

Digital Journalism: What A Media Translator Must Know

الصحافة الرقمية: ما يجب على المترجم الإعلامي معرفته

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Received: 31/03/2024

Accepted: 02/06/2024

Published 02/06/2024

Abstract

In this paper, we shed light on the challenges and factors constraining the media translator's work, particularly the ones related to the translation of the media text in digital context, underscoring the significance of media knowledge and digital knowledge. This research mainly aims at helping discern how media translators play many roles and recourse to different disciplines in order to understand the specificity of the media text nature, more particularly, the online news articles published on the news agencies websites. It also highlights the professional competences and skills they must learn and practice to achieve the required tasks and attain the underlined objectives.

Keywords: online journalism, translation process, professional translator, media text, digital context, translation audience, knowledge.

الملخص:

نسلط الضوء في هذا البحث على التحديات والعوامل التي تقيد عمل المترجم الإعلامي، ولا سيما تلك المتعلقة بترجمة النص الإعلامي في السياق الرقمي، حيث نقوم بإبراز أهمية المعرفة الإعلامية والمعرفة الرقمية بالنسبة للمترجم في ذلك. كما يهدف هذا البحث بشكل رئيس إلى توضيح كيفية اضطلاع المترجم الإعلامي بأدوار متعددة ولجوءه إلى تخصصات مختلفة من أجل فهم خصوصية طبيعة النص الإعلامي، خاصة المقالات الإخبارية المنشورة على المواقع الإلكترونية لوكالات الأنباء، واكتشاف الكفاءات والمهارات المهنية التي يجب على المترجمين تعلمها وممارستها لإنجاز المهام المطلوبة وبلوغ الأهداف المسطرة.

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الكلمات المفتاحية: الصحافة الإلكترونية، عملية الترجمة، المترجم المحترف، النص الإعلامي، السياق الرقمي، جمهور الترجمة، المعرفة.

1. Introduction

Based on the definition of “process” as a set of interrelated and interacting activities performed in order to achieve a stated objective (ISO-17100-2015, P.1), it is assumed that translation consists in a set of processes to render source language content into target language content in written form.

According to ISO-17100-2015, any professional translation work is structured into three steps of translation process, namely; preproduction process and activities, production or translation process and postproduction process.

These processes require specific knowledge, competences and skills to come up with the output that meets the translation project objectives. In other words, knowing what to acquire and what to practice as competences and skills to attain the underlined objectives comes in the basis of any successful professional translation work.

ISO-17100-2015 determines six professional competences, namely; Translation competence, Linguistic and textual competence in the source language and the target language, Competence in research, information acquisition, and processing, Cultural competence, Technical competence and Domain competence.

We study in this paper the media text, particularly the online news articles published on the main international news agencies websites, and the way professional translators have to deal with their specificity to ensure quality, accuracy, and ethical practices. Professional media translators unexceptionally have to resort to professional behaviors being subject to certain constraints that draw the professional borders and framework of what to do and how to do in order to assure attaining their translations’ objectives.

We mainly underline the aspects and factors that frame the news articles’ analysis process and translation practices being in constant conflict with the different surrounding and influencing circumstances, highlighting the change in professional behaviors and perceptions that largely occurred as result of the influence of the technology development on all aspects and in all ways. We provide answers to the three following main questions: What are the professional translation requirements in media field? What is the nature of the channels provided by the new technologies and their impact on the translation process? Moreover, how to choose the audience of the news article translation and what could be the objectives behind?

