implies an interpretation of the message. So the problem of the exact wording of textual quotes with respect to the original discourse from which they were extracted is of particular significance in the context of news translation due to the process of double mediation –journalistic and translational mediation (Hernández Guerrero, 2009, pp. 28-30). The studies analyzing the manner in which foreign-language quotations are translated have emphasized the use of domesticating news translation strategies (Scammell, 2018, pp. 33-34). News professionals use a language style and tone equivalent to the original. They then combine this, in the case of direct quotes, with a careful and faithful reproduction of the semantic content. Davier (2012, p. 89) notes that journalists apply a more literal method of translation in two cases – signed dispatches and quotes– due to the importance of the author in these types of texts. Regarding quotes, she points out:

(...) dans le cas des citations, la forme n'est pas un contenant sans importance. Si d'habitude, les images et les métaphores figées ne sont pas conservées dans l'opération traductive, elles revêtent une importance toute particulière dans les

citations, notamment parce qu'elles véhiculent l'opinion de la source et donnent du relief à un texte. (...) cette plus grande proximité avec la lettre du texte originel s'explique par une crainte du contre-sens : les journalistes estiment qu'il serait grave de trahir la pensée d'un homme politique, qui se lira sans doute dans la presse papier ou en ligne, tout autant qu'il serait grave d'introduire une erreur dans un raisonnement scientifique ou technique. C'est vraisemblablement par peur de l'erreur qu'ils se raccrochent à des techniques rappelant l'équivalence formelle (Nida, 1964). (2012, p. 89)

[...] in the case of quotations, form is not merely an irrelevant vessel. Although usually images and fixed metaphors are not maintained during translation, they are of particular importance with quotes mainly because they carry the opinion of the source and give texture. (...) this reproduction of the source text almost verbatim is due to a fear of mistranslation: journalists feel that it would be just as wrong to misrepresent the thoughts of a politician who will be read in printed or online press as it would be to introduce an error in scientific reasoning or technique. It is likely that they are afraid of making a mistake so they grasp onto techniques that emphasize formal equivalence (Nida, 1964)].

Davier (2012, p. 89) suggests that, when it is not possible to translate a quote literally or when the verbatim translation turns out awkward, journalists usually opt for one of these two solutions: they either directly omit the quote or they include it using paraphrase and she adds "Il est donc fort probable que, dans des dépêches traduites ou éditées, se retrouve plus de discours indirect que dans le TS" [So it is very probable that, in translated or edited dispatches, we will find more indirect discourse than in the ST].

One might think that when journalists use tweets in other languages as quotes they use the same translation strategies as when they provide quotes of statements by foreign people. This is true to a large extent. However, this new discursive practice that has been introduced into newsrooms presents unique features because it is linked to a journalistic habit that is quite prevalent. This habit, which we can see in the texts

analyzed in this study, consists of also reproducing the original tweet as a screenshot in the body of the news story. Technological advances have made this double appearance of both the original and the translation possible in digital media news. One reason to include screenshots is because they act as indicators of credibility against the high level of uncertainty that characterizes digital news production and broadcasting. The coexistence of both the original and the translation in the same space influences the way the translations are done, the visibility of translation and how it is perceived by audiences.

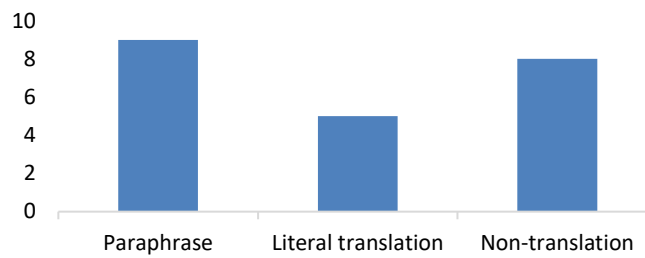
## **5. The translation of tweets**

Tweets become news and are quoted when their content is relevant and of public interest: statements by a public figure, for example, comments on events, or eye witness testimonies of a story or important event. Then the media reproduce them and use them in their news stories.

In our sample, made up of 68 articles published during the first five months of 2018 in the *Universo Trump* blog, 24 articles included information from Twitter accounts in English; this represents 35.3 % of the total.

