

# JOURNALISTIC TRANSLATION

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## Introduction

In the Spanish-speaking world, translation in news organizations is known as ‘traducción periodística’, that is ‘journalistic translation’, a broad concept that includes not only news translation, but also the translation of all journalistic genres. This type of translation is determined by the characteristics of journalistic discourse and by the professional field in which it is used: journalism. Print, digital and audiovisual media, press syndicates, news agencies and other communication companies influence both the way in which the translation process is carried out and how journalistic messages are redrafted for a specific audience. However, one distinctive feature stands out: purely linguistic tasks are secondary to the task of providing information.

For this reason, journalistic translation has been defined as a type of specialized translation heavily influenced by the processes and demands of journalism and by the linguistic framework specific to each cultural community. These factors influence how translations are carried out (Hernández Guerrero 2005b, 159).

In news production, translation is one of the journalistic skills needed for the production of new content. In other words, it is not considered a task separate from journalism but rather an integral part of it. The news producers’ work consists of generating news, which may involve translation, understood in different ways. These do not always coincide with the traditional concept of translation since the aim of the target text is not always to reproduce an original text but rather to use it in order to produce information for the specific medium which publishes it (Hernández Guerrero 2009, 31). For this reason, the term ‘journalistic translation’ may encompass various types of translation, and translation may be used flexibly according to the functional needs of each medium.

## Historical perspective

From its very beginnings, journalism has been closely connected to translation, either in publications which are in fact translated newspapers, or in publications which alternate the translation of articles with their own journalistic production. The first examples of journalism in Spain appear in the fifteenth century. Among the first documented cases of translation in the

press, we find *Gazeta romana, y relacion general, de avisos de todos los Reynos y Prouincias del mundo* (published by Juan Serrano de Vargas in Seville in 1618) and three issues of the *Gazeta de Roma* (printed in Valencia by Felipe Mey between 1618 and 1621) which, according to Espejo Cala (2013, 79), were probably translated from Italian.

In fact, studies on the Spanish press in the eighteenth century (Guinard 1973; Sáiz 1983) make constant references to the use of translation. This emphasis on translation would only increase in the nineteenth century. The traditional use of translation in Spanish journalism has been detailed by Hernando (1999, 132–33), who points out that the newspapers at that time “mostly tried, through the use of translation, to bring the readership closer to interesting events in other countries”.

The few available studies on the role of translation in the history of Spanish-speaking journalism have mainly addressed the role of translation in shaping national identity or in disseminating literature, as is the case of the work of the research group HISTAL, directed by Georges L. Bastin of the University of Montreal, on the role of translation in the construction of a Latin American identity in the first journalistic publications in the area – especially in the Venezuelan pro-independence press of the beginning of the nineteenth century (Bastin 2003; Bastin and Iturriza 2008; Bastin, Navarro, and Iturriza 2010; Iturriza 2008; Navarro 2014). This is also true of the studies that analyze the role of the Spanish periodical press as a vehicle for disseminating translated literature in the nineteenth (Lafarga Maduell, Palacios Bernal, and Saura Sánchez 2002; Giné and Domínguez 2004; Giné and Hibbs 2010) and in the twentieth centuries (De Toro and Cancelo 2008).

There is, of course, a long tradition of studies based on the analysis of translated journalistic texts which address linguistic, lexical and cultural aspects from various perspectives. However, this type of approach, while necessary and interesting, sidelines the study of journalistic translation as a specific professional practice in itself and ignores an indisputable reality: the use of translation by communication companies is governed by their own practices within the journalistic framework. These practices determine the processes involved in journalistic translation and its function.

Research on journalistic translation begins in the 1990s, coinciding with a considerable surge in Translation Studies. Researchers and experienced practitioners mainly from Argentina and Spain – two countries in which translation plays an important role in the journalistic world – using very diverse approaches, started to analyze the characteristics of journalistic translation and publish groundbreaking works in this field.

