

СТРАТЕГИИ АДАПТАЦИИ НОВОСТНЫХ ТЕКСТОВ (НА МАТЕРИАЛЕ АНГЛОЯЗЫЧНЫХ СМИ)

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В статье рассмотрены особенности электронных СМИ, характеристики новостных текстов и принципы перевода, принятые в новостных компаниях. Проанализированы исследования, посвященные переводу новостных текстов, а также стратегиям адаптации и переводческим трансформациям. Предложена схема создания и адаптации новостного текста. Составлен список стратегий адаптации новостных текстов, примененный при дальнейшем анализе двуязычного корпуса коротких новостных заметок.

Ключевые слова: новостные тексты, стратегиям адаптации, переводческие трансформации.

STRATEGIES OF ADAPTING NEWS TEXTS (DRAWN FROM THE ENGLISH MASS-MEDIA)

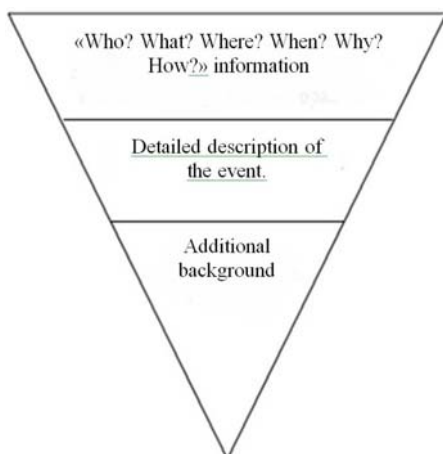
The paper reveals and examines the features of electronic media, the characteristics of news texts and the principles of translation adopted by news companies. There was conducted a profound analysis on the translation of news texts as well as on adaptation strategies and translation transformations. The scheme of news text creation and adaptation was determined. In doing so, a list of news text adaptation strategies was compiled and used in further analysis of the bilingual corpus of short news articles.

Keywords: news texts, adaptation strategies, translation transformations.

The *relevance* of this topic is determined by the fact that recently, within the framework of translation studies, much attention has been paid to news translation.

Scholars Esperanza Bielsa and Susan Bassnett list the following features that distinguish news translation from other types of translation:

1. The main purpose is to convey information.
2. The translation is aimed at a mass audience. Therefore, it is necessary for it to use clear and understandable language.
3. Translation is carried out for a specific geographical, temporal and cultural background.
4. News translators are significantly limited in time for translation [4 2009: 120].



Pic. 1. The structure of a news article

In this report, we will look at short news articles on topics relevant at the time of publication. The short news articles have a well-established text structure, consisting of an average of 4–6 paragraphs, depending on the significance of the news itself. Such information messages are characterized by a diagram called an “inverted pyramid”.

The most important thing in such structure is the information placed at the beginning. The first introductory paragraph contains a summary of the most important facts mentioned in the study [Schweitzer 1973: 170–171]. This paragraph is also called a “lead” and consists of two or three sentences. The lead is especially important for news based on multiple sources.

The advantage of a “pyramidal” structure is that it is easy to edit, supplement and also easy to shorten.

Meanwhile, **political discourse** contain assessments and ideological messages based on the features of different cultures. Text changes occur as a result of taking into account aspects of the target audience.

In our study, the following **objectives** are:

1) to analyze the main translation approaches to translation on the example of English news texts and their translation into Russian (from the InoSMI (ИноСМИ) web-site);

2) identify translational transformations into Russian, as well as strategies for adapting political articles from English media of 2019–2021.

The material of the study was the news articles of a political nature from the English media of 2019-2021 and the texts of their translations posted on the InoSMI web-site, containing various examples of translation transformations. Some of them are discussed in this study.