2. The Translation Requirements in Media Field

2.1 Specificity of Professional Translation in the Media Field

Media are the communication channels through which information are disseminated and exchanged on a daily basis. (Gnach, Weber, Engebretsen, & Perrin, P. XVI Preface, 2023) The parameters below, as stated by Dobrosklonskaya in Ibatulina and Madyakina (2017: P. 119), constitute a stable system that allows describing and classifying all texts functioning in media in terms of their production, distribution, verbal and media characteristics, as follows:

- 1) Authorship (the text could be produced by either an individual or a collective). (Collective authorship is mostly related to news texts and materials prepared by information and news agencies working around the world, such as BBC, ITAR-TASS etc.)
- 2) Type of production (oral - written).
- 3) Type of presentation (oral - written).
- 4) Media channel used for transmitting: the print and the electronic media, Internet.
- 5) Functional type or text genre: news, comment and analysis, features, advertising.
- 6) Topical affiliation (politics, business, culture, education, sport, and other universal media topics, forming the content structure of everyday information flow).

As translators mainly deal with a text within a context, media translators, as specified by Assaba (2022: P.P.45-46), must possess several skills; including the ability of understanding, interpreting, editing, and creating. More specifically, news translators resort to the scientific outcomes of other fields in order to reach an accurate analysis, understanding and interpretation of the content within its context such as; sociology, psychology and communication theory, which are the three fields that showed interest in studying media discourse, as pointed out by Bajzhigit (2022: P. 336).

All of that underscores the multidisciplinary nature of media text to which translators ought to pay a good attention.

Media linguistics, a discipline that lies at the intersection of applied linguistics, media studies, and communication research, has expanded its focus to include not only traditional media, but also new media. (Gnach, Weber, Engebretsen, & Perrin, 2023: P. XVI Preface)

"It studies the functioning of language in the field of mass communication." (Bajzhigit, 2022: P. 137) That is to say, it can stand as a source of knowledge that helps media translators understand the interdisciplinary nature of media text and the way to deal with it accordingly with the assigned tasks and the underlined objectives.

Other skills could also be required given that media translators, as part of media staff, perform many tasks within the companies they work for, mainly; revising, reviewing and proofreading in addition to the translation work. García Alarcón confirms this fact based on her experience as a translator in the French edition. She lists the different jobs as carried out by translators in the company she worked for, as follows: (Guerrero, 2019: P.83-84)

- 1- Translating news items taken as the source text with a focus on selecting those of interest to the target audiences;

- 2- Translating audiovisual content: Translating graphics, interactive images, and videos, which require typesetting and proofreading;
- 3- Creating news articles from scratch in the target language acting as journalists and conducting research to gather information;
- 4- Editing and proofreading agency news reaching the editorial office. Reviewing them, correcting errors or orthotypographical mistakes, and assessing their relevance;
- 5- Reviewing and editing articles written by external contributors about what is happening in their countries;
- 6- Controlling quality and reviewing the website and mobile application;
- 7- Managing social media.

With the advent of the new technologies, new forms of journalism relying on digital tools have risen leaving a significant impact on the translation activity carried out by professionals and the profiles and skills it requires. Türkmen (2020: 404) defines “the concept of digital media as a universe that includes instant interactive technologies and social media software and applications used by means of internet and web 2.0 technologies”. It is identified by Buckingham in Leaning as a further area to which a set of media competencies can be applied.” (2019: P. 5)

“The translation activity carried out by media companies is governed by the guidelines applied in journalism. The mass media necessarily act upon the information they send out to their audiences, that is, they select it, elaborate it, illustrate it, give it greater or lesser relevance, and so forth. Moreover, each of them has its own differentiating features that respond to editorial principles, a communicative style, a design and a corporate identity.” (Guerrero, 2019: P .75)

Media translator is supposed to objectively produce a new media product in the target language with the same clarity and accuracy as the source text obeying its linguistic style. (Assaba, 2022: P.P.45-46)

However, it is noticed that “media companies use translation to produce new information (Guerrero, 2019: P.78-79). That is why Davier and Van Doorslaer in Kamyans (2022: P.18) underline that “it is common practice in news translation to use more than one text as the source”. Guerrero asserts that professionals’ journalistic translation aims to create new information that is generated, in whole or in part, from other texts being featured with a series of characteristics, namely; invisibility and transparency, trans-editing, recontextualisation and localisation (2019: P.76-78).