The first contributions to the field consist of descriptive accounts from the point of view of experienced practitioners. These contributions begin to delineate the main operations involved in the process of journalistic translation. They insist that the main objective of journalistic translation is the rapid transmission of information in a clear way so that it can be communicated effectively to the readership. For example, Tapia (1992), drawing on his experience at the newspaper *Clarín*, lists the main factors determining the work of the journalist-translator:

- 1 The main objective of journalist-translators is to transmit information.
- 2 Journalist-translators translate for a mass audience. Consequently, a clear and direct language needs to be used.
- 3 Journalist-translators translate for a specific geographical, temporal and cultural context. Their job is also conditioned by the medium in which they work.
- 4 Journalist-translators are subject to important limitations of time and space.
- 5 Journalist-translators are usually re-translators and proofreaders.

At the same time, a number of researchers have investigated the nature of translation in the media and have discussed some of the elements which characterize it. Hernández Guerrero (1997), who focuses on the written press, emphasizes the invisibility of translation, the importance of economic factors and media alliances on the increase in translation, the collective production process – which implies the participation of other people apart from the journalist-translator, such as the editor-in-chief, who affect the final form of the translated text –, and the different strategies of translation depending on the needs of the news medium. Based on the analysis of a series of translated texts published by the Spanish newspaper *El País* and the *Américas* magazine, García González (1998, 988) concludes that journalistic translation is determined by extralinguistic and linguistic contexts associated with the journalistic profession. The first has to do, primarily, with limitations of time and space. The second covers both the special features of this type of discourse in general and the different journalistic genres in particular. For his part, Campos Pardillos (1998), in a study based on a total of twenty Spanish news broadcasts on Euronews, finds important changes in translated news, which would depend on the expectations of the new audience. He also stresses the journalist-translator's complex role:

[T]he facts themselves only play a secondary role, to such an extent that there is no visible source language text, and the translator is no longer a mediator, but even a creator, which entails a certain danger that, as we have seen, the general message might change dramatically.

(1998, 67–8)

To these first studies, we must add the invaluable input provided by several doctoral theses. Fox (1993), in *The Role of Translation and Interpretation in the Shaping of a Reader's View of World Events – the Press and the Falklands War*, stresses the role of translation in the transmission of ideologies. As mediators between reality and the readers, journalist-translators play a key role. “It is their telling and treatment of events that leads readers to understand those events in one way or another” (1993, 4). For his part, González Rodríguez (1999), in *La traducción en la prensa: “El País 1995”* [Translation in the Press: *El País* 1995], presents the first quantitative approach that analyzes the weight of translation in a prestigious newspaper over one year's period. Using authentic data, collected in a laborious and detailed daily monitoring of all the sections of *El País*, González Rodríguez, besides quantifying the number of translations, calls attention to the importance of the process in this medium. González Rodríguez highlights the economic factors and points out that large communication groups make use of translation in order to offer one journalistic product in different linguistic markets. This helps reduce the costs of news production.

In Spanish communication studies, translation has rarely been explored with the exception of Hernando (1999). This communication scholar offers an analysis of the presence of translation in the Spanish press from the eighteenth century. Hernando stresses its invisibility and emphasizes a relevant aspect: the “double mediation” that is common to journalistic translation and which therefore makes it susceptible to greater manipulation. Communication companies mediate first between the facts and the recipients. The subsequent translation of this news represents a double mediation.

In the last few years of the twentieth century, two practical handbooks written by practitioners and teachers of journalistic translation were published. In these handbooks they delve into the ins and outs of how to produce a journalistic translation, which are exemplified by means of translated texts and commentaries. The first of these is *La traducción del texto*

*periodístico* [Translating a Journalistic Text] by Grupo Iris (1996). This handbook includes twenty journalistic texts translated from French to Spanish and five from Spanish to French. The translations and comments were carried out by students in the Master's degree in Translation at the University of Alicante in Spain. This work, written by Florentino Heras and Francisco Ramón Trives, provides a comprehensive introduction to the role of translation in the press. The comments on the translations mainly deal with the difficulties in translating this type of text and describe strategies to correctly overcome them. The second handbook following this hands-on approach is *Manual de traducción periodística (del español al árabe): textos e introducción teórica* [A Handbook of (Spanish-Arabic) Journalistic Translation: Texts and Theoretical Introduction] (Gutiérrez de Terán 1997). Gutiérrez de Terán, a professor at the Autonomous University of Madrid, worked as a translator for two years in the Arabic section of the Spanish news agency EFE. His handbook is divided into two parts. The theoretical part is structured in three blocks dedicated to the language used by the press, the features of journalistic translation and the journalistic text. One of the most relevant points of the book is his perception of journalistic translation as an example of "a deforming reality" which almost always results in ethical problems (1997, 17). The practical part offers the Arabic translations of twenty-eight texts from the main Spanish newspapers, organized according to the text type: agency reports, news and features by correspondents, interviews, editorials and opinion pieces.

