

Investigating the Role of Translation in Today's Mass Media

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ABSTRACT:

This study is an attempt to investigate whether translation can be a suitable role in today's media or not, where the study aims to uncover the role of translation in mass media and business. The general objective of the study is to help mass media and companies in how to ease their ways to contact others. The researcher has used the historical descriptive analytical method to collect and analyze the data and information, through conversance and reading the relevant references and then put those information and data together as well as using the internet sites.

The study has arrived at several results, the important of which: is that,

- ❖ There is a significant role of translation in today's mass media,
- ❖ that translation is needed in many fields of mass media, and
- ❖ that English Language plays a significant role in today's mass media,.

The researcher has recommended:

- ❖ that one should familiarize himself with practices and functions of translation in global mass media, to understand how mass media and translation can help in shedding light on selected translation forms practices,
- ❖ analyze and critically assess the linguistic, semiotic and discourse features of selected media texts, and
- ❖ to evaluate the cultural and ideological implications of Mass Media translation activities.

Keywords: communication, intercultural, semiotic, discourse features, ideological implications.

المستخلص :

هذه الدراسة محاولة لنقصي ما إذا كان للترجمة دور مناسب في وسائل الإتصال اليوم أم لا ، حيث هدفت الدراسة إلى معرفة دور الترجمة في وسائل الإعلام والأعمال التجارية.الهدف العام من هذه الدراسة هو مساعدة وسائل الإعلام والشركات فيما يتعلق بكيفية تسهيل طرق الاتصال بالآخرين.استخدم الباحث المنهج الوصفي التحليلي التاريخي لجمع وتحليل البيانات والمعلومات. وقد استخدم الباحث أدوات الإطلاع وقراءة المراجع ذات الصلة بالموضوع ومن ثم قام بجمع البيانات والمعلومات توصلت الدراسة إلى عدة نتائج أهمها : هناك دور كبير للترجمة في وسائل الإعلام ، وأن الترجمة يحتاج إليها في العديد من وسائل الإعلام.

وتوصي الدراسة بـ : الإلمام بممارسات ومهام الترجمة في وسائل الإعلام ، فهم كيفية أن تساعد الترجمة ووسائل الإعلام في تسليط الضوء على ممارسات أشكال الترجمة و الخصائص اللغوية والخطابية والرمزية للنصوص الإعلامية المختارة ، وتقويم الأثر الثقافية والأيدولوجية المترتبة على أنشطة ترجمة وسائل الإعلام.
الكلمات المفتاحية: الإتصال، وسائل الإعلام ، رمزي، ملامح الخطاب.

INTRODUCTION:

Translation has become a key, hidden factor in the success of the international Mass Media as marketable commodity and thing that is not overtly recognized by journalists. However, despite the important socio-political role

played by translation in the global circulation of news, general principles governing processes of translation in its production have received scant attention from both Media and Translation Studies researchers.



With the advent of globalization, the discipline of Translation Studies of the new millennium has moved far beyond the 30 year long debate about examination of the extent to which translation has been “faithful” to a source text (Schäffner 2004, 136)

Technological advances have led to unprecedented changes in translation as a means of interlingual communication. These technologies have increased productivity and quality in translation, supported international communication, and demonstrated the growing need for innovative technological solutions to the age-old problem of the language barrier.

As it well known in the development of humanity, translation has always played a crucial role in interlingual communication by allowing for the sharing of knowledge and culture between different languages. This diffusion of information can be found as far back as the ancient world through to the industrial age and into the global village of today, where technological advances opaque our perception of translation and the ascendancy of English as the lingua franca can easily lead us to believe that everything we know, and indeed everything worth knowing, somehow exists in one language. Much of the wealth of knowledge and richness of experience that is constructed and documented in our societies is, however, confined within language silos, to which access is restricted for most of us, even with our favorite Internet search engines.

The mentality of conflict-events for the mass-media audience also depends on translators. On the one hand, translators, like journalists, can turn out to be politically engaged, because they work for a concrete channel of the mass-media, and this also means the representative of a particular position. M.

Baker affirms on this point: “Contemporary wars have to be sold to international and not just domestic audiences, and translation is a major variable influencing the circulation and legitimation of the narratives that sustain these activities” (Baker 2006:2).

Importance of Translation:

Although English has become the most convenient language of communication today, the effect of knowing and communicating through local languages remains intact and strong as ever. With the utmost development in communication technology and the advent of the Internet, it has become proportionately easier to extend the reach to thousands of audience who are basically far away from the impact of effective communication and translation.

This has resulted in a huge urgency for translation in various spheres, like education, mass communication, science, technology, literature, tourism, religion, trade, business, etc. It fundamentally has depicted the importance of translation studies in any of the subjects. With every passing year, the translation industry is growing extensively. People from all around the world are dealing with each other in an endless and colossal manner, for every possible thing. Moreover, translation as a creative activity is considered by aspiring translators and is hired by translation services.

This translation industry, therefore, has to deal with providing hordes services, such as, translating written documents, understanding and then interpreting signs and code languages correctly, translation of digital documents, software and website translation or localization, etc. This has also pushed the importance of translation in India for effective communication and literature description. . (, Walter de Gruyter, 1989.)

International communication as one area of business largely depends on the use of both human resources and new advanced translation technologies. Translation technologies are an essential part of the command of languages in international business communication enabling an increasing volume of high quality actions that companies can implement over a particular time interval. In the meantime, the application of advanced communication technologies does not, necessarily, mean ultimate business success as even most extraordinary inventions has their disadvantages and cannot fully replace human resources. Advanced technologies in this research refer to the translation technology related software.