These processes focus on adapting information to target culture norms, minimizing linguistic and cultural differences, mediating the communication process, and influencing the meaning and reception of texts by the audience.

Furthermore, trans-editing process requires both translation and journalism skills in order to successfully develop and produce the new information material. It covers three areas: 1) adaptation to a standard of efficiency in expression, 2) adaptation to the intended function of the translated text in its new social context, and 3) adaptation to the needs and conventions of the target culture (Guerrero, 2019: P.76-77). Trans-editing involves information reorganization, addition, deletion of passages considered irrelevant for the new target audience, condensation of others, introduction of titling elements, etc. based on material

in other languages(idem). Then, comes re-contextualization, through which the media imposes its criteria on how the information will be processed and presented to the audience, affecting the texts' meaning, function and reception", to eventually be tailored to the new social, cultural and political profile of the local audience through the passage from a global product to a localized version by a local media organization.

2.2. Online Journalism; Essence and Ethics

Many "forms of journalism resulted from the rise of communication technologies and especially from the development of Web 2.0, namely; digital media, citizen journalism, blogs, websites, social media, multimedia platforms, and so forth."(Guerrero, 2019: P.78) The Web operates on a global internet that links many far-flung computer networks. (Vivian, 1997: P.219)

Agreeing on a common definition and name of journalism in digital media remains controversial among the international researchers for long, giving rise to many expressions such as "digital journalism", "cyber journalism", "online journalism", "multimedia journalism" and a long list of similar labels. However, the most popular form nowadays is "digital journalism." (Salaverría, 2019: P.2)

The expression "digital journalism" encompasses all forms of journalism that use digital resources; it includes not only Internet resources and mobile networks, but also digital television and digital radio (Salaverría, 2019: P.3).

Digital journalism encompasses various forms of media and can include both online and offline news production, whereas online journalism specifically emphasizes the delivery of news through online platforms and channels. Our study focuses on the online journalism, more specifically on the online news articles published on the news agencies websites.

"There are traditional media that migrated to the web where they relocated their paper editions and then went on to promote their electronic editions" (Guerrero, 2019: P.79)

In this regard, Manovich explained that, despite their novelty, digital media really make use of the narrative conventions of old media (Salaverría, 2019:P.7), "...the attention of online editors apparently remains focused primarily on the traditional function of providing news" (Gladney, Shapiro and Castaldo, 2007: P.66).

According to ABU AL OYOUN (2011, P.19) newspapers' print content is very similar to the content posted on the internet.

Both online and printed news articles serve the purpose of delivering news and information to readers, but they differ in terms of their format, accessibility, reader experience, timeliness, interactivity, and archiving capabilities.

Gladney, Shapiro and Castaldo (2007: P.P. 57-58) display a list of 38 criteria that was compiled upon too numerous studies investigating ethical and quality standards of online journalism, as a subset of digital journalism. These criteria were ranked in term of importance as follows:

1. CONTENT	2. NAVIGATION	3. LOOK AND FEEL
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Credibility Utility Immediacy Relevancy Fact-Opinion Separation Exclusivity Good Writing Good Illustration Depth Breadth Outside Commentary Editorial Vigor	Ease of Use Clear Paths Speed and Efficiency Familiarity User Choice/Control Quick Read	Simplicity Content Paramount Appropriate Design Digestibility Cutting Edge
4. FUNCTIONALITY	5. COMMUNITY RELEVANCE	6. INTERACTIVITY
Search Power User Requirements Technology Relevance Reach Bandwidth	Hyperlocal Community Building/Service Citizen Participation Civic/Public Discourse	Access to Editorial Staff Marketplace of Ideas Multimedia Richness Customization Interactive Reading Community Dialogue

(Gladney, Shapiro and Castaldo, 2007:P.63)

According to the table, trustworthiness and accuracy, along with the provision of "informative, useful" content are the two highest values for online news people (Gladney, Shapiro and Castaldo, 2007: P.65). Respondents also valued, according to Gladney, Shapiro and Castaldo, the Navigation criteria of Ease of Use, Clear Paths and Speed and Efficiency. (2007, P.67)

It is worth mentioning that errors, misinformation, and bias are just some of the opinions people have about online news, relating it to the speed that happens mostly for benefit purposes. That does not change the fact that they also generally relate to printed news as well. (Salaverría, 2019: P.4)

“Electronic media companies seeking to grow and increase their area of influence create digital editions in other languages that allow them to monetize the information they produce through translation” (Guerrero, 2019: P.87).