These first critical analyses outline the main features of journalistic translation and show that in this professional practice the journalistic factors related to time, space, genre, editorial policy and economic alliances between large communication groups are as important as the linguistic and cultural aspects involved in the process of interlingual transfer. A significant increase in journalistic translation research occurs at the beginning of the twenty-first century with approaches that make use of interdisciplinary models and systematically analyze the use of translation on the part of communication companies.

### Research issues in journalistic translation

Descriptive Translation Studies, which has been at the base of many empirical studies of this professional practice in the framework of global communication, has been particularly influential. Another relevant Translation Studies paradigm is Functionalism because of its target-oriented approach to the production of journalistic texts. In addition to these approaches, we must also keep in mind the importance of approaches that were developed as part of the so-called Cultural Turn in Translation Studies, and which study factors such as market, power, ideology, identity, manipulation and so on. The study of these factors is necessary to better understand the complexity of translation in communication companies. The phenomenon of translation in general, and journalistic translation in particular, is linked to social institutions (in this case media companies) that determine the selection, production and distribution of the translations, and thus the strategies used when translating. For this reason, research on journalistic translation has required an interdisciplinary approach reflecting the range of factors that come into play in the dissemination of information on an international scale.

The first publications specifically devoted to the study of journalistic translation in the Hispanic world appeared at the beginning of the twenty-first century. The following section includes a critical review of the main research in this area of enquiry. It is organized in two parts: first, research monographs, edited collections and special issues of specialized journals; and second, journal articles and other contributions.

### ***Research monographs, edited collections and special issues of specialized journals***

*La traducción periodística* [Journalistic Translation], edited by Cortés Zaborras and Hernández Guerrero (2005), is the first work to address the reality of journalistic translation as a professional practice. This introductory collection combines theory with practical examples of the various aspects of journalistic translation. The editors discuss the convergence of two decisive factors: the use of a specific discourse – journalistic language – and the existence of specific professional practices. The works included in this volume deal with aspects such as the characteristics of journalistic discourse, the structure of an article, newspaper language and the different genres found in the press (Hernández Guerrero 2005a). Other chapters examine the nature of translation in the press with special attention devoted to extralinguistic factors such as time and space, which determine the media's editorial policies or the invisibility of translation (García González 2005; Hernández Guerrero 2005b). The ideological footprint (Carbonell and Madouri 2005) and the influence of the different communication channels on the way in which translations are carried out are also studied, including empirical studies on specific publications such as *Sur in English* (Taillefer de Haya 2005), the Spanish edition of *Le Monde Diplomatique* (Cortés Zaborras and Turci Domingo 2005) and the Culture supplements in *Le Monde* and *El País* (Cortés Zaborras 2005). Finally, also worthy of mention are two practitioners who reflect on their professional experience as translators in the Spanish news agency EFE (García Suárez 2005) and in the Spanish newspaper *El Mundo* (Vidal 2005).

The collection *El texto de opinión de la prensa escrita. Su tratamiento en la traducción* [Opinion text in the written press. Its treatment in translation] was also published in 2005. Edited by Ramírez (2005a), it contains some contributions dealing with the translation of opinion texts from a discursive point of view. The authors are interested in the problems derived from translating opinion texts into Spanish from German (Giersiepen 2005), French (García López 2005) and English (Ramírez 2005b). Although they each approach the problem from a different perspective, the studies show that these columns share a number of features such as the same objectives and functions, their evaluative and appellative character and their idiolectal nature. The difference between languages comes from oral conventions and what García López (2005, 52) calls “cultural interest points”, in other words, subjects that attract attention in a given culture. Of special interest in this volume are the reflections of López Guix (2005) on his experience as a translator for the Spanish newspaper *La Vanguardia*.