The importance of translation and localization in digital media:

Digital media is a global phenomenon, which occurs in basically all markets regardless of the industry. People are increasingly using digital media to communicate, share and interact. When speaking of a language as a communicative tool, one must remember that its primary role, interpersonal communication, which bridges space, is supplemented by a no less important function which may be characterized as intrapersonal communication. While interpersonal communication bridges space, intrapersonal communication proves to be the chief vehicle for bridging time (Jakobson 1974:98).

Materials and Methods:

Objectives of the Study are as following:

- To understand how mass media and translation frameworks can help shed light on selected translation forms and practices.
- To evaluate the cultural and ideological implications of media translation activities.

- To familiarize with the practices and functions of translation in global media communication.
- To analyse and critically assess the linguistic, semiotic and discorsal features of selected media texts.

Questions of the Study:

- 1- What is the importance of Language Translation Services in Mass Media?
- 2- How does the mass media represent conflicts through translations?
- 3- What quality control measures at the editorial end are in place in regard to translated material?
- 4- To what extent do different degrees of translation competence affect the content of a news report?

Significance of the Study:

As quality language translation aims to bridge the communication gap by helping companies reach a multivariate global audience by talking in a language their clients can understand and relate to, whether it is a traditional brick and mortar businesses or an emerging online venture, translation services coupled with the rising online population offers a lucrative market that wasn't possible 20-30 years back. That's the reason why people have woken up to quality translation and its importance in this era of globalization. Some of the places where translation plays an important role included. Therefore translation has a great round of connotation in our day life which is vastly multifaceted, so it acts as the route for worldwide interaction for different nations to transcribe correlation and inter-mutual alliance when it comes to making an elevation in science, politics, literature, etc. It is now one of the branches of learning and is an important discipline encompassing a body of

knowledge depicting the human activities. There is no counter question regarding the importance of translation in literature, because of these research work are prepared in different language and they require translation to reach the target reader. Language, in the absence of translation, comprises a barrier to a worldwide community of debate and opinion. Thus translation has become a key factor to achieving international impact and reach in media organizations, both mainstream and new (Gutiérrez 2006, 30)

Method of the Study:

The methodology of the study basically depends on how to collect the study data and information, how to analyze these data, then from the analyzing can induce the results and the recommendations. Research on Mass Media is conducted using primarily three different methodological methods: social scientific, interpretive, and critical.

Consequently, the researcher used the historical, analytic, inductive and deductive methods to collect and analyze the data and the information of the study, which they play a significant role in analyzing, inducing and deducing the topic data and information.

It is a common phenomenon and indisputable fact that managers are supposed to be able to have the ability to communicate very effectively and efficiently within their companies. This is because they are the managers those who do run the company and therefore they need to be excellent in dealing with people. However, when the issue of communication is discussed, it is understood that there are more than two people in communication. Moreover, as there would be a number of people working in organizations, there is a lot of communication among companies' staff every day. From this context, it can easily be inferred that the organizations' employees should also be able to

communicate effectively to make sure that they do understand what other people and/or employees are talking about and to ensure that the company will be achieving its goals on time. However, not everybody has the ability to communicate effectively and that there are a number of communication barriers which may distort a message. This report will discuss the five different types of communication barriers and the ways on how managers can improve their communication skills.

The significance of translation in our daily life is extensively multidimensional. Not only does translation pave the way forward for global interaction, but allows nations to forge interactive relationships when it comes to making advancements in technology, politics, etc.

Despite the fact that English has a far and wide reach today, the impact of local culture and language remains as strong as ever. With the growth of Internet and communications technology, it is relatively easier to reach audiences that are thousands of miles away purely on the back of effective translation. This in turn has resulted in a need for translation in diverse fields such as education, mass communication, science and technology, literature, tourism, religion, trade and business, etc.

Results and Discussion:

As Mass Media subconsciously is the mirror the culture of community through the translation language, the study arrived at several results including:

- ❖ There is a significant relation between translation and mass media through diffusing news in more than one language.
- ❖ that mass media can be a suitable activity to explore and develop aspects of foreign language students' intercultural competence, that;

❖ there is a close relationship between the language and the mass media , - they are inextricably related, so that one cannot understand or appreciate the one without a good knowledge of the other, that;

❖ Mass media may reflect in body language, customs, superstitions, and even expressions of friendliness. Although all these definitely observe the cultural norms of a particular society, the impact of culture on language use is both deep and thorough, that

❖ Language is an actor that both shapes, and is shaped by the social community in which it plays a significant role, mass media refers to the lifestyle of a community: the way its members behave, their Beliefs, their values and, most importantly, the way they communicate, cultural patterns play a significant part in framing the processes of communication.

Recommendations of the study:

❖ To focus on translation as a means of transferring news, cultures and norms from one language to another, the matter that enriches intercultural communication.

❖ Necessity to encourage the audience as one of the central elements of mass media to share their concepts for more culture exchanging.

❖ Future studies should endeavor to include more easy means of mass media.

As the main objective of mass media is to spread out the information out in the people, through different means , such as TV, Radio, Newspaper, Magazines or other different tools used in advertisement, so through mass media we can spread the effective information in the form of news to the public. In this study the researcher attempted to contribute in this objective through studying the role of translation in supporting mass media in particular and today's communication in general.

Conclusion

Consequently, depending on the analysis and results which have been reached, we can summarize this study as follows: I think this study will pave the road before researchers to carry out topics in this field such studies in favour to the scientific studies, the matter that will help mass media companies and enterprises. As well as the researcher hopes further studies in this topic to be carried out.

Suggestions for further studies:

- 1- Importance of image and language in mass media.
- 2- Role of Body language in creating good understanding of a news topic.
- 3- How can translation play a good role in spreading out cultures among communities?

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