Among the advantages of online media is that information transmission is much faster and accessibility occurs in seconds on any device that is connected to internet, (Gutierrez, Martinez, and Myrick, 2020: P.3) i.e. open audience. On the other hand, the accessibility to the journalists’ storytelling can be controlled by means of the algorithms that can work to limit and divide their audience (Perreault & Ferrucci, 2020: P.22).

This is to say that media companies use translation and the new supports and channels provided by the new technologies for media to carry out their functions in such a way that allow them targeting specific audiences faster at a larger scale and controlling the nature and extent of the intended impact on them.

3. Media Translation Constraints and Objectives

3.1. Challenges and Key Concepts in Media Translation

“Each media company has its own organizational model, its own news and editorial line, its own method of gathering and searching for information, etc.” (Guerrero, 2019: P.79)

Therefore, media translation is subject to certain constraints; that is, time, space and ideology, as clarified by Baumann, Gillespie and Sreberny (2011: P.136) who state that “in news translation there are enormous constraints of time and space to which translators of other text types may not be subject: twenty-four hour breaking news is now a global expectation”. That is media translators as journalists have “a responsibility to “give people accurate information as quickly as possible” and keep “news as current as humanly possible.” (Perreault & Ferrucci, 2020: P.19) This point of view is underscored by Assaba (2022: P.45- 46) who adds that media translation is subject to time constraint and to many ideologies too, namely the media organization’s ideology, the translator’s ideology and the audience’s ideology.

Baumann, Gillespie and Sreberny (2011: P.137) agree with Jaber (2010: P. 3-10) on four processes, distinguished as translation politics that are important to determine the journalistic value of the text. They highlight the fundamental role of translation in media field to guarantee a wider broadcast and dissemination of the news in different languages simultaneously all over the world, underlining the importance of involving translation along the different journalistic practices, from the very beginning till the end.

These politics consist in transporting data from the field to the broadcaster; translating from one language into another; transposing data and message by inflexions of tone; and transmitting the result to selected audiences at selected times.

The role of translation through these politics is well demonstrated in the example of the BBC World Service’s center at Bush House in London, as follows: (Baumann, Gillespie and Sreberny, 2011: P.13, Jaber, 2010: P.10)

(1) Transporting involves local sources capturing timely footage, dubbing reports, and generating instant translations into newsroom languages for exclusive global broadcasts from Bush House.

(2) Translating refers to the techniques, crafts, and possibly grafts, of language-to-language transformations (...) be it by contents or by the discursive tone implied or smuggled in.

(3) Transposing and trans-editing refer to implicit, and often silent, discursive re-intonations, while trans-editing emphasizes the simultaneity of translating and editing processes.

(4) transmitting refers to the transmission of the news and BBC commentaries to different audiences based on timing, relevance, and their impact on understanding global or local contexts, i.e. “selecting which audiences get what data or commentary at what times.” (Jaber, 2010: P.10)

Some scholars point out a set of key concepts that every media translator must take into consideration when dealing with media content, namely; narrative, genre, representation, ideology and audience. These concepts are described according to Lacey, Rayner et al in ABU AL OYOUN (2011: P.13-17) as follows:

