



JOURNALISM AND JOURNALISTIC TRANSLATION IN THE DIGITAL AGE



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Webinar is held in collaboration between UHD and MegaMind Plus Academy.

Outline of the webinar:

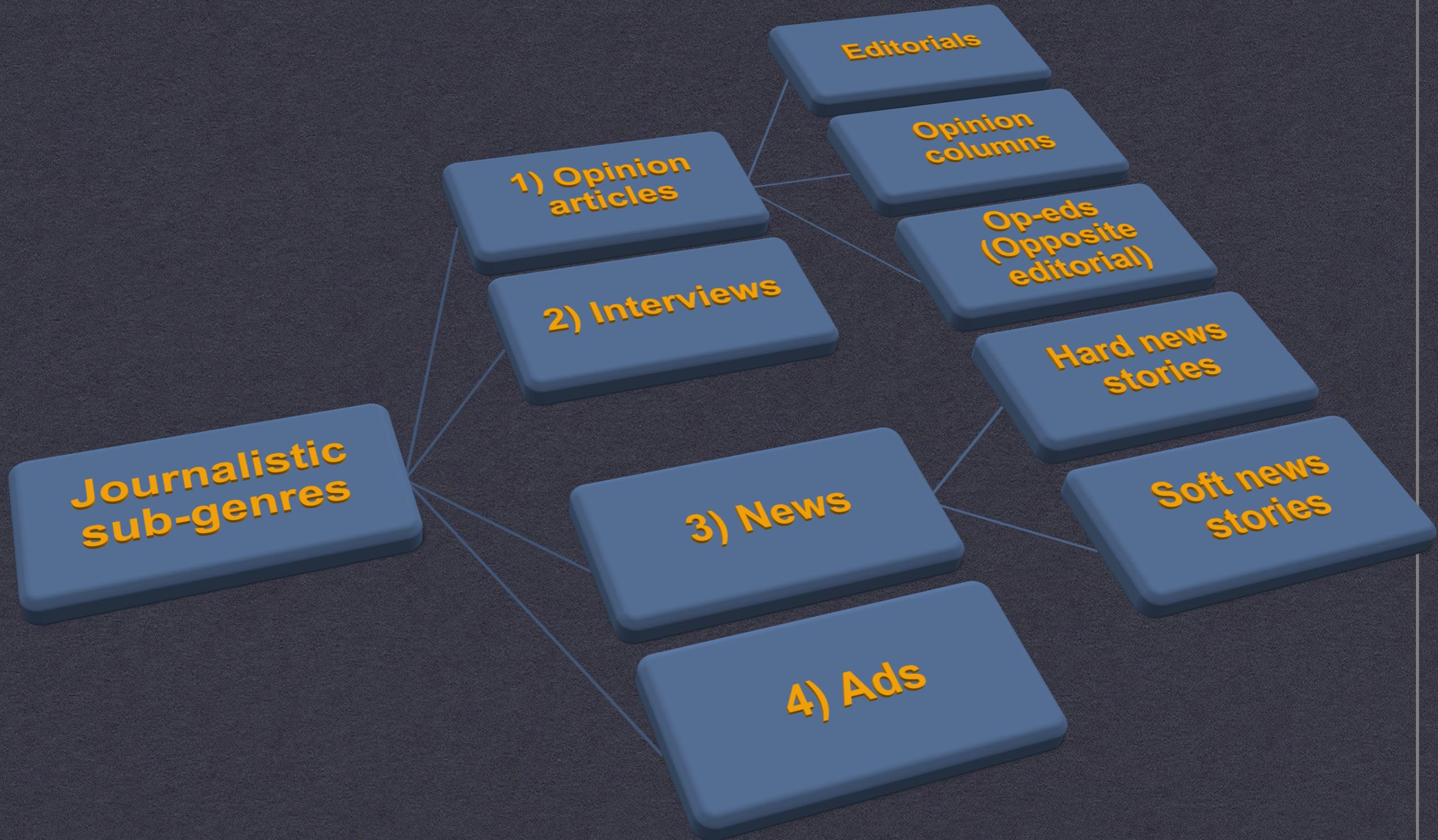
- * Journalism: definition and a brief history
- * Current trends in digital journalism
- * Journalistic translation in the Kurdish media

Journalism: definition and a brief history

Journalism is defined as “the work of collecting, writing, and publishing news stories and articles in newspapers and magazines or broadcasting them on the radio and television”.

