

ANALYSIS ON THE TECHNIQUES AND QUALITY OF NEWS

TRANSLATION

ON BBC INDONESIA WEBSITE

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ABSTRACT

News has special writing style that carries out its function as a piece of information of a recent important happening. The language should be clear, concise and interesting to ensure readers' understanding on the content. Any translator trying to translate news must be aware of these specific aspects to ensure that the translation will deliver information as accurate as the original, with all the ease of target language style. To achieve the best result, translation techniques must be chosen carefully, otherwise misinterpretation may ensue. This study describes the techniques used to translate news on BBC Indonesia website and the quality of the translation based on the accuracy, readability and acceptability. The result of the study expectedly serves as an input to improve and encourage translation of news in Indonesia.

Keywords: News translation, techniques, quality, BBC

INTRODUCTION

Translation of news plays a very important role in the world's history which is full with monumental events and incidents. In a country like Indonesia where most people do not

read English, news translation is an extensive activity to make foreign information available for most people.

BBC News Indonesia is a website which has been providing international news since 2012. This

subordinate of central BBC news in UK provides news in sport, crime, politics, science, economy etc. Most of them are translations of the original news in the mother's website. With the news written in their own tongue, Indonesian readers have easy access to international news reported by BBC, one of the world's largest news agencies.

News is defined as "*Newsworthy information about recent events or happenings, especially as reported by news media*" (Owen, 2005). The style of news writing is the particular prose style used for news reporting (ie. On the internet) as well as in news items that are aired on radio and television. News style encompasses not only vocabulary and sentence structure, but also the way in which stories present the information in terms of relative importance, tone, and intended audience. News will cover information on 5W+1H (Who? What?

Where? When? Why? How?). The text structure usually follows 'inverted pyramid' in which the most important facts are placed at the beginning and works "down" from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning. The language of news writing should be clear, concise, exact, and interesting. This means a good news text should be easily understood and unambiguous, avoid redundancy, and can maintain the reader's interest.

These aspects should be taken into account by the translator. He/she should fully understand how words and structures are chosen and used effectively to achieve the main purpose, i.e. t delivering the information as the original does. In any translation product, there are three factors that define its

quality i.e. accuracy, readability and acceptability. According to Larson (1984), accuracy in representing the meaning of the original text and using natural idiomatic expressions in the receptor language are the primary goals of the translator.

The translator's awareness on the quality of translation will drive him/her to find the best way to transfer the message. During the process of translation he/she will employ certain techniques to deal with particular challenges. Molina & Albir (2002) make a list of translation techniques such as amplification, reduction, particularization, etc. to explain what is actually done by translators during his/her job. After the translation is completed, its quality should be assessed either by the translator him/herself, the reader, or a qualified third party. In news translation,

assessment is particularly important since a slip in meaning transfer may result in dire consequences.

Therefore, it is necessary to conduct an analysis to describe the techniques of translation employed in translating news from English into Indonesia, and to define the quality of the translation. BBC News provides good samples of news translation products since it makes both the original and translation versions available for observation. The results will give input for the translators to improve their products for better news translation in Indonesia.

METHODOLOGY

The type of the analysis is descriptive-qualitative. The population is all news texts published on-line on BBC News Indonesia in 25th December 2013, about 15 of them, and five samples are taken to represent BBC

news content categories i.e. sport, politics, economy, science, and health. They are *John Terry tolak jabat tangan ketua FA, Tujuh penari balet Kuba membelot, Salah satu berlian merah muda terbesar terjual, Peneliti sebut 'Hobbit' menyusut dari generasi ke generasi, and Pria botak memiliki risiko masalah jantung lebih tinggi.*

The sentences of the translation and the original news are observed and compared to identify the techniques employed by the translators. Then they are classified based on Molina and Albir's list of translation techniques.

Next, a quality assessment is done to measure the quality of the translations. Questionnaires containing the data are distributed to three groups of raters. Three aspects of quality i.e. the accuracy, readability and acceptability are scored. The scores of each aspect are converted and classified

into high, moderate, low and very low based on Nababan, Tsuji and Nakamura's scoring standards.