- Narrative: it could be compared to storytelling, shaping and conveying information in a way to influence a target audience. Its structure comprises situation, problem, and resolution.
- Genre: it is (...) the classification of media texts into groups with similar characteristics. Those characteristics include: character, setting, iconography, narrative and style of the text.
- Representation: it is a careful selection and modification process through which the media decides which piece of news is to be reported on which day and in what way, offering a “representation of reality rather than reality itself to lead to the positioning of the audience in order to adopt a particular perspective. Stereotyping is an example of the representations resulting from the process of selecting, modifying and simplifying the images and information to be more digestible for the audience.
- Ideology. it constitutes the ideas, beliefs, attitudes, values and belief system adopted by a group of people which help them make sense of the surrounding world. It results from the repetition of representations across the media leading to the naturalization of certain concepts to eventually having the audience accepting or adopting a certain point of view.
- Audience. It is a large number of unidentifiable people, usually united by their participation in the media use”. They are the “imagined community” that helps media producers identify the needs and expectations of the real community.

Assaba (2022: P.P.45-46) points out that media language uses certain vocabularies and expressions in a certain way that allows the implication of the meanings that serve specific purposes like attracting the audience’s attention, or gaining their sympathy for a certain cause or influencing the public opinion and so on. The lexical choices and punctuation are important elements that media translators play with to imply the ideology they carry and the intended messages that reflect their media organization’s position and targets and meet the needs of their target audience as well.

The following example emphasizes the previous idea and clearly shows how the Ukrainian and Russian translators used the acronym DNR, which is the Ukrainian abbreviation of the Donetsk People’s Republic (Kamyanyets, 2022: P.17), and the word “Republic”, to refer to the breakaway region expressing

diametrically opposed views on the nature of the armed conflict in Eastern Ukraine (Kamyanskyi, 2022: P.17):

Ukrainian TT	Russian TT
using the so called “DNR” or “Republic” in inverted commas implying that the republic is a fake	using self-proclaimed DNR or republic without inverted commas taking the republic quite seriously

This is to conclude that every details could be of a tremendous importance to learn and master by media translators because of the impact it could cause depending on the way it is used. A good example of it is punctuation system, which is important not only to comply with the position of the media organization they belong or represent, but also to be able to understand and interpret the choices made by the media organisations of the source information.

3.2. Target Audience's Indicators and Perception

Information is a strategic global product controlled in all its manifestations (...) it is a key element (...) in the emergence of a global public opinion, in particular. The translation policies applied by the media are at the service of ideological objectives (Guerrero, 2019: P.88).

G. S. Melnik classifies media texts in terms of their impact on the audience as follows: (Bajzhigit, 2022: P.337)

- texts designed for simultaneous impact on specific social institutions;
- texts, the purpose of which is to influence the consciousness of a mass audience, fundamentally designed for an immediate response of a person or social institution;
- texts designed for an immediate reaction, requiring interference with reality and not designed to influence the consciousness of a mass audience;
- texts are neutral, informing, enlightening and not designed for immediate reaction.

Also, there are seven types of “subjectivities” or categories used by media producers to help define the position of the audience and to engage with them: self-image, gender, age group, family, class, nation and ethnicity. Fiske in ABU AL OYOUN (2011: P.17) added four more: education, religion, politics, and location.

It is obvious from above that media translators follow certain indicators while analyzing online news articles for translation to detect the targeted audience of text they deal with. At the same time, they make a consideration during the translation process regarding the control of the materials to convey to a specific audience in a specific way.

There are many indicators by means of which the target audience can be detected, for instance; the nature of the information and the way they are highlighted and included in the headlines and the articles' contents being published.

Headlines, being one of the most important features of news articles, play a vital role for media translators, as they are the first to capture the audience's attention pointing out the information brought to the fore and formulated in such a way that enables reaching the intended impact on the target audience. The variation in headlining and reporting across different language services within a media company is influenced by the specific target audience and the underlying messages intended to be conveyed for distinct purposes.

The four politics of translation are evident in the contrasting headlines, as noticed between the different BBC services for example, showcasing significant differences in tone, content, and implicit messages.