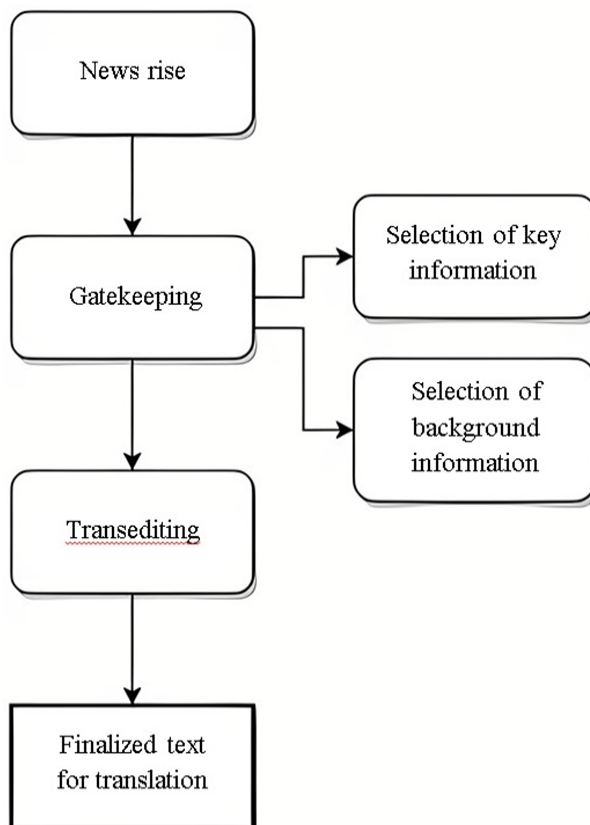
The study of scientific literature, analysis and systematization of the obtained data, comparative, stylistic analysis, and the continuous sampling method were used as **research methods**.

The **theoretical basis** were the works of specialists in the field of translation theory (L.S. Barkhudarov [1], E.A. Knyazheva [2], V.N. Komissarov [3], Y.I. Retsker [5], A.V. Fedorov [6], Karen Stetting [7] and others).

The number and functions of the transformations used in the process of translation makes researchers think about replacing the term "translation" [7], referring to the concepts of **gatekeeping** and **transediting** (gatekeeping refers to the selection of information before translating it, and transediting – (semantic) changes that occur during the translation).

A western scholar Karen Stetting stated: "Editing has always been part of the translation" [7, c. 371]. So editors make the following changes to native language texts: changing, adding, removing. K. Stetting also offers three applications for **transediting**: 1) **cleaning-up transediting** to improve the quality of the translation and to correct errors; 2) **situational transediting** (translate texts in the new social environment); 3) **cultural transediting** – translate texts considering to the customs of the target culture. Karen Stetting calls the translation of a social-political texts *a re-writing*. **Re-writing** lies in between editing and translation. Journalists often have to rely on materials in foreign languages, and they (journalists) have to work with a lot of foreign material to write articles in their native language.

The process of creating and translating a news text is represented on the following diagram:



Pic. 2. Stages of adapting news articles

Meanwhile, the achievement of maximum adequacy is the main goal of translation.

The criteria for adequacy are the preservation of the stylistic characteristics of the original text, the accuracy of the translation, the equivalent replacement of stable nominations [2].

Without translational transformations, it will be almost impossible to perform an adequate translation. There are enough methods of adequate translation, as well as the types of their classification [1, с. 10; 3; 5, с. 72–84].

In our study we used Y.I. Retsker’s classification of translational transformations [5, p. 72–84] because it meets the objectives we stated earlier. He identifies the following lexical transformations: differentiation, substantiation, generalization, meaning extension, holistic transformation, antonymic translation, loss compensation during translation, supplement as a grammatical transformation [ibid].

Now we will analyze how the listed translational transformations were applied when translating articles of a political nature.