RESULT AND DISCUSSION

a. The Techniques of Translation

The analysis reveals that the translator uses various techniques to translate BBC news from English into Indonesian, as the followings:

No.	Techniques	N	Data
1	Amplification	9	T102, T103, T107, T108, T110, T111, T403, T404, T505,
2	Reduction & Omission	8	T101, T106, T109,

			T112, T202, T302, T405, T502
3	Borrowing	3	T102, T103, T204
4	Compensation	3	T103, T107, T202,
5	Modulation	2	T105, T204,
6	Particularization	2	T105, T202,
7	Compression	8	T104, T114, T115, T116, T117, T202, T305,

			T503
8	Established equivalence	1	T110
9	Paraphrasing	3	T103, T111, T506
10	Literal translation	3	T204, T402, T504
11	Transposition	3	T205, T501, T503
12	Synonym	1	T303
13	explicitation	2	T113, T304

The table shows the various techniques employed by the translators with different frequencies. The most frequently used are amplification, reduction & omission, and compression, while the least frequently used are synonym and established equivalence.

Amplification aims to introduce details that are not formulated in the ST: information, explicative paraphrasing:

T10 2	John Terry has refused Football Association chairman David Bernstein's attempt to shake hands at the Champions League trophy handover.	<i>John Terry menolak berjabat tangan dengan Ketua Asosiasi Sepakbola Inggris, FA, David Bernstein saat penyerahan trofi Liga Champions, Jumat (19/04).</i>
T10 4	While Terry, 32, was cleared in court last July of any criminal wrongdoing	<i>Walaupun dibebaskan dari tuduhan oleh Pengadilan Tinggi Westminster,</i>

, the FA banned him for four matches.	<i>FA tetap menghukumny a dengan melarangnya bermain dalam empat pertandingan, <u>selain</u> <u>melucutinya</u> <u>dari jabatan</u> <u>kaptan timnas</u> <u>Inggris.</u></i>
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In the first example, data T102, the translator adds a word ‘*Inggris*’ (England) to the translation of ‘Football Association chairman’. This is probably to inform the readers that the football association is exclusive to England. Information on the day of the event ‘*Jumat (19/04)*’ is also added. In the second example, the translator adds quite a long phrase ‘*selain melucutinya*

dari jabatan kaptan timnas Inggris’.

This information is actually provided in the later part of the ST news where it says that Bernstein stripped Terry off the England captaincy. The reason for this addition is then unclear, but it may be done to dramatize the problem faced by Terry.

Reduction & omission aim at suppressing a ST information item in the TT. Some information exists in the ST are not transferred into TT:

T101	John Terry refuses handshake from FA chairman <u>David</u> <u>Bernstein</u>	<i>John Terry tolak jabat tangan ketua FA</i>
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The example above is the title of the first news article. The name of FA chairman, David Bernstein, is not stated in the TT. There are some possible

reasons for this action: the name is not necessary to translate since it is stated later in the news content, or the name is not popular among TL readers thus the translator does not want to bother them with an unfamiliar detail.

Borrowing is conducted by taking a word or expression straight from another language. It can be pure (without any change), or it can be naturalized (to fit the spelling rules in the TL):

T203	The creature - known as <u>homo floresiensis</u> - was discovered in 2003.	<i>Makhluk yang dikenal dengan nama <u>homo floresiensis</u> itu ditemukan pada tahun 2003.</i>
T204	The new study	<i>Penemuan baru (yang</i>

(published in the <u>Journal of the Royal Society</u>) says	<i>diterbitkan oleh <u>Journal of the Royal Society</u> menyebutkan ...</i>
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The data show the examples of pure borrowing in which the phrase ‘homo floresiensis’, and ‘Journal of the Royal Society’ are taken to TT without a change. The reason is probably because the translator feels the necessity to keep the authenticity of the first phrase ‘homo floresiensis’ for scientific reason, and keep the second phrase ‘Journal of the Royal Society’ as the proper name of a publication.

Compensation is to introduce a ST element of information or stylistic effect in another place in the TT because it cannot be reflected in the same place as in the ST.