Jaber (2010: P.11) displays the example of the BBC Arabic Service which demonstrates a greater focus on the MENA region and the neighboring countries. The targeting appears in the extensive coverage of the diverse events taking place in or relating to the region.

For instance, incorporating more varied sources of information and resorting to the translation of other related information from other sources, in application of the transporting politic of translation to shed the light on a selected audience, plays a crucial role in controlling the impact that is meant to be undertaken on each audience differently.

In other words, Transporting, as one of the four politics of translation is also a good indicator to recognize the target audience, the implicit messages and the intended impact behind.

This is apparent in the example provided by Jaber about the coverage of the Saudi Arabia peace summit held in 2007. According to Jaber (2010: P. 11) the event was headlined by the BBC Arabic "a peace summit held in Riyadh, Saudi Arabia at the end of March 2007", while the English competitors incorporated other sources of information and focused instead on the reaction by Israel's Prime Minister Ehud Olmert to it.

In the same context, Jaber (2010: P.P. 13-14) illustrates the divergence in reporting the meeting between the British Consul in Jerusalem and Palestinian Prime Minister Haniyeh on 5 April 2007; with the BBC-Arabic radio focusing on the meeting itself while the BBC-English website emphasized UK-Hamas talks and portrayed Haniyeh as a member of Hamas viewed as a terrorist movement by UK and EU.

Also, The language used by translators provides a good indicator of the target audience and intended effect, as seen in the Arabic Service's use of a high register of Modern Standard Arabic to cater to Arab audiences and create a naturalizing effect (Jaber: 2010, P. 12).

As the conveyance and utilization of information can vary depending on the target audience employing specific strategies, this fact indicates an evident intention to shape the desired impact on each audience, potentially eliciting diverse reactions. This shaping process can be employed with the intent of manipulating and deceiving, aiming to mislead the audience. The manifestation of this shaping can be

observed in the lexical choices made by translators, exemplified by the BBC Arabic Service's use of the phrase 'shattering the relative calm' to depict a deterioration of events in the Occupied Palestinian Territories, disregarding the preceding killing of twenty Palestinians (Jaber, 2010: P. 19). The aforementioned transposing gives the impression that BBC services attempt to deceive the Arab public and mislead the global audience about the Arab World.

Jaber (2010: P.18) also provides an example of the use of transmitting politic in news reporting, where the same news is conveyed differently; in the BBC Arabic news, the five Israeli students who were killed were described as military students, whereas in the Russian BBC news, they were referred to simply as students.

According to Jaber (2010: P.17), it is crucial to consider the perspectives of audiences and their perceptions regarding the techniques employed in transporting, translating, transposing and transmitting, especially that such striking differences are nowadays easily detected and capture the audience's attention, prompting them to make comparisons and draw conclusions.

We suggest hereinafter a practical analysis and translation of the headlines and the lead taken from the news articles about the demonstrating students in Columbia University published on BBC news websites in both Arabic and English languages on 30 April 2024, in order to demonstrate the aforementioned translation practices in media field :

BBC NEWS World /US/CANADA website By Nomia Iqbal at Columbia University, Sam Cabral and James Fitz Gerald https://www.bbc.com/news/world-us-canada-68923528	BBC News Arabic https://www.bbc.com/arabic/articles/c3gq13g6916o
Columbia protesters take over building after defying deadline Dozens of pro-Palestinian demonstrators at Columbia University have escalated their protest over the war in Gaza by occupying an academic building.	جامعة كولومبيا: المتظاهرون في تحدٍ للموعد النهائي لمغادرة الحرم الجامعي

The first observation we can make by looking at the news articles published in both English and Arabic languages on BBC News as a whole; headline, lead and body (look at the links of the articles in the table above), is the length of the Arabic article in comparison with the English one. The English news article was very detailed and long exceeding 70 lines, while the Arabic one was very general and short including only four lines.