(Cambridge Dictionary)

* Journalistic sub-genres



- ❖ In today's globalized world, the role and influence of journalism on individuals and society at large are immense. Not a day passes by without coming upon breaking news, routine news reports, interviews, etc. that deal with social, economic and political issues at the national as well as global level.
- ❖ “First newspapers, then radio and television, now the internet and other new communication technologies all play an important and ever increasing role in the present-day world” (Tyulenev 2014: 57).

Emergence of journalism (first newspapers)

- ❖ The first regularly published newspapers appeared in German cities and in Antwerp about 1609.
- ❖ The first English newspaper, *the Weekly Newes*, was published in 1622.
- ❖ The first British daily newspaper, *The Daily Courant*, appeared in 1702.

(Britannica, 2022)

Developments occurred in journalism in modern times

- ❖ Print journalism reached the peak of its development in late 20th century.
- ❖ With the turn of the new millennium, digital or online journalism emerged.
- ❖ Popular newspapers (tabloid) soon embraced online journalism.
- ❖ Elite newspapers (broadsheet) were reluctant to shift to online format.

Characteristics of journalism in the digital age:

- In terms of demographics of gender, since 2000s the percentage of females working in journalism has increased.
- While the number of media agencies and outlets have exponentially increased, the number of journalists in each media agency has decreased with professional journalists are more and more being laid off.
- Emergence of citizen journalism, i.e. “journalism that is conducted by people who are not professional journalists but who disseminate information” (Britannica, 2022).

- Citizen journalism "is an alternative and activist form of news gathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field" (Radsch 2016: 130).
- Indeed citizen journalism is a practice that refers to non-professionals who engage in acts of journalism, such as reporting, fact-checking, documenting, verifying, and quoting, typically using ICTs [information and communication technologies] such as mobile phones, the Internet, and social media or blogging platforms" (ibid.).

- **Digital journalism struggles financially!**

Major* sources of fund for journalism:

- **Newsstand sales (print copies)**, but circulation steadily declines.
- **Advertising revenue**, but digital world is controlled by Facebook and Google (the two giants in digital ads!).
- **Subscription revenue (paywall)**, but most online media outlets struggle to introduce paywall. Why? Because paying for online journalistic contents has not become a culture, readers do not pay for online contents while they can find them free of charge elsewhere online, etc.

* There are other causal, inconsistent sources of fund for journalism, such as: governments, organizations, businessmen, politicians and political parties

- Different cases in online subscription revenue:
 - *WSJ* and *FT* are a successful model of paywall!
 - *New York Times* charges \$0.25/week.
 - *The Guardian* has introduced donation scheme (300,000 people donated in 2017).

Secure | [https://www.theguardian.com/world/2022/jan/29/us-warns-russia-conflict-with-ukraine-would.be-horrific-as-tensions-simmer](https://www.theguardian.com/world/2022/jan/29/us-warns-russia-conflict-with-ukraine-would-be-horrific-as-tensions-simmer)