T103	Bernstein <u>stripped Terry</u> <u>of the England</u> <u>captaincy over</u> allegations that the Chelsea skipper had racially abused Queens Park Rangers' Anton Ferdinand.	<i>Bernstein</i> <i>sebelumnya</i> <i>melucuti</i> <i>jabatan</i> <i>kaptan</i> <i>timnas</i> <i>Inggris dari</i> <i>Terry,</i> <i>setelah bek</i> <i>tengah</i> <i>Chelsea ini</i> <i>dinilai</i> <i>melontarkan</i> <i>kata-kata</i> <i>rasis kepada</i> <i>pemain</i> <i>belakang</i> <i>Queens Park</i> <i>Rangers,</i> <i>Anton</i> <i>Ferdinand.</i>
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In the above datum, the phrase ‘stripped Terry of the England captaincy’ undergoes compensation in TT in which the position of the words ‘Terry’ and ‘the England captaincy’ are exchanged. This may aim to make the sentence more natural in TL because in Indonesian a direct object is more commonly put right after the verb.

Modulation is employed to change the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural, such as the following datum:

T501	Higher heart problem risk for bald men	<i>Pria botak</i> <i>memiliki</i> <i>risiko</i> <i>masalah</i> <i>jantung lebih</i> <i>tinggi</i>
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The datum shows a change in perspective where the theme of the

sentence is replaced by the rheme in TT ‘pria botak’. This replacement change the emphasis of the message from ‘Higher heart problem risk’ (the disease) to ‘pria botak’ (the sufferer). This modulation might be applied to make the sentence more natural in TL, or to create more concern among the readers on baldness.

In particularization, the translator uses a more precise or concrete term. This technique is a found in the following datum:

T202	Japanese scientists say that a diminutive species of early human whose <u>remains</u> were found on the	Peneliti dari Jepang mengatakan bahwa spesies kecil manusia awal yang <u>fosilnya</u> ditemukan di
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Indonesian	Flores
Island of	mungkin
Flores may	menyusut
have shrunk	karena
as a result of	mereka
the way it	berusaha
adapted to its	beradaptasi
environment.	dengan lingkungan.

In above datum the word ‘remains’ is made more specific in TT by translating it into ‘fosil’. This is necessary because ‘remains’ literally means ‘sisa-sisa’ in TL that can refer to different things (such as the ‘trace’ of early human life). The particularization enables the readers to catch the point easily.

Linguistic compression is applied to synthesize linguistic elements in the TT. In BBC news, it can be found in the following data:

T503	<p>Researchers in Japan say <u>men who are balding</u> may be more likely to suffer heart problems than those with a full head of hair.</p>	<p><i>Sejumlah peneliti di Jepang mengatakan bahwa <u>pria botak</u> lebih memiliki kemungkinan menderita masalah jantung dibandingkan dengan mereka yang berambut lebat.</i></p>
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The datum shows that there is a compression in which the relative clause ‘men who are balding’ is compressed into just a phrase ‘pria botak’. This is done probably for efficiency and naturalness, since the original structure

is referring to a process (Ind: *sedang menjadi botak*) which sounds unnatural when translated literally.

Established equivalent refers to the use of a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL. This is found in the following datum:

<p>...Bernstein told Terry in a telephone call that he was stripping him of the England captaincy because he was set to face a <u>criminal trial</u>.</p>	<p>... <i>Bernstein menelepon langsung Terry bahwa dia melucuti jabatan kapten timnas Inggris darinya, karena dia akan menghadapi sidang pidana.</i></p>
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The phrase ‘criminal trial’ is translated into ‘*sidang pidana*’. A literal word-to-word transfer will result in

‘sidang kejahatan’, but this is unconventional in Indonesian. The more common, established ‘*sidang pidana*’ works better in this case.

Paraphrasing refers to using the different wording to say the same thing in TT. This is usually done when a term or expression in ST has no equivalent in TL, or it is expressed in such a way that makes direct, literal translation ineffective or incomprehensible, like the following:

T506	The British Heart Foundation says men should focus on their waistline not their <u>hairline</u> .	<i>Yayasan Jantung Inggris mengatakan bahwa pria sebaiknya lebih fokus pada ukuran pinggangnya bukan <u>kondisi</u></i>
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		<i><u>rambutnya</u></i> .
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In the above example, hairline is translated into ‘kondisi rambut’ instead of ‘garis rambut’ or ‘ukuran rambut’ which sound unnatural and misleading.

Literal translation is a technique in which the translator translates a word or an expression word for word literally.