Often, to convey the meaning of a broad meaning without fully specifying it, the **differentiation** is used. To illustrate the differentiation, here is the excerpt about 147 cases of coronavirus infections in Russia:

*«Daily life largely continued as normal, with shops, workplaces, and schools still operating, while the authorities **exuded confidence**, pointing to only 147 confirmed cases and zero deaths» [8].*

The author of the article used the word «exude» (liquid or smell), but in combination with words denoting feelings, this word has a slightly different meaning and since the word «confidence» possesses a positive meaning, the interpreter has chosen its counterpart «излучать»:

*«Повседневная жизнь в России продолжалась в обычном режиме. Магазины, предприятия и школы продолжали работать, а представители властей **излучали уверенность**, указывая на всего 147 подтверждённых случаев заражения коронавирусом и отсутствие смертельных исходов» (translation drawn from InoSMI) [7].*

When translating from English into Russian, the interpreter often refers to the **substantiation** of the meaning which is the replacement of the broad meaning of a word from the original text with a more specific meaning of a target language.

One of the most common English words that need to be specified in Russian is the word «thing»:

*“Because the government now understands that infections could jump rapidly, we see new measures being employed to try and contain **things** very quickly” [7].*

InoSMI provides the following translation of this sentence:

*«Поскольку правительство теперь понимает, что инфекции могут очень быстро распространяться, мы видим, что оно принимает новые меры, чтобы попытаться сдержать **коронавирус**» (translation drawn from InoSMI) [7].*

Since it is clear that we are talking about containing coronavirus, when translating the word «thing», it is allowed to use all contextual synonyms in the target language “вирус, болезнь”, etc.

The opposite of previous two transformations is the **generalization**. This type of transformation consists in replacing a specific English meaning with a broader Russian one.

Let’s consider a summary table which include all translational transformations as well as concepts of *gatekeeping* and *transediting*.

Table 1

Strategies of adapting news texts

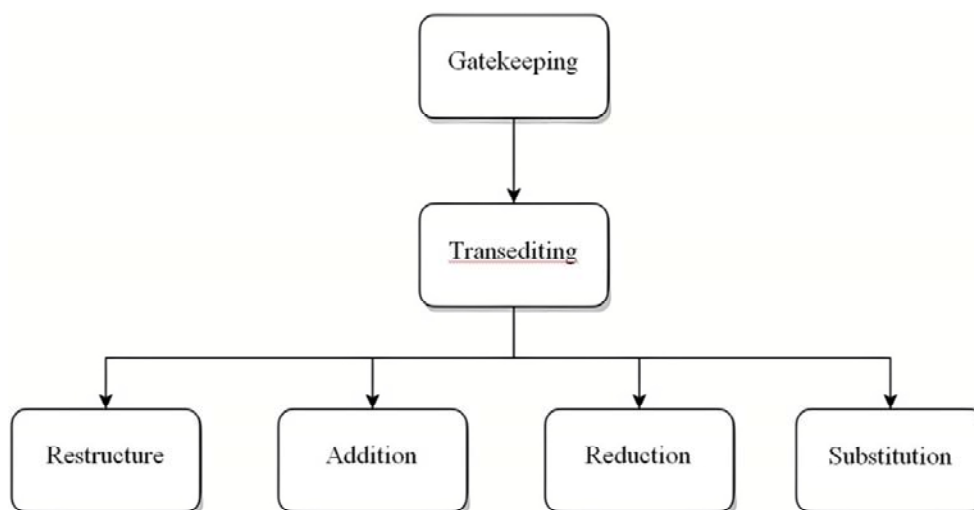
Author	Terms in English	Terms in Russian
Kais Kadhim	<ul style="list-style-type: none"> • overtranslation, • undertranslation, • replacement. 	<ul style="list-style-type: none"> • добавление, • опущение, • замена.
Kristian Hursti	<ul style="list-style-type: none"> • reorganization, • deletion, • addition, • substitution. 	<ul style="list-style-type: none"> • перестановки, • опущения, • добавления, • замены.
Roberto Valdeon	<ul style="list-style-type: none"> • omissions, • additions, • permutations. 	<ul style="list-style-type: none"> • опущения, • дополнения, • перестановки.