*Traducción periodística y literaria* [Journalistic and Literary Translation], edited by Argentinian scholars Badenes and Coisson (2007), includes contributions devoted to the role of the journalist-translator as a “bridge between cultures and transmitter of messages” (Badenes 2007, 89) and to the translation of opinion pieces (Coisson 2007a). The translation techniques used in journalistic translation and how this type of translation enriches translators' training (Stinson de Quevedo 2007, originally published in English: Stinson de Quevedo 2001) are also touched upon, as is the translation of interviews (Coisson 2007b).

In 2009, two publications make an important contribution to this research avenue: *Translation in Global News* by Esperanza Bielsa and Susan Bassnett and *Traducción y periodismo* [Translation and Journalism] by María José Hernández Guerrero. Bielsa and Bassnett's book focuses on the study of translation in large news agencies and evaluates the influence of translation in the transmission of the global news flow. The authors examine how the news agencies, powerful organizations within the international news market, conceive and use translation. One of the most interesting features of this book is the ethnographic approximation that allows the authors to observe and describe these companies from within, providing an insider's view.

They also interviewed the professionals working for these agencies. This was done at the Latin American regional offices of AFP and IPS in Montevideo and at Reuter's central office in London. Bielsa and Bassnett show that information does not remain fixed. Not only are there multiple linguistic alterations but also ideological and cultural changes and other manipulations made by the receiving communication companies. The translation practices described in this book show that in journalism translation functions as a rewriting process at the service of international news transmission.

On the other hand, Hernández Guerrero's *Traducción y periodismo* studies the use of translation in the Spanish press. Translation, which is necessary for the circulation of news and is a common practice in journalism, has two distinctive features: its 'invisibility' (that is, there are few indications to the readers that they are reading a translation) and its 'transparency' (in other words, localized texts which flow and are adapted to the reader). The book examines the characteristics and constraints of translation in journalism, and reviews the role of journalist-translators and of other agents involved in the process of news production. Hernández Guerrero proposes the binary opposition of "stable" versus "unstable" sources in order to differentiate translational approaches to source texts (2009, 43–6). Stable sources do not allow much room for adaptation, omission or addition of information, as is the case with editorials and opinion columns, whereas an unstable source – news articles, interpretative texts and interviews – is a text that is not considered final, that is, it can be modified at a later stage. In the case of unstable sources, any intermediary agent playing a part in the production process will update and recontextualize it to serve its new purpose. It is common for the journalist-translator to abbreviate or expand the texts by omitting or adding information in the rewriting process. The author also offers different examples of common rewriting in journalistic translation including compiled translation, fragmented translation or rewriting *stricto sensu*. As Hernández Guerrero (2009, 119) indicates, the rise of translation in journalism is not only due to ideological questions but also to questions of economy given that it is less costly to translate information than to produce it.

In 2010 Roberto A. Valdeón edited *Translating Information*. This collection, with chapters by scholars from many different institutions in Europe, includes contributions by Bielsa, Hernández Guerrero and Carbonell (Valdeón 2010a). Bielsa (2010) examines translation practices in news agencies and compares two models: the leading global agency Agence France Press and Inter Press Service, an alternative news agency. Hernández Guerrero (2010a) analyzes translated news in *El Mundo* and describes its translation practices and policy, while Carbonell (2010) uses a critical approach to analyze journalistic texts and shows the ideological factors that influence journalistic translation.

Valdeón has also served as guest-editor of special issues devoted to journalistic translation such as "Translating Information in the Post-Industrial Society", a special issue of *Across Languages and Cultures* (Valdeón 2010b) and, above all, "Translation and Journalism", a special issue of *Meta* (Valdeón 2012a), which includes contributions by the main researchers in this research area. He is also author of an entry in the third volume of John Benjamins' *Handbook of Translation Studies*, "Information, Communication, Translation" (Valdeón 2012c, 66–72), in which he argues that these three areas of research have much to say to each other, and points out the immense potential for future interdisciplinary research.