Of those 24 articles, 22 included screenshots that enabled readers to view the original tweet while only two articles included none of these visual elements. So, in the sample we analyzed, the practice of inserting a screenshot in the body of the story is predominant. For this procedure the original text and its translation are shown in the same space as if it were a bilingual edition. The analysis of the 22 articles that use this procedure shows that, when used by journalist-translators, the following translation strategies are used: paraphrase, literal translation or no translation. The distribution of these strategies is shown in the following graphic:

Figure 1. Strategies for the translation of tweets as quotes



The function of these tweets in news coverage corresponds to the categories of illustration and trigger, in the classification established by Broersma & Graham (2013, pp. 450-451). The translation strategies employed are analyzed below.

### 5.1. Tweets as paraphrase

Paraphrase is revealed as the most popular method of moving tweet content. In the sample analyzed it was used on nine occasions. Two approaches to restore the content of foreign tweets can be observed. On the one hand, the summary or overview of the message contained in the tweet (figure 2).

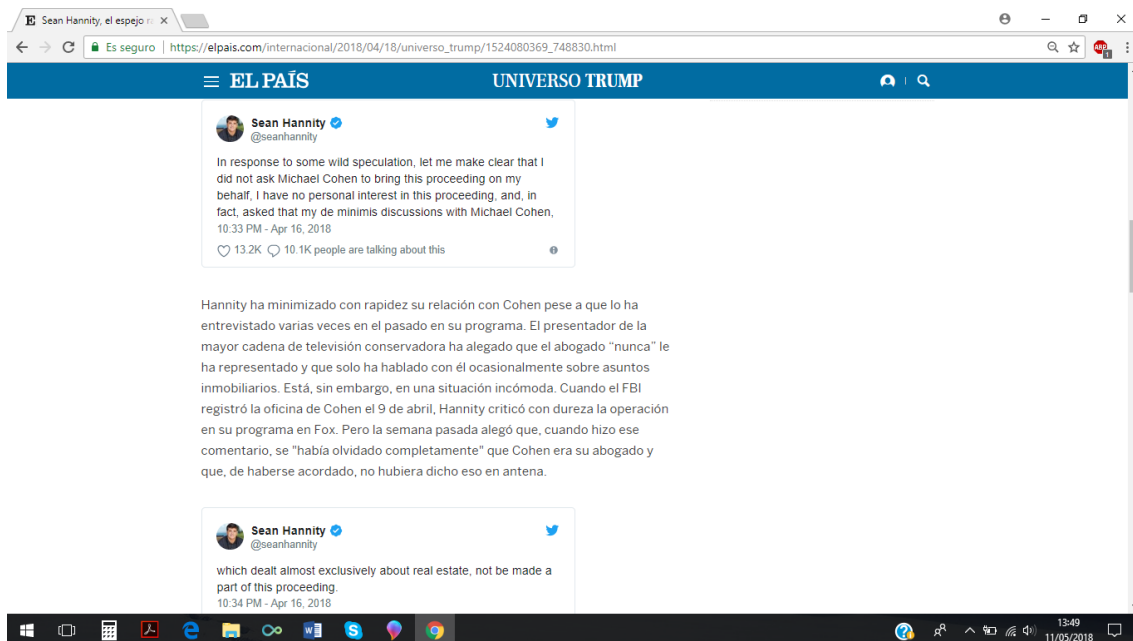


Figure 2: [https://elpais.com/internacional/2018/04/18/universo\\_trump/1524080369\\_748830.html](https://elpais.com/internacional/2018/04/18/universo_trump/1524080369_748830.html)

On the other, a synthesis of words or phrases in quotation marks that have been extracted from the tweet (figure 3). This second approach is an editing technique that captures the attention of the readers and adds flow to the text.