Ukraine

US warns Russia conflict with Ukraine would be 'horrific' as tensions simmer

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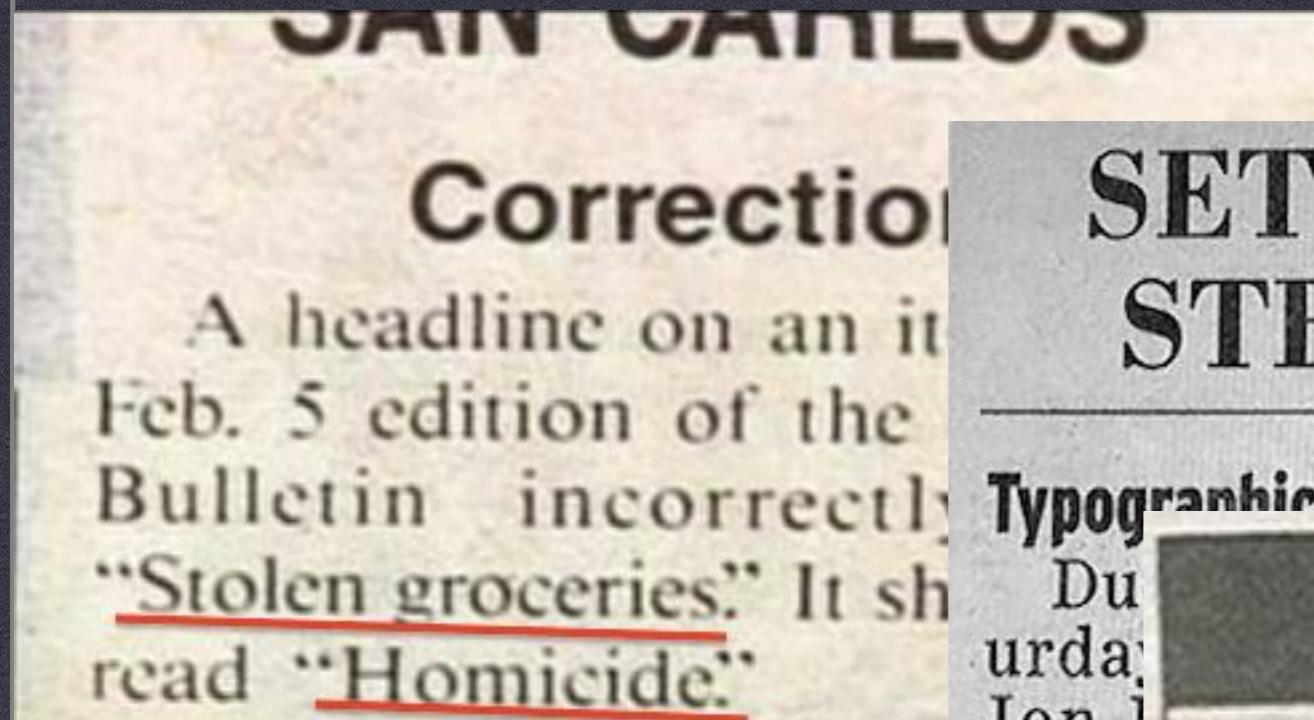
Remind me in March

Why digital journalism?

In the eyes of media outlets:

- ❖ It is efficient in terms of production.
- ❖ It is fast and instantly delivered to every corner of the world.
- ❖ It can be constantly updated, which is extremely necessary in today's fast-changing world.
- ❖ Easy to correct mistakes: mistakes do happen in journalistic works because journalists always work under the pressure of time constraints.

Some mistakes occurred in print newspapers



Readers may have noticed that the *Valley News* misspelled its own name on yesterday's front page. Given that we routinely call on other institutions to hold themselves accountable for their mistakes, let us say for the record: We sure feel silly.

Digital journalism in the eyes of readers/audience:

- ❖ **Online journalism is cost-effective.**
- ❖ **It is easily accessible; journalistic materials are in their pockets!**
- ❖ **It is interactive (a two-way communication); they can share their opinions, views, comments, feedback, etc.**
- ❖ **It is constantly updated; they can get latest developments immediately (e.g. through news apps that notify readers with latest updates.)**

- ❖ They can get journalistic contents from different sources/perspectives and they can check out their factuality and accuracy.
- ❖ It is environmentally friendly!

They kill good trees to put out bad newspapers.

- James Watt

Archiving and accessibility:

- ❖ Major media agencies* have reliable websites with accessible archives, which is helpful to scholars, researchers and journalists themselves.