Finally, *Traducción, medios de comunicación, opinión pública* [Translation, Mass Media, Public Opinion], edited by Martín Ruano and Vidal Claramonte (2016), reflects on the main changes that are transforming the processes of translation in the context of global communication. Their objective is to draw attention to the complex dynamics that shape the news and cultural discourses today as well as the formation and negotiation of identities. The studies

included in this book deal with diverse fields (the press, the cinema, literary works). The first part of the book is composed of five chapters devoted to journalistic translation. In the first chapter, Bielsa (2016a) defends a cosmopolitan approach and suggests that the research on journalistic research should focus on interdisciplinary models which include social theories, translation studies and communication sciences. Valdeón (2016a) examines the concept of *gatekeeping* and points out that translation in the communication sphere involves an important gatekeeping component that takes place at two different levels: an institutional level and an individual level. His proposals lead to significant reflections on the concept of fidelity in the professional world. Hernández Guerrero (2016) offers an empirical study on the role of translation in Project Syndicate, a news service focused solely on producing and delivering high-quality commentaries to a global audience. Her chapter analyzes the dominant position of a communications industry that controls all aspects of the international flow of information. It does this both for commercial and ideological reasons. Bazzi (2016) questions the way in which international media transmit and construct biased discourse in the Middle East, concentrating on a translation case from the Lebanese media. Finally, Páez Rodríguez (2016) studies the role of (non)translation, a linguistic phenomenon that has gained ground in Spanish fashion and beauty magazines for women in recent years.

### ***Articles and other contributions***

To the works previously mentioned, we must add a growing number of articles and other contributions discussing journalistic translation. In terms of content and themes, these works can be grouped into the following categories:

- General studies focusing mainly on technical issues such as time and space constraints, translational strategies and the use of translation by the various media (Stinson de Quevedo 2001; Hernández Guerrero 2005b, 2006a, 2008a, 2011a; García González 2005; Alonso 2006; Kelly 2006). The recontextualization of information and transedition – a particular combination of editing and translating which implies reorganizing, adding information, eliminating passages considered irrelevant for the new reader, introducing titles, etc. – have also been the object of analysis (Hernández Guerrero 2013). In this regard, the translation of headlines has been of particular interest, mostly due to the substantial changes in their translation. Headlines serve three functions: they move people to read the text, they provide a succinct view of the content and they serve to identify the article. For this reason, headlines are key segments of the text. The numerous articles on the translation of headlines, from different languages and in different media (Reque de Coulon 2002; Samaniego Fernández et al. 2003; García González 2004; Hernández Guerrero 2004; Valdeón 2007c; Andújar Moreno 2006; Vella Ramírez and Martínez López 2012), have shown that many factors (informative, linguistic, cultural, ideological, commercial. . .) have an influence on their translation and the transformations they undergo as well as the tendency to create new headlines instead of translating them. In general, journalistic translation involves quite a few transformations in order to adapt the translated texts to the target readership, e.g. the rewriting of partial or complete news stories (Hernández Guerrero 2006b, 2012a). As a result, translation in this area can be described as a complex process of journalistic rewriting.
- As is the case in other translation areas, case studies have been a very productive approach. These works provide analysis of the use of translation in different mass media, show the translational or editorial processes and, at the same time, describe the professional

practices typical of each of them. Some researchers have focused on the case of the news channel CNNenEspañol, e.g. Gallardo Camacho (2005), who discussed his professional experience in the CNN headquarters in the US, and Valdeón (2005a), who studied the strategies used in the production of texts, influenced by the American source texts and embedded in the ideology of the source text culture. Valdeón (2005b, 2005c) has also examined the Internet news service of the BBC, i.e. BBC Mundo, created for a Spanish-speaking readership. In the case of the Euronews Internet portal, Valdeón (2009) analyzes how international news is covered from a European perspective by using concepts from narrative theory. Frías Arnés (2005), who used an ethnographic approach, studies the case of *El País English Edition*. More recently, Hernández Guerrero has examined the case of *The Huffington Post* and its editions in various languages, focusing particularly on the translation of journalistic blogs (2015) on the one hand, and on the case of Mediapart, an independent French online news medium which also has English and Spanish editions (2017) on the other.

Studies focusing on the translation of different journalistic genres have been particularly fruitful and have shown the different translational practices characteristic of each of these genres. This line of research has concentrated on the translation of informative and argumentative journalistic genres.