In other words, the media chose to delete or disregard all the details that have been discussed in the English version and not to convey them to the Arab audience. This practice could be interpreted as an attempt to leave an impression that the happenings are not important and cannot have any significant impact.

On the other hand, we notice that there was no mention in the headline of the English version that the protestors are students, i.e. deleting a fact. In addition, the use of the phrasal verb ‘take over’, the verbs ‘defy’ and ‘escalate’ and the word ‘building’ instead of ‘Hamilton Hall’, could be interpreted as an attempt to draw the image of confrontations that could lead to violent consequences. The audience meant to be affected by the media opinion in this case could be the Western Public.

By adopting a pro-Palestinian attitude as a translator targeting the Arab audience that is supposed to empathize with the Palestinian cause, we will try hereinafter to apply the translation strategies and politics discussed in the research in a way to make it acceptable by them:

The literal translation is such:

متظاهرو جامعة كولومبيا يستولون على مبنى بعد تحديهم للموعد النهائي
صعد العشرات من المتظاهرين المؤيدين للفلسطينيين في جامعة كولومبيا احتجاجهم على الحرب على غزة باحتلال مبنى أكاديمي

Our proposed translation can be as follows:

يرفع الطلبة التحدي باعتصامهم داخل قاعة هاملتون بجامعة كولومبيا
تحصن العشرات من الطلبة المعتصمين داخل جامعة كولومبيا والرافضين للإبادة الجماعية التي يمارسها الاحتلال الصهيوني على الفلسطينيين داخل قاعة هاملتون.

Here, we have added new information such as students الطلبة, Hmilton Hall قاعة هاملتون, Genocide الإبادة الجماعية, and Zionist colonization الاحتلال الصهيوني. We have also made some reformulations to change the tone and make it more acceptable by our Arab audience, such as يرفع الطلبة التحدي instead of building.

4. Conclusion

We try in this paper to provide answers to the three questions posed, in the first place, regarding the professional translation requirements in media field, the nature of the channels provided by the new digital technologies and their impact on the translation process, and the way of choosing the audience to which the translation is addressed through them. It mainly aims to help translators understand and deal with the texts functioning in media, taking into consideration their production, distribution, verbal and media characteristics, focusing on the translation of the media text in digital context, particularly, the translation of the online news articles published on the main international news agencies websites. Hereinafter are the main observations in our research:

Media translators must acquire specific competences and skills to deal with the multidisciplinary nature of the media text;

Professional media translators must possess journalistic skills besides the translation ones;

Knowledge is the basis of professionalism in media translation field;

Every media translator must take into consideration the following key concepts when dealing with media content, namely; narrative, genre, representation, ideology and audience;

Both online and printed news articles serve the purpose of delivering news and information to readers, and differ in terms of their format, accessibility, reader experience, timeliness, interactivity, and archiving capabilities;

Newspapers' print content is very similar to the content posted on the internet;

Digital media make use of the narrative conventions of old media;

Each media company has its own organizational model, its own news and editorial line, its own method of gathering and searching for information, etc;

Media translation involves the production of new information depending on the media company's ideologies, targeted audiences and objectives;

The four processes, distinguished as translation politics, that are important to determine the journalistic value of the text, consist in transporting data from the field to the broadcaster; translating from one language into another; transposing data and message by inflexions of tone; and transmitting the result to selected audiences at selected times.

Media companies use translation and the digital channels provided by the new technologies to reach the target audiences faster and control the nature and extent of the intended impact on them;

Translation is involved in the different journalistic practices, from the very beginning until the end;

Media translation is subject to the constraints of time, space and ideology; media organization's ideology, the translator's ideology and the audience's ideology;

The four politics of translation are used to control the information to be spread in function of the underlined objectives depending on the target audience;

The four politics of translation can also be used for misleading and manipulation purposes;

Shaping the desired effect and controlling the reactions of the target audiences are a core part of media translation work;

Knowledge of the audience and their interests is essential for effect shaping,

The four politics of translation are one of the main indicators by means of which the target audience can be detected.

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