BBC HOMEPAGE low graphics version | feedback | help

BBC NEWS

You are in: Business Friday, 19 November, 1999, 22:36 GMT

Inquiry into energy provider loyalty



Millions of customers seem happy to stick with the same supplier

Front Page
World
UK
UK Politics
Business
Market Data
Economy
Companies
Your Money
Business Basics
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Education
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Talking Point
In Depth
AudioVideo

Search BBC News Online GO Advanced search options

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WORLD NEWS SUMMARY
BBC NEWS 24 BULLETIN
PROGRAMMES GUIDE

See also:

17 Nov 99 | The Economy Utilities face tough regulation

Links to other Business stories are at the foot of the page.

The downsides of digital journalism

- ❖ Proliferation of fake news: modern journalism has allowed for a massive expansion of what has been termed ‘fake news’, especially through the Internet and social media.
- ❖ Infringement of copyright: in the digital world, journalistic contents can be easily copied and violation copyrights is difficult to prevent.
- ❖ Clickbaiting through deceitful headlines: “Clickbait is a sensationalized headline that encourages you to click a link to an article, image, or video. Instead of presenting objective facts, clickbait headlines often appeal to your emotions and curiosity” (GCFGLOBAL).

And curiosity killed the cat!

Inflation: Four things that are going up in price and why



CNN Breaking News @cnnbrk

...

14-year-old girl stabbed her little sister 40 times, police say. The reason why will shock you.



Journalistic translation:

- The history of foreign news coverage among German, French and English newspapers began as early as the 17th century (Wilke 1987: 152).
- In the case of Germany, in 1622 the *Wochentlichen Zeitung* in Hamburg presented its readers with about 20 foreign reports weekly.
- By the 20th century, the number of foreign reports in German newspapers drastically climbed; in 1906 the *Hamburgischer Correspondent* provided its readers with approximately 500 foreign reports per week (ibid: 154).
- Although reporting foreign news will inevitably involve translation or interpretation, the report usually appears as a piece of authentic text rather than a translation from the local language where the news event originated.

Translation in the Kurdish journalism

Three styles of translation in today's Kurdish journalism can distinguished:

- ❖ Complete translation
- ❖ Transediting
- ❖ Gist translation

1) Complete translation: the translation of a complete journalistic text (opinion article, interview or news report).

Example:

Kurdish translation of an opinion article:

- <https://www.xendan.org/detailwtar.aspx?jimare=87&nuser=1051>

The English source text from the *New York Times*:

- https://www.nytimes.com/2016/10/02/opinion/was-shimon-peres-a-man-of-peace.html?smid=fb-share&_r=0

2) Transediting: it is a term that was originally

پریت مه کگورک: هاوکاری هه سه ده مان کرد ووه له کونترول کردن وهی به ندیخانهی غویران

پیکنخه ری ئنجو ومه نی ئاسایشی نیشتمانیی ئه مریکا بؤ کاروباری رؤژه لاتی ناوه راست و باکووری ئه فریقیا پایگه ياند، هاوکاری هه سه ده يان کرد ووه له کونترول کردن وهی به ندیخانهی غویران و ئامانجى ئه مریکاش شکستپیهینانی هه ولە کانی داعشه له رؤژئاوا.

پریت مه کگورک، له کاتی میوانداریکرندى پەيمانگاي کارینگى پایگه ياند، "ئه مریکا چاوي له سه رباشکردنی دۇخى مرؤييە له باکورى سوريا پیگاي گردن وهى دەروازە مرؤييەكان و گەياندىنی هاوکارييەكان، له گەل پاراستنى ریکە وتىنامە كانى وەستانى شەر و بەرده واميدانه به رو بەرپۈبونه وهى پیکخراوه كانى داعش و قاعيىدە".