- Informative texts. Publications cover a wide range of aspects, from translation in news agencies (Baya Essayani 2005; Bielsa 2007) to the translation of scientific news (Hernández Guerrero 2008b) to the role of translation in news production (Valdeón 2012b). News production and the ideological implications of the choices and changes effected in the target versions has been the object of several works, e.g. Valdeón (2007a) has studied the ideological manipulation of texts published on the Internet by CNN in its English and Spanish versions from a critical discourse analysis perspective; Valdeón (2007b) has covered the ideological implications of the lexical choices made in the texts by analyzing Spanish reports in BBC Mundo and CNN en Español, and also (Valdeón 2008) the translational and editorial procedures within BBC Mundo's news web. Studies based on the comparison of culture-specific items have shown the ideological bias introduced by journalist-translators via translation and the role of translation in situations of conflict (Linder 2014; Valdeón 2011). Other studies examine the role of ideology and identity in translated news drawing on framing a concept in communication studies (Valdeón 2013, 2014, 2016b) or study the concept of translation in communication studies (Valdeón 2018).

On the other hand, the journalistic interview, which uses translation extensively, has been analyzed by Hernández Guerrero, paying particular attention to the translations of this mode of news presentation involving a complex process of recontextualization of the information in order to suit the interests of the media themselves and of their audience, e.g. the interviews translated in *El Mundo* (Hernández Guerrero 2010b) and the selection process and rewriting in the case of an interview translated in *El País* (Hernández Guerrero 2011b).

Generally speaking, most of the works previously outlined focus on media such as news agencies, the written press and news websites. However, the importance of news translation in audiovisual media is an area that has not received much academic or professional attention so far. In the Spanish context, only Pilar Orero (an audiovisual translation scholar) has analyzed the use of voice-over, the leading audiovisual translation mode in Spain when people speaking



other languages appear live on TV broadcasts. Orero focuses on the revoicing of TV interviews (2004, 2005), on the translation of live interviews (2009) and on the translation of TV news through voice-over (Darwish and Orero 2014). These studies point to the fact that these translations are far from being a faithful reproduction of the original. Nor are they objective news reporting.

- The translation of argumentative journalistic genres has been widely investigated. Martín Ruano (2003) and Guerrero Moral (2005) have used the “Revista de Prensa”, a section in *El País* newspaper, to study how a translated text can be influenced by the publisher’s opinions regarding specific topics, and how these fragmented translations affect the original information. Andújar Moreno (2009), who analyzes the translation of newspaper editorials using texts from *Le Monde Diplomatique* translated into Spanish and Catalan, concentrates on the argumentative strategies and translation techniques used by the writers. Hernández Guerrero (2008c) focuses on the study of the translation of opinion columns by analyzing texts from *El País* and *El Mundo*, and presents data on the number of translations, languages of the original texts and the way in which the translations are carried out. In another piece of research, Hernández Guerrero (2012b), through an analysis of the opinion sections of *El País*, concludes that the translation policies of this newspaper support its editorial line. For his part, Valdeón addresses the distinction “stable” versus “unstable” sources in two papers (2015a, 2016c), working on the translated economic columns of Paul Krugman, originally published in the *New York Times* and in Spanish by *El País*. Applying a framing approach, this researcher notes that, although the stable/unstable distinction might be a good starting point, the variety of texts we are likely to encounter in news media will probably give way to a larger and more flexible taxonomy of source and translated texts.
- Finally, some researchers have relied on sociological theories. Post-structuralist theories have given rise to several investigations in Translation Studies in general, and journalistic translation in particular. The concepts initially developed by Foucault and his analysis of the relationship between power and discourse have been especially relevant. Translation researchers, drawing on concepts from philosophy, communication theory, cultural identity and ideology, have created an extensive interdisciplinary methodological framework. Related works include those by Vidal Claramonte (2012), based on the uses of language in the translation of texts related to the world of fashion and the marketing of products in women’s magazines. In these texts many words are not translated. The author posits that these untranslated words are indeed translations, as she argues that the original words are maintained in English or French because they provoke sensations we would not have if they were rendered to the readers in Spanish. Páez Rodríguez (2013, 2015, 2016) has also analyzed this phenomenon in Spanish women’s magazines.

On the other hand, and also from a post-structuralist perspective – combined with contributions from communication studies –, Paula Batista (2016) examines how the Brazilian identity is represented in news translated and published in the digital Spanish and Brazilian Portuguese versions of *El País*. She also studies the interface between communication and interest groups. Drawing mainly on Bourdieu’s theoretical framework, Hernández Hernández (2015, 2017) examines the influence of the dynamics of the Mexican journalistic field in the construction of the professional identity of the individuals involved in *Le Monde diplomatique en español*. Finally, Bielsa (2016a, 2016b) proposes a methodological approach from the point of view of cosmopolitan social theory. The author argues that the new cosmopolitanism favours a new

perception of the significance of multilingualism and translation, and also forces us to ask innovative questions about the cultural and social role of translation. Bielsa stresses that it is necessary to empirically examine to what extent the news can become a space of cosmopolitan openness to others.