Author	Terms in English	Terms in Russian
Sara Buni	<ul style="list-style-type: none"> cutting, summarizing, inclusion of explanations, generalization, substitution. 	<ul style="list-style-type: none"> опущение, резюмирование, добавление пояснений, обобщение, замена.
Zhi Kang	<ul style="list-style-type: none"> selection, reduction, supplement, reorganization, transformation. 	<ul style="list-style-type: none"> отбор, сокращения, дополнения, перестановки, преобразования.
Actan and Nol	<ul style="list-style-type: none"> adding modifying the meaning reducing, omission, editorial adding. 	<ul style="list-style-type: none"> дополнения, изменение значения, сокращение, опущения, добавление информации редактором.
Erkka Vuorinen	<ul style="list-style-type: none"> deletion, addition, substitution, reorganization. 	<ul style="list-style-type: none"> опущение, добавление, замена, перестановка.
Chisman and Nol	<ul style="list-style-type: none"> omissions, additions, re-ordering. 	<ul style="list-style-type: none"> опущения, добавления, перестановки.
Karen Stetting	<ul style="list-style-type: none"> changing, adding, removing. 	<ul style="list-style-type: none"> изменения, добавления, опущения.
Л.С. Бархударов		<ul style="list-style-type: none"> перестановки; замены; добавления; опущения.
И.С. Алексеева		<ul style="list-style-type: none"> перестановки; замены; добавления; опущения; антонимический перевод; компенсация; описательный перевод.

After analyzing the data presented in the table, we chose the strategies (repeated most often by the authors) that compiled a summary to analyze news articles:

- reduction/omission of information, also generalization;
- adding information, incl. explanations, additions;
- substitution;
- permutations/restructure of the text.

In picture 3 we present the complete process of creating and translating a news text:



Pic. 3. Transformation of news text during transediting

The process of adapting a news text includes reduction and additions, substitution and restructure / reorganization of the text.

Meaning extension involves a departure from direct correspondence to the translated word or phrase and does not exclude replacement. The substitution can also be metaphorical or metonymic:

*“...leaving an already **overstretched** health care system and weakened economy to deal with the burden of a new national crisis”* [7].

When it comes to the lack of human potential, equipment, resources, etc., it takes on the meaning of overburden. The interpreter makes decides to this:

*«...в результате чего российская система здравоохранения, и без того работавшая **на пределе своих возможностей**, а также российская экономика будут вынуждены принять на себя бремя очередного национального кризиса»* (перевод ИноСМИ) [7].

In order to preserve the message of the text, sometimes the **antonymic translation** is used, which consists of words or phrases that have the exact meaning but it's opposite. In this case, the interpreter has to change the context of the entire statement accordingly.

In some cases, **compensation** must be used. It replaces the untranslatable element with other elements corresponding to the ideological and artistic nature of the original.

The main difficulty in translation is the need to find a specific meaning of a word or phrase that is not in the dictionary.

*“A recent flurry of reports and statements involving Russian foreign policy in Syria and fallout among **the pillars** of the Syrian regime reflected a Russian ‘malignant engagement’ in the region”* [8].

The interpreter conveys the meaning of what is said with a loss of figurativeness: “key figures”:

*«... спор между **ключевыми фигурами** сирийского режима, речь шла о “пагубной деятельности” России в этом регионе»* (translation drawn from InoSMI) [8].

The analysis of translated political articles was conducted in accordance with the purpose and objectives of the study to identify the translational transformations used.

During our study, the features of electronic media, the characteristics of news texts and the principles of translation adopted by news companies were touched upon. An analysis of studies on the translation of news texts was also made, as well as adaptation strategies and translation transformations. At the same time, a list of strategies for adapting news texts was compiled, which was used in further analysis of the bilingual corpus of short news items.

The choice of the appropriate translation strategy is determined by the context and the situation itself. By rationally using and combining translational transformations, the interpreter will be able to create a secondary text that is adequate and equivalent to the original one.

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