مه کگورک ئاشکراشىکردووه "ئامانچمان له رؤژه لاتى ناوه راست بەشىوه يەكى گشتى ئه وەيە وېيگىرين له وەي ولاتان و كۆمەلگاي داپوخاوى زیاتر بېتە ئاراوه، له بەرئە وەي شكسى دەولەت له رؤژه لاتى ناوه راست، بۇشاپىن جىھەشتوه و پیگاي بؤ گروپە تىرۋارىستىيەكانى وەك داعش خوشكىردووه تاپرى بکاتە وە، ئەمەش ھەموو جارىك بە زيانى ئەمەريكا شكاوه تەوه".

سەبارەت بە هېرىشى چەكدارەكانى نزىك لە ئىران بۇ سەر هېزەكانى ئەمریکا مەکگورک و تووېيەتى، "ھېزەكانى ئەمەريكا لە سەر خاكى سوريا مافى ئە وەيان ھەيە بەرپەرچى ھەر دەستدرېزىيەك بەدەنەوه كە لە ھەر لايەكە وە بکريتە سەريان".

لە بارەي ئاسايىكىردنە وەي پەيوەندىيەكان لە گەل بەشار ئەسەد، ئە و بەرپرسە ئەمرىكىيە پایگە ياند، "ئەم ئىدارەيە ئەمریکا بە ئاشكراو نەتىنى دىرى ئاسايىكىردنە وەي پەيوەندىيەكانه لە گەل ئەسەددا، بەھىچ شىوه يەكىش بە و ئاراستەيە ھەنگاوهە لەناغرىت، بەلام رېش لە ئوردن ناگرىت لە گەل دراوسىكەيدا مامەلە بکات بە مەبەستى پاراستنى ئاسايىشى سنوورە كەي".

3) Gist translation: a style of translation in which the TT expresses only the gist (brief summary) of the ST; i.e. the translation product is at the same time a synopsis of the ST.
(Dickins et al. 2017: 292)



فۆتو:

کورسات نیوز

دادگای بالا لەندەن دۆسیەی نیوان مەھمەد بن راشد ئال مەكتوم و ھاوسمەرى پېشىووسى شازادە ھەيا حسینى يەكلايى كردىووه و دەبىت حاكمى دوبەي بىرى ٧٢٢ مiliون دۆلار بىدانە ھاوسمەر و دوو مندالەكە.

فليپ موئر دادوھرىي دادگاھ رايگەياند، شازادە ھەيا داواي ھېچ پاداشتىكى نەكردووھ بۇ خۆي، بەلكو وەك ئەو قەربووكىردىنەوەيە بۇ ئەو زيانانەيە كە بەھۆي لەدەستىدانى سەرەت و سامانەكەي لىيى كەوتۈھ، لە ئەنجامى جىابۇونەوەكەي لە ھاوسمەرى پېشىوو.

پارىزەران لە لەندە رايىدەگەيەن، يەكلايى بۇونەوەي ئەو دۆسیە، بە گەورەتىن بىرى پارە دادەنرەت كە لە جىابۇونەوەي ھاوسمەران لە دادگاي لەندەن تۆمار كراوه.

ھەيا حسین زر خوشكى شا عەبدۇللا دووھەمى پادشاي ئوردونە و لە سالى ٢٠١٩ لەگەن دوو مندالەكەي ھەلاتن بۇ لەندەن، لەو كاتەشەوە چەندىن دانىشتى دادگا ئەنجام دراوه، سەبارەت بە دايەنى دوو مندالەكە و ئەمە دۆسیەكە يەكلايى بۇوەوھ.



حاكمى دوبەي دەبىت ٧٢٢ مiliون دۆلارى بىدان
بە ھاوسمەرى پېشىوو

Why shorter news reports?

Brevity in news reporting has a couple of advantages:

- ❖ Producing short reports is timesaving, thus cost-effective.
- ❖ In today's busy world, readers do not have time for lengthy reports and they are likely to lose interest.

Translation in Kurdish journalism

- ❖ Kurdish media outlets are biased and this is reflected in their journalistic translation products.

Manifestation of biases at macro-textual level:

- ❖ Kurdistan can be a model for democracy in a troubled region

Xendan

- ❖ UK mission seeks to benefit from KRG oil boom

Rudaw

- ❖ The dash for modernity in Kurdistan

Website of KRG Representation in UK

- ❖ Kurdistan is Important for Reform in Iraq and Middle East

Rudaw

- ❖ Hard times looming for Iraq's Kurds
Sbeiy
- ❖ Kurds angry at corruption they see in their own government
Sbeiy
- ❖ Why does Barzani oppose modern banking for Kurdistan? (By Michael Rubin)
Awene
- ❖ Kurdistan needs accountability (By Michael Rubin)
Lvinpress, Kurdistanpost, Kurdiu
- ❖ Kurdish minister received UK market abuse emails
Hawlati, Lvinpress, Kurdiu, Payam

Manifestation of biases at micro-textual level:

Reuters (ST)

Kurdish minister received UK market abuse emails, sources say

Hawlati

رۆیتەرز "گەندەلییەکى" ئاشتى ھەورامى ئاشكرا دەكات

Lvinpress

ئاشتى ھەورامى لە بەریتانياش لەگەندەلیيەوە دەگلىت

Kurdiu

رۆیتەرز: ئاشتى ھەورامى بەرپرسىكى بەریتانى لەگەندەلیيەوە دەگلىنیت و سزادەدریت

Payam

دىكەي ئاشتى ھەورامى ئاشكرا دەبىت گەندەلیيەكى

(Birot 2015: 30)

❖ Influence of foreign language (English) style/linguistic structure upon Kurdish translations:

بەرپرسیدی ناو بە روزنامهی "ھیل"ی راھپارادوو، ھولەدا رۆزامەندی دەربىریو، بە دوو مروجھی جوری بیفداز رهوانەی بنکەی سەربازی بولگاریا بکات، ویڕای رهوانەکردنی سەدان سەرباز و کەشتییەکی سەربازی بۆ بەرپەرچدانەوەی رووسیا.

بینس ستۆلتنبیرگ، سکرتیری گشتیی ناتۆ لە بەياننامەیەکدا ئاشکراي کرد، ناتۆ بەردەواامە لە گرتنهبەرى ھەممۇ ریوشوینیکی پیویست بۆ پاریزگاریکردنی تەواوى ھاۋپەيمانەكانیان و بەرگریکردن لىّيان.

رۆژنامەی "زە نیویۆرك تایمز" لە راپورتیکدا ئاماژەی بەوەدا، ئەمەريكا بىياريداوه 5 ھەزار سەربازى خۆى لە چوارچیوھى هېزى ناتۆدا بگەيەنیتە ولاتانى ئەوروپاي خۆرھەلات.

ھەرجەنده هېچ بەرپرسیکی كۆشكى سپى و بىنتاگۇن ئەم ھەوالەی "زە نیویۆرك تایمز" يان پىشتراست نەكەدووتهو، بەلام ئىدارەی بايدن پىشتر رايگەياندبوو، ئەڭەر روسیا ھېرش بکاتە سەر ئۆكرانیا، ئەوان هېزى زياتر رهوانەی خۆرھەلاتى ئەوروپاي دەكەن.

ھەرجەنده ناتۆ سەرلەبەيانى ئەمرو 24ى كانوونى دوووم (يەنايەرى 2022) رايگەياند، ئەمەريكا بۆمانى رونكەدووتهو، كە سەرقالى ئەوەن بۇونى زياترى هېزى سەربازىيان لە بەشى خۆرھەلاتى ھاۋپەيمانىيەكەدا ھەبىت.

Future of journalism:

❖ “*Man has progressed technologically more in the last two decades than in the last 20,000 years.*”

Yasir Qadhi, Assistant Professor at Rhodes College,
Tennessee, US

❖ “*We won’t experience 100 years of progress in the 21st century, it will be more like 20,000 years of progress.*”

Ray Kurzweil, an American inventor and futurist

❖ Newspaper as an art form will disappear by the mid-2030s.
Andrey Mir, author of *Postjournalism and The Death of Newspapers* (2020).

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