### **Future directions**

Translation Studies, as we commented earlier, only recently started paying attention to the area of journalistic translation. As Valdeón states (2015b, 634): “If Translation Studies is a young discipline, news translation research is in its infancy”. Given the state of journalistic translation today, a number of areas are singled out for further research.

First, economic globalization has meant the concentration of media companies in a few groups that virtually dominate the information market in the western world. At the same time, the world of journalism and the media have experienced an authentic digital revolution. The communicative framework of recent emerging forms of journalism is very different from that of traditional media. The use of translation in this new context, which has grown exponentially, has barely been explored. Translation in digital journalism and its new forms such as citizen journalism, blogs, independent media and so on is an area where more empirical research is needed. Furthermore, citizens’ loss of confidence in mainstream media has brought about burgeoning alternative media whose objective is the freedom of the press. Though they are much less visible and infinitely less powerful, they use translation as a tool which multiplies the echo of their messages and gives them more online influence. Parallel to this phenomenon is the appearance of networks of volunteer translators who collaborate with these initiatives. In the Spanish-speaking world, little has been published about these new forms of translation in news outlets (Juris 2004; Pérez González 2010; Talens 2010a, 2010b) to date.

Second, journalistic translation is part of a juncture of very specific political and economic interests. With a communications industry controlling the flow of international news not only for economic reasons but also for ideological purposes, news has become a strategic and global product that is distributed and sold in a trading system controlled by the large corporations. Using short-term alliances and agreements, they work together for specific activities and to increase the sale of their products. In the case of cybermedia, national and linguistic borders move and are diluted. In this context, translation can help news organizations reach new audiences, and have significant social impact. As translation researchers have already pointed out, to study the complexity of translation in mass media, journalistic translation research needs an interdisciplinary methodological framework combining translation studies with disciplines such as communication studies, social theories, media studies and so on. This will enable them to report on, among other aspects, the role of translation in the shaping of the discourse spread by the media and, above all, in the emergence of a global public opinion; the translation policies of the media; and the power relations involved in the dissemination of news messages.

Third, most research into journalistic translation consists of product-based studies. Generally speaking, there is a lack of studies on process-oriented journalistic translation that could provide valuable information on the journalists’ new practices, especially now that we are witnessing a transformation of digital journalistic models and the emergence of the new multilingual platforms. At the same time, they could examine in greater depth the profile of the professionals carrying out these translations and the skills needed. These studies would be beneficial for both Translation Studies and Communication Studies.

Finally, research in journalistic translation can contribute enormously to the existing debate on the traditional notion of translation and the need to widen it to include other phenomena.

Practices such as transediting, journalistic rewriting, localization and recontextualization have prompted most researchers to point out the need to expand or redefine central concepts such as equivalence, fidelity and authorship (e.g. Bielsa 2007, 144; Hernández Guerrero 2009, 99–101; Valdeón 2016a, 49).

### Recommended reading

Hernández Guerrero, María José. 2009. *Traducción y periodismo* [Translation and Journalism]. Bern: Peter Lang.

This monograph offers a comprehensive overview of journalistic translation practices in Spain, which can be applied to other languages and contexts. The book provides a general description of its characteristics as well as of the way journalistic texts are translated, and covers the main factors to be considered in this field.

Valdeón, Roberto A., ed. 2012. *Translation and Journalism*. Special Issue of *Meta* 57 (4).

A special edition of the journal dedicated to journalistic translation, comprising thirteen papers written by a group of international researchers in this field. The papers, in English, French and Spanish, encompass a wide range of subjects from multiple perspectives.

Valdeón, Roberto A. 2015. “Fifteen Years of Journalistic Translation Research and More.” *Perspectives* 23 (4): 634–62.

A comprehensive survey article reporting on research into journalistic translation at an international level covering the last years of the twentieth century and the first fifteen years of the twenty-first century.

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