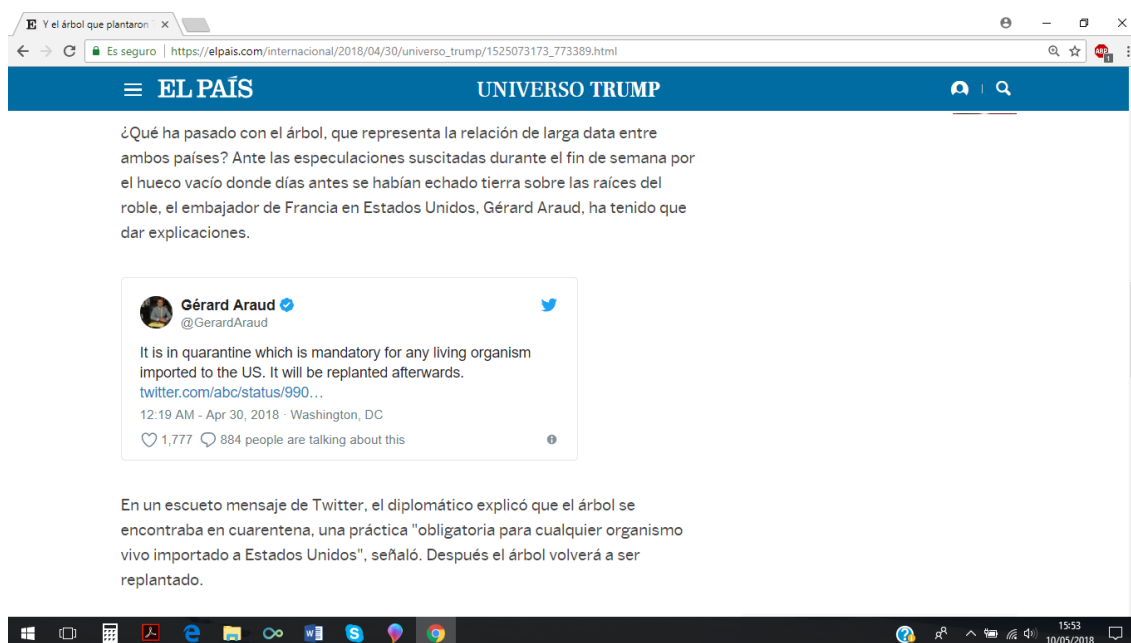


Figure 3: [https://elpais.com/internacional/2018/04/30/universo\\_trump/1525073173\\_773389.html](https://elpais.com/internacional/2018/04/30/universo_trump/1525073173_773389.html)

Davies (2012, p. 89) notes that, when it is not possible to translate a quote literally or when the verbatim translation looks awkward, journalists opt for one of these two solutions: they either directly omit the quote or they include it using paraphrase. In the sample analyzed, the journalists clearly prefer paraphrase. This doesn't seem to be because it is impossible to reproduce the content of the tweet verbatim but rather due to the necessity to control the discourse –as noted by Charron (2006, p. 153)– and integrate the quote into one's own content and wording. This task is easier when explaining and condensing the tweet message than when reproducing it word for word. The choice to use paraphrase is also influenced by the presence of the original text in

the same space. Journalist-translators opt to explain the content and this way they avoid having to exactly translate the tweet as a direct quote.

### 5.2. *The literal translation of tweets*

Only five articles in our sample included tweets translated completely as direct quotes. In all cases they are put forward to the reader in a double format: a screenshot of the original tweet accompanied by a translation that is presented as a direct quote. The original text and the translation coincide in the same space which inevitably has an influence on the way the readers perceive the translations. Figure 4 shows an example of the translation of a tweet as a direct quote.