This is found in the following data:

T402	Seven members of the <u>National Ballet</u> of <u>Cuba</u> have defected while on tour in Mexico.	<i>Tujuh anggota <u>Balet Nasional</u> <u>Kuba</u> melarikan diri saat melakukan tur ke Meksico.</i>
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The phrase ‘National Ballet of Cuba’ is translated literally based on the meaning of each word. This technique is possible when the structure of the TT phrase is not too complex, and word-to-

word rendering is acceptable in TL like the example above.

Transposition is a technique which changes a grammatical category, e.g. from adjective into verb in the following datum:

T105	"It's a <u>difficult</u> one for me. He spoke about me in the court case," he said.	" <i>Kasus itu menyulitkan saya. Dia menyudutkan saya dalam kasus tersebut di pengadilan," kata Terry.</i>
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The word 'difficult' (an adjective) is translated into '*menyulitkan*' (a verb, to put someone in difficult situation). In above datum, the decision may be caused by the use of dummy subject 'It' in the ST which is uncommon in TL. Therefore, instead of

using dummy subject in TT, the translator creates a true subject 'kasus' and changes the attributive ('difficult') into a main verb ('*menyulitkan*').

The last technique, explicitation is to introduce information from the ST that is implicit from the context or the situation, such as the following:

T304	<u>It</u> was purchased by an anonymous bidder by phone.	<i>Berlian itu dibeli oleh seseorang yang tak disebutkan namanya melalui telepon.</i>
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The above example shows how pronoun 'It' as a reference is translated into its referent i.e. 'berlian' (diamond). This explicitation is probably because of the inexistence of pronoun for an inanimate third-party in Indonesian (the

equivalent of 'It'). Therefore, the translator decided to translate it explicitly in the target language.

b. The quality of BBC News translation

The analysis on the BBC News translation quality is conducted based on three components, i.e. accuracy, readability and acceptability. Below are the scores provided by the raters:

Table 02. BBC News translation Quality

No.	News Text	Score		
		Accuracy	Readability	Acceptability
1	John Terry's handshake	70	75	80
2	Homo Florensis	80	75	70
3	Pink	75	85	85

	Diamond Sold			
4	Cuban Ballet Dancers	85	85	85
5	Heart Attack for Bald Men	80	80	85
	MEAN SCORE	78	80	81

Score: high (80-100), moderate (60-79), low (40-59), very low (20-39)

The mean scores show that most data are accurate. News articles number 2, 4 and 5 are translated with high accuracy where almost all information,

either main or supporting, are found in the TT without significant deviation. However, news articles number 1 and 3 undergo some changes, most notably omission, which make some information missing.

In terms of readability, raters give average score of 80, meaning that in general the data are readable. Common opinion behind this claim is that the sentences are easily understood and it seems that the translators have done some efforts to achieve this effect. One of them is employing amplification which aims at giving additional information to make the point clearer and less ambiguous.

Most of the articles have high acceptability, which means they sound very natural in TL, using words and expressions commonly used in Indonesian written communication. The exception is article no. 2 which only

scores 70 (moderately acceptable) for its less natural translation. The following is the example of such translation:

T206	Another theory is that homo floresiensis were modern humans whose growth was restricted by disease.	<i>Teori lain menyebutkan bahwa homo floriensis adalah manusia modern dengan pertumbuhan terbatas karena suatu penyakit.</i>
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In the data above the phrase ‘dengan pertumbuhan terbatas’ sounds awkward because such collocation never appears in Indonesian writing. The more common expression will be ‘yang pertumbuhannya terhambat’.

Therefore, further attempt at naturalizing the expression is necessary.

CONCLUSION

After analyzing the techniques of translating BBC News it is found out that the translators do a lot of reduction and omission to omit information. Some of them are details deemed unnecessary, as they are located in the base of 'the inverted pyramid' which is meant to be cut out for efficiency. Some others have been represented in different parts of the articles so they are not actually missing. Another prominent technique is amplification mostly done to make the

information clearer and more specific. Further analysis shows that the translation of BBC news in general has moderate quality. It would reach the level 'high' should the translators be more careful in reducing the information and reconstructing the messages in their most natural style in TL. Nevertheless, as a site dedicated to provide international news to Indonesian people, BBC News Indonesia does not disappoint the readers. Its effort deserves appreciation, and hopefully this research output will improve its works in future news translation.

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