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## News and News Translation: History and Strategies

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**Abstract:** Translating is a complex process because it involves a simultaneous processing the source language texts and maintaining neutrality. The translating news is more complicated because in translating news, factors such as connotation, perspective, and ideology associated with news production makes the process more complex than more conventional practices of translating. The present study provides information about translation, news and news translation, translation strategies, and previous research related to this. during news translation, news may be edited, summarized, passed on via another language, edited again, transferred into the news agency language, adapted to the house style of a particular publication, and shortened to conform to space limits. All the above-mentioned processes happen at various stages when linguistic, cultural, and national boundaries are crossed. Translation problems on the part of the translator. The use of different strategies in translation of idioms shows the diverse ways of treatment of this interesting and difficult part of language. Idioms show the uniqueness of the language and culture in which they are originated and, therefore, the strategies for their translation need careful consideration and the translators need deep knowledge of the source and target languages and cultures.

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**Keywords:** News, News Translation, Translation Strategies

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### 1. Introduction

News media have a duty to present reality. However, news translators may choose to select and organize information in a way that makes sense to them and their audiences. In other words, news should be presented and audiences need to be informed according to the accepted standards. To reach this aim, news translators use translation strategies and as a result, news is represented selectively. News is also presented based on the intuition and professional assumptions of news translators (Darwish, 2006). Accordingly, the present study provides information about translation, news and news translation, translation strategies, and previous research and previous research related to this.

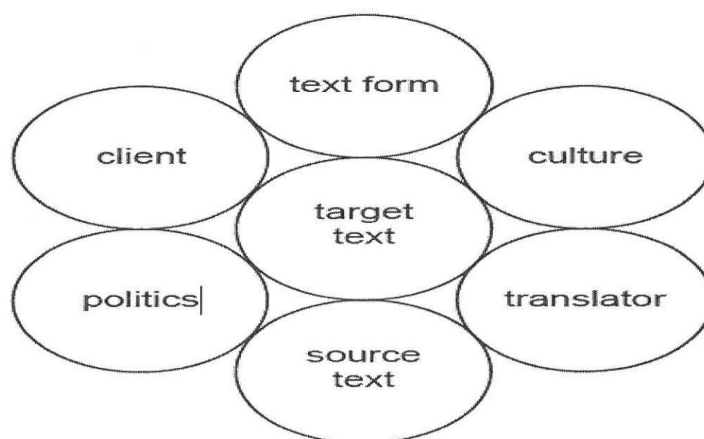
#### Translation

Scholars have proposed different definitions for translation. As an example Betlem (2013) mentioned that translation is the reproduction of the source text in the form of target text in a way that the target text represent the closest natural equivalent of the source-language message in terms of meaning and style. In another definition, Snell-horby (1988) stated that translation is regarded as an interaction between the author, the translator, and the reader. She says that translation is a form of communication in which the author of the source language, the reader as translator, the translator as the author of the target language, and the target language reader interact with each other. The translator starts from the text and its linguistic components that was produced by an author. The translator reader sets his/her own scenes depending on the source text, level of experience, and internalized knowledge of the material. Pardo (2013) also mentioned that translation is a form of communication and a means of achieving things. However, in translation, the original communicative act is relocated to a different setting, where different actors perform for different purposes: there is a mediation mechanism which qualifies the whole act at different levels.

There are generally two views of translation: translation as a process, translation as a product (Nida & Taber, 2001):

- Translation as a process: Translation is not merely changing a source language to a target language. It is also not writing translators' owns thinking. A translator should know that translation is a complex process that can be done by understanding what the translation is and what should be produced in translation. Translation is the process to translate the activity rather than the object. The aim of translation is to improve the knowledge of the foreign reader about the subject of the source text. Nida and Taber (2001) also state that the process of translation can be divided into three steps including analysis, transfer, and restructuring. Analysis used for knowing the message that will be translated and includes grammatical analysis and semantic analysis. Transfer discussed how the product of the analysis transfers from source language to target language by a little fault of meaning and connotation, but by a same reaction like in the original. Restructuring discussed about kinds of languages or stylistic, technique that can be used for making style that want.