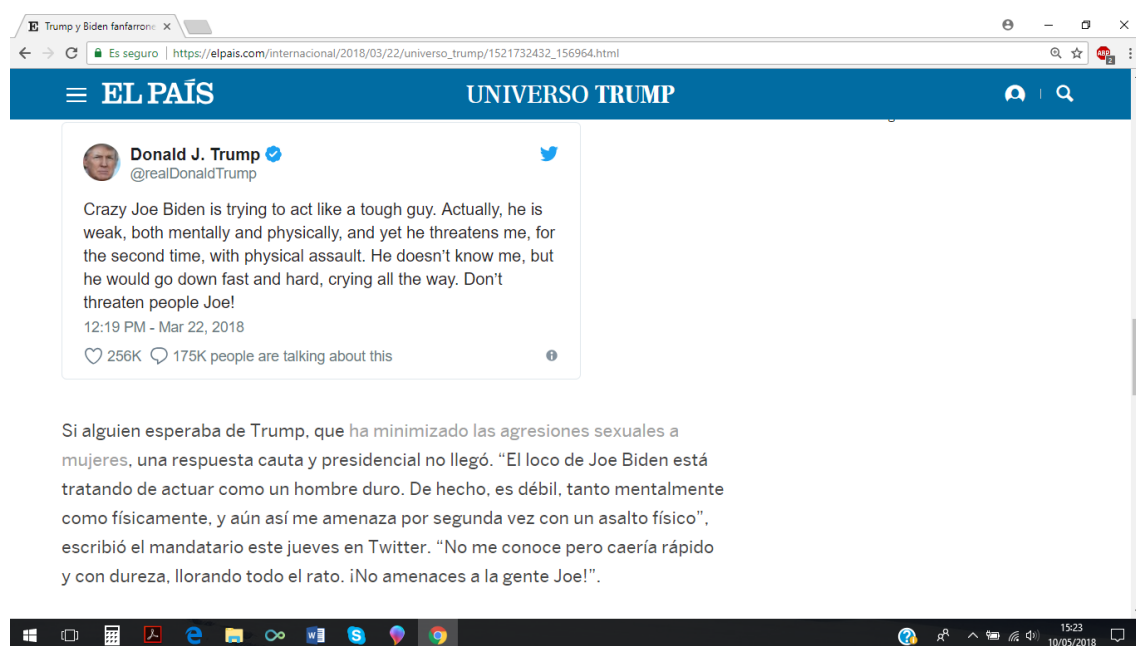


Figure 4: [https://elpais.com/internacional/2018/03/22/universo\\_trump/1521732432\\_156964.html](https://elpais.com/internacional/2018/03/22/universo_trump/1521732432_156964.html)

The translation into Spanish of the tweet in figure 4 is literal. The journalist-translator has, at the same time, tried to make it idiomatic (“hard”, for example, has been translated as “con dureza”). However, his excessive literalism leads to some syntactic interference in English. For example, a correct translation into Spanish of

“both mentally and physically” would be “tanto mental como físicamente”. It also leads to calques of errors such as the final vocative exclamation which is missing the necessary comma.

In all the cases of direct quotes analyzed, the journalist-translators opt for very literal translations, a tendency that has already been noted in news professionals (Bielsa & Bassnett, 2009, p. 91; Davier, 2012, p. 89). At the same time these journalist-translators try to produce a text adapted to the target language in terms of flow and idiomaticity as seen in the following examples.

(1)

Somebody please inform Jay-Z that because of my policies, Black Unemployment has just been reported to be at the LOWEST RATE EVER RECORDED!

“Que alguien informe a Jay-Z que gracias a mis políticas, el desempleo entre negros está según los últimos datos en LA TASA MÁS BAJA DE LA HISTORIA”, tuiteó Trump temprano este domingo. Horas antes, Jay-Z en una entrevista en CNN había criticado al presidente por presumir de eso.

[“Somebody please inform Jay-Z that thanks to my policies, black unemployment has just been reported to be at the LOWEST RATE EVER RECORDED”, Trump tweeted early this Sunday. A few hours earlier, Jay-Z, in an interview with CNN, had criticized the president for bragging about that].

*[https://elpais.com/internacional/2018/01/28/universo\\_trump/1517165176\\_655314.html](https://elpais.com/internacional/2018/01/28/universo_trump/1517165176_655314.html)*

In example (1), the journalist-translator has kept Trump’s style of communication and reproduced his use of capital letters. However, the final

exclamation was omitted and compensated for with the Spanish “que” at the beginning which gives the phrase more orality. Again we see how interferences from the original text provoke incorrect constructions in Spanish as in the first phrase: ‘Que alguien informe a Jay-Z que gracias a mis políticas, el desempleo...’ (absence of the preposition “de” with the verb “informar” or the incorrect use of commas. The grammatically correct phrase would be: ‘Que alguien informe a Jay-Z de que, gracias a mis políticas, el desempleo...’).

(2)

The Democrats are pushing for Universal HealthCare while thousands of people are marching in the UK because their U system is going broke and not working. Dems want to greatly raise taxes for really bad and non-personal medical care. No thanks!

"Los demócratas nos presionan para conseguir una medicina universal, mientras miles de personas protestan en Reino Unido porque su sistema está quebrado y no funciona. Los demócratas quieren una enorme subida de impuestos para conseguir una atención médica realmente mala e impersonal. ¡No, gracias!", tuiteó Trump dos días después de que una multitud recorriera las calles de la capital británica precisamente en contra de ese tipo de discurso.

[The Democrats are pushing us for universal HealthCare while thousands of people are protesting in the United Kingdom because their system is bankrupt and not working. The democrats want an enormous increase in taxes for really bad and non-personal medical care. No thanks!, tweeted Trump two days after a crowd marched in the streets of the British capital in direct opposition to that type of rhetoric].

*[https://elpais.com/internacional/2018/02/06/universo\\_trump/1517906826\\_921373.html](https://elpais.com/internacional/2018/02/06/universo_trump/1517906826_921373.html)*



In example (2) we again see the attempt at an idiomatic tone. The Spanish translation either eliminates the written features used in the original to simplify the message or save time and space that are characteristic of Twitter speak, such as “U” or “Dems” or it uses neutralization as a domesticating translation strategy to restore Universal HealthCare [sic].

The linguistic interferences detected in these translations are “negative interferences” (Toury, 1995, pp. 274-279) since they involve deviations from practices that are normal and codified in the target system and which are perceived as errors, mistakes or abnormalities. News texts are translated by journalists who do not normally have any specific training as translators, as the scant field work carried out in the heart of the news organizations has pointed out (Bielsa & Bassnett, 2009, p. 81; Davier, 2017, p. 289). The lack of translation training and the necessary “transfer competence”<sup>3</sup> (Hurtado Albir, 2001, p. 395) is behind these mistakes.

### *5.3. The non-translation of tweets*

Untranslated tweets, present in eight articles, play a significant role in the sample analyzed. Non-translation appears when the inserted tweets are presented as graphic images used as additional information and support in the articles. Readers who know English read them and the tweets complement the information provided. When, on the contrary, readers do not know the language or have a very low level and cannot understand the tweets then the tweets function as an informational design element. It should be noted that, according to the Cambridge Monitor published in 2017 by Cambridge University Press<sup>4</sup>, 44% of all Spaniards acknowledge that their level of English is “low” or “very low”. With this percentage Spain is one of the EU countries

with the lowest levels of English. We have found no studies on the level of English among Spanish readers of the press but the previously mentioned data indicates that a significant proportion of readers cannot read those tweets.

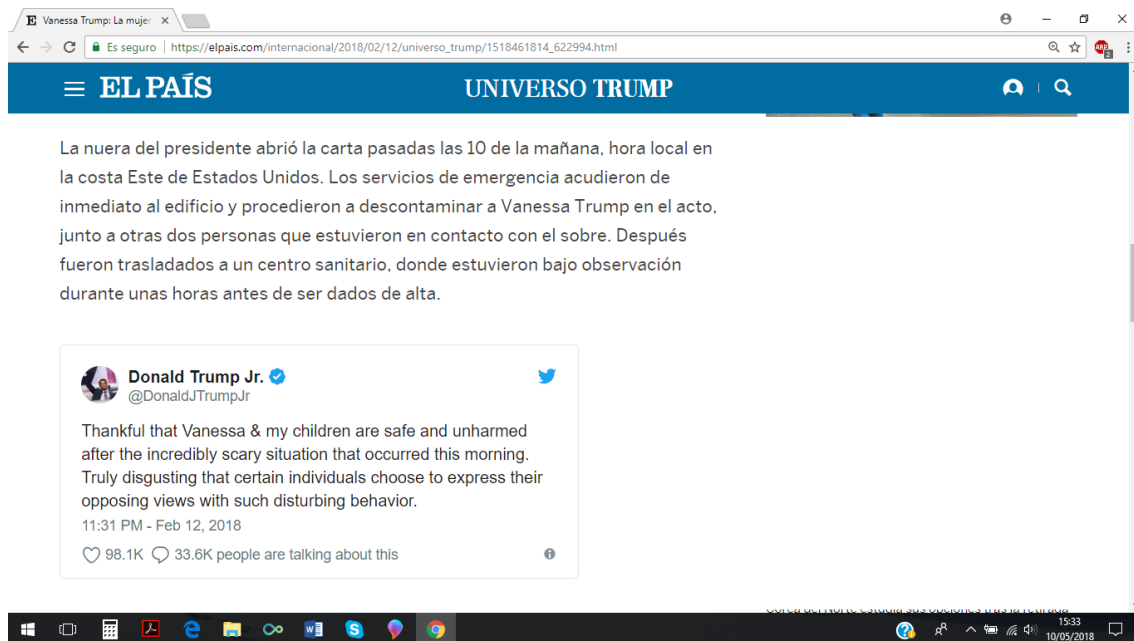


Figure 5: [https://elpais.com/internacional/2018/02/12/universo\\_trump/1518461814\\_622994.html](https://elpais.com/internacional/2018/02/12/universo_trump/1518461814_622994.html)

In the example shown in Figure 5 there is no reference at all to the content of the inserted tweet. The role of this untranslated tweet coincides with what Broersma & Graham code as *illustration*: “Tweets that were used to illustrate news events or larger trends in the article” (2013, p. 450). However, for the readers who do not know the language used in the original, these tweets act as a visual element in the design of the information just like photographs, infographics or graphics. In these cases, the story combines the linguistic code with the visual code (the screenshot of the tweet) and the screenshot is an element of communication with some influence in the written message (symbolic function, documentary function, etc.).

#### *5.4. Tweets and news translation*

The data from the study by Broersma & Graham (2013, p. 455) on this new textual convention of including tweets as quotes in newspaper reporting show that, when they are in another language, “in the large majority of cases tweets are translated and quoted in full”. It is interesting to note, however, that the data from our sample, which was smaller and only focused on Spanish articles that insert tweets in English, differs. The journalist-translators who insert tweets in other languages in their articles overwhelmingly prefer to paraphrase them or to leave them untranslated. The direct quote is the solution least used. We believe that these translation strategies have an obvious influence on the favored practice of inserting screenshots of original tweets in articles, a production habit that is more and more widespread. The idea that these captured screenshots give the sources credibility while at the same time using a graphic element is validated by the considerable number of untranslated tweets present in this sample.

This new reality is modifying or redefining journalistic practices with respects to the visibility of translation. The bilingual edition of tweets in news, in other words, the presence of two languages –or the presence of only one, foreign language– has important implications in the perception of translation in reporting. Citing an original tweet in another language –no matter whether readers see it translated, untranslated, paraphrased– makes obvious the need for translation in their professional day-to-day.

At the same time, the joint presentation in an article of both the original tweet and its translation brings to light the translational process. Up until now, studies on news translation have underscored the invisibility of translation which was completely integrated in the process of journalistic production (Bielsa & Bassnett, 2009; Hernández Guerrero, 2009) in such a way that the interlinguistic operation was not clearly

perceived in the final product. However, this new discursive practice brings the translational process and the strategies used to light and calls attention to the need for translation in the transfer of news messages. Having the original tweet and its translation in the same space –a procedure similar to bilingual editions which compare the original and the translation– offers the reader a different kind of reading experience in which the mediation of the journalist-translator is clear. This practice puts an end to the three types of invisibility in news translation noted by Davier (2017, p. 150)<sup>5</sup>: the invisibility of an activity perceived from outside or projected outwards, the invisibility that the professionals endure and the textual invisibility created by a very idiomatic style of writing.

## **Conclusion**

Twitter has become a key tool in the day-to-day routine of many journalists. The inclusion of tweets functioning as quotations in news texts is a discursive practice that is relatively recent but which continues to grow in digital media. Many of these tweets come from sources in other languages and these quotes are often accompanied by a screenshot of the original tweet.

In this study we have analyzed how journalist-translators translate the tweets that they insert in their news texts. For this, we have used a sample of news stories that appeared during the first five months of 2018 in the *Universo Trump* blog published by the digital newspaper *El País*, and which included tweets which were all originally in English. The analysis of the data extracted from this sample allows us to establish the following conclusions:

- (1) First of all, we observe that the tweets quoted in *El País* are largely accompanied by a screenshot of the original tweet, a production practice

linked to professional ethics and the need to prove the credibility of the information. These screenshots also serve as a graphic element by introducing visual information which complements the message they wish to transmit.

- (2) The presence of both the original and the translation simultaneously influences the translation strategies of the journalist-translators. In the sample analyzed, these professionals overwhelmingly prefer to paraphrase the cited tweets instead of translating them. Literal translation in a direct quote is the solution least used.
- (3) When journalists translate tweets as direct quotes they attempt to combine a faithful rendition of the original text with an idiomatic flow. This leads to the elimination of the writing features typical of this social network. In many cases the literal translation used causes interferences from the original, partly due to the general lack of translation training among these professionals.
- (4) The presence of the original tweets also influences the readers' perception of the translation. Both the translation process as well as the intervention of the journalist-translator are apparent. News translation loses its traditional invisibility and the constant presence of translation in news organizations becomes evident.

## Notes

1. Universo Trump blog (<https://elpais.com/elpais/blogs.html>).
2. Transfluent ([https://www.transfluent.com/es/2017/01/el-twitter-del-presidente-trump-en-espanol-djt\\_es/](https://www.transfluent.com/es/2017/01/el-twitter-del-presidente-trump-en-espanol-djt_es/)).
3. Hurtado Albir (2001, p. 395) calls the capacity to navigate the transfer process from the original text to the elaboration of the final text "transfer competence". This allows, among other things, the switch from one language to another without interference.

4. Cambridge Monitor 4: Europa ante el espejo [Europe before the mirror] (<http://www.cambridge.es/nosotros/cambridge-monitor/europa-ante-el-espejo>).
5. “Premièrement, j’identifie l’invisibilité d’une activité perçue ou projetée de l’extérieur ; deuxièmement, l’invisibilité subie par les professionnels ; et troisièmement, l’invisibilité textuelle créée par un style d’écriture très idiomatique”. (Davier, 2017, p. 150)

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