• Translation as a product: When the process of translation is complete, the result can be read. In the other words, we read the product of translation. As the reader, we just read the product without knowing the process that the translator has applied. It is very important to understand the differences between product and process in translation (Ni, 2009). Nababan (1999) states that product is the result of translator's work. If we see the translation as a process, it means that we see the steps in translation that applied by the translator to get a good product of translation. No matter how the translation is viewed. What is important is the quality of a translation. The quality of any translated text depends on the relationship between the target text, the source text, their respective text forms, the agents in the translation process, and the cultures and politics involved. The following figure provides an overview of the factors that influence the process of translation. The figure looks like a flower with six petals and a center. That is why Bittner (2011) called it the translator's daffodil:



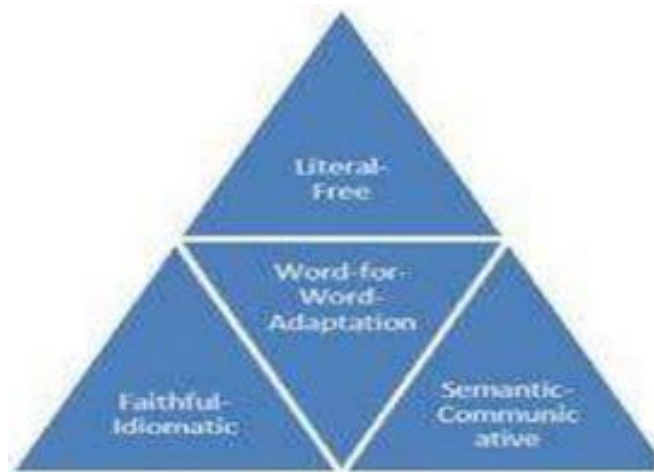
**Figure 1.** A dichotomy between the source and target texts (Bittner, 2011).

Bittner (2011) believes that the abovementioned picture indicates a dichotomy between the source and target texts and their cultures. The translator's daffodil shows the focus of the translator on the target text and the various groups of factors which influence the translation process. It means that the quality of a translation is influenced by its setting. A translator translates under certain conditions and by taking into account the cultural and political factors that affect the whole process of translation.

Kubmaul (2000) also advocated this issue by stating that some explicit rules might relate any cultural and political functions specified in the source text and in the target text. Therefore, translators have to be aware of these rules when they want to translate. As an example, the reception of the source text and target text which is different for each individual receiver in his or her socio-cultural and temporal-historical context should be taken into account.

### History of Translation

According to Nida (1959), the translation started with the production of the Septuagint which seems to have been the first translation of the Hebrew Old Testament into Greek. It was translated by the seventy-two translators and provided us with the basic categories of the history of this practice. As Nida put it, translation should be considered as a type of science. Regarding the origin of the translation, Robinson (1997) also argued that the history of translation goes back to the ancient times with the distinction of word-for-word (literal translation or *verbum pro verbo*) and sense-for-sense (free translation or *sensum pro sensu*) employed for the first time by Marcus Tullius Cicero (106-43 B.C.E) in his *De optimo genere oratorum* (The Best Kind of Orator, 46 B.C.E) and translated by H.M. Hubbell. After the translation of the texts started, it underwent evolution since the 19th century. The evolution of translation was presented by Betlem (2013) in the form of a diagram which expresses Newmark's (1988) view of the evolution of translation:



**Figure 2.** Newmark's (1988) view of the evolution of translation (Betlem, 2013)

The terms appeared on the diagram can be elucidated as follow: **Literal:** the syntax is translated as close as possible in the TL. **Word-for-word:** the SL word-order is maintained –the translation of cultural words is literally. **Faithful:** it implies reproducing the exact meaning of the SL into the TL. **Semantic:** it differs from faithful translation in the aesthetic, the beautiful, aspect only of the SL. **Free:** this process consists in paraphrasing the original with longer sentences which is also called intralingual translation. Newmark, though, defines it as pretentious. **Adaptation:** it is used for poetry. The main sense is maintained but the cultural words/sense is adapted (re-written) in the TL. **Idiomatic:** or natural translation reproduces the original sense but introduces colloquialisms and idiomatic expressions in the TL. **Communicative:** this type of translation is the one that tends to reproduce the exact meaning of the SL taking into account not only the language but the content, so that they are closer to the original.

Newmark's main contribution to the discipline is the distinction he establishes between the concept of communicative and semantic translation. As he mentioned, translation theory derives from comparative linguistics, and within linguistics, it is mainly an aspect of semantics. Newmark (1988) points out that in order to be able to translate a text, one has to understand it and analyze it first. For this reason, translation theories should have criteria to be followed by the translator: The intention of a text: the translator has to forget about his/her own views about a subject and translate it following the author's intention and never alter it. The intention of the translator: whether s/he is trying to reproduce the emotiveness of the original, or whether s/he is trying to combine the cultural sense of the SL. The reader and the setting of the text: the translator has to think who the reader is --age, sex, class, education, in order to carry out the translation. And the quality of the writing and the authority of the text: the translator has to take into account if the text is well written and also if the author of the SL is a well-known authority.

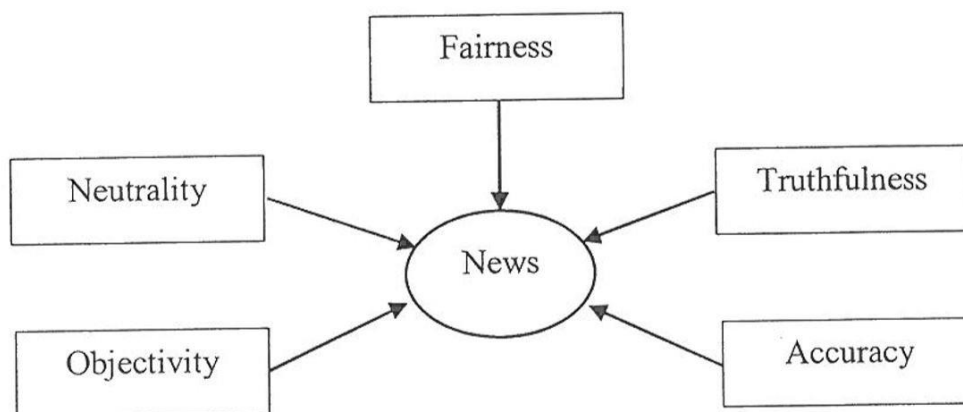
### News and News Translation

Translating is a complex process because it involves a simultaneous processing the source language texts and maintaining neutrality. The latter issue is more complicated because in translating news, factors such as connotation, perspective, and ideology associated with news production makes the process more complex than more conventional practices of translating. Schaffner and Bassnett (2010) also put emphasis on the complexity of news translation by stating that during news translation, news may be edited, summarized, passed on via another language, edited again, transferred into the news agency language, adapted to the house style of a particular publication, and shortened to conform to space limits. All the above-mentioned processes happen at various stages when linguistic, cultural, and national boundaries are crossed (Brook, 2012). Williams and Chesterman (2002) also emphasized that some contextual factors can affect the content of translated material:

- "Source-text variables which include text style, format, structural and semantic aspects, text type, and the source language itself.
- Target-language variables including language-specific structural and rhetorical constraints and comparable non-translated texts in the target language.
- Task variables that encompass production factors such as the purpose and type of the translation, deadline, reference material available, computer programs used, and relations with the client.
- Translator variables including degree of professional experience, emotional attitude to the task, male or female, and translating into or out of mother tongue.
- Socio-cultural variables that involve norms, cultural values, ideologies, and status of the languages concerned.

- Reception variables encompassing client's reactions, critics' reviews, readers' responses, and quality assessments”.

For nearly six decades, Reuters, Associated Press, United Press International, and Agence France Presse have transmitted news on the daily basis. They have published newspaper articles, conference proceedings in addition to the television and radio broadcasts. They monitor world events and provide coverage of news. Boyd (1999) explained what happens in these news services by saying that millions of events and information come to the newsroom and go out of agency printers. Nowadays, due to the advancements of technology, the whole process has become more efficient. Computerized and digitized processing have made each step shorter and have increased the pressure to produce increasing information loads. All these processes are done based on the code of ethics that was illustrated by Darwish (2010) Fairness Neutrality Truthfulness News Objectivity Accuracy.



**Figure 3.** The five precepts of journalism (Darwish, 2010).

Of a translation as being “a text in one language which is produced on the basis of a text in another language for a particular purpose” (Williams & Chesterman 2002, p. 1). Direct transfer between source and target languages is not seen in news translation. That is why news translation is different from other types of translation and is seen as a separate paradigm within the discipline (Brook, 2012).

### Translation Strategies

Venuti (2001) defined translation strategy as a two level process which involves choosing the foreign text and developing a method to translate it. Up to now, a variety of categorizations for translation strategies have been proposed by the scholars that can be mentioned as follow:

According to Chesuh (2005), based on the aims of translation, translation strategies can be distinguished in two opposite poles including preserving the source text features and adapting the source text to the target audience. As Venuti (2001) put is, these two poles are considered as the two extremes of a continuum, one of them is called foreignization and the other is domestication. Domestication is a type of translation strategy that help the translators to produce a text that conform to values dominating target-language culture. However, foreignization is a type of translation strategy that excludes dominant cultural values in the target. Newmark (1988) mentioned some translation strategies that fall along a continuum with two extremes. One of them is a total focus on the source language and the other is the total focus on the target language. The translation strategies are as follow: Word-for-word translation, Literal translation, Faithful translation, Semantic translation, Free translation, Adaptation translation, Communicative translation, and Idiomatic translation. Newmark also listed translation strategies that can be used for translating culture specific items:

- Synonymy: this strategy is useful when the literal translation is not possible.
- Reduction: it narrows down the meaning of a phrase into fewer words.
- Expansion: this strategy extend the meaning of a phrase.
- Borrowing
- Naturalization: it is the adaptation of the source language into target language punctuation and morphology.
- Paraphrase: in this strategy, the meaning of a segment of the text is expanded through amplification or explanation.
- Recognized Translation: use of official or generally accepted translation of any institutional term.
- Modulation: this translation strategy involves a change of perspective and category of thought.

- Functional Equivalent: it is the use of a cultural free word.
- Componential analysis: expanding a lexical unit into basic components.
- Descriptive Equivalent: it implies expanding the meaning of the source language word through description.
- Shift/Translation: it is a translation strategy that is used through making a change.
- Couplets: combining two or more of the above-mentioned procedure when dealing with a single problem.
- Note, additions, Glosses: adding cultural, technical, or linguistic information of the mentioned translation strategies to deal with culture specific items.

Aixela (1996) proposed a list for translation strategies that included eleven strategies as follow (cited in Fahim & Mazaheri, 2013):

- Repetition: it is keeping the original references in translation. It results in an increase in the unknown features in the translated text and the reader feels to be more alien because of the linguistic form and cultural distance.
  - Orthographic adaptation: This strategy involves transliteration and transcription which are used when the translator aims to express the original reference in a different alphabet from the one target readers' use.
  - Linguistic (non-cultural) translation: in this strategy, the translator chooses a very close reference to the original text and increases its comprehensibility. The translator achieves this aim by providing a target language version which still can be considered as a feature of the source text cultural system.
  - Extratextual gloss: The translator uses one of the aforementioned strategies and adds some explanation of the meaning. The additional explanation is appeared as footnote, endnote, glossary, commentary, etc.
  - Intratextual gloss: This strategy is similar to the extratextual gloss, but the translator includes the gloss as an indistinct part of the text to avoid disturbing the reader's attention.
  - Synonymy: This strategy is used to avoid repetition.
  - Limited Univrsalization: When the translator thinks that the source text is not clear for the reader, he or she decides to replace it with a word which also belongs to the source culture but is closer to the target culture reader.
  - Absolute Universalization: It is the similar to the limited universalization, but the translator do not find a better term and decide to delete any foreign connotation and chooses a neutral reference for their readers.
  - Naturalization: The translator decides to bring a specific term into the intertextual corpus felt as specific by the target language culture.
  - Deletion: When the translator encounters a term that is either not acceptable ideologically or stylistically in the target context, or irrelevant to the readers, he or she decides to eliminate it.
  - Autonomous Creation: the translator decides to use some cultural eferences that do not exist in the source text.

Bell (1998) put translation strategies into two categories of global and local strategies. While global strategies affect the text as a whole, local strategies affect the text segment. In this view, global strategies can be called macro-level strategies and local strategies can be considered as micro-level strategies. Chesterman (1991) identified two translation strategies including comprehension and production strategies. As he mentioned, comprehension strategies have to do with the source text and production strategies deal with the manipulating the linguistic material to produce an equivalent text in another language. Vinay and Darbelnet (1995) proposed a comprehensive list of translation strategies. These strategies were the points on a continuum ranging from zero degree of translation (loan) to the most source-distance translation (adaptation). The proposed model can highlight the degree of difference between the original text and the translated text. This model has become very popular among scholars (Aubert, 2000). Vinay and Darbelnet put their proposed translation strategies into two main categories of direct and oblique. These two strategies further covered seven strategies all together:

### **Direct translation**

It involves three strategies, namely, Borrowing, Calque, and Literal translation (Vinay & Darbelnet, 2004):

#### *Borrowing (Loan)*

In this strategy, the foreign language word is transferred directly to the target language. The application of this strategy is a way to enter new cultural elements into native combination (Vinay & Darbelnet, 2004). To account for the way this strategy works, an example of translation from English to Chinese using borrowing can be made: "Chinese characters is completely different from English letters, though direct transfer of the source language word is impractical, the source language will normally be changed into fixed Chinese characters with similar pronunciation" (Munday, 2001, p. 56). According to Ni (2009), for keeping the unique characteristics of some texts, the translator should use this translation strategy to translate words and achieve textual equivalence rather than translate these words into target language. In fact, the translator adopts foreignization to keep the foreign

sociocultural style in the target text. The advantage of borrowing strategy is that it brings an original connotation to the word in target language. Considering the aforementioned example, Chinese language creates a new word by means of pronunciation; nevertheless, this strategy avoids misunderstanding to use other words without full equivalence in Chinese (Ni, 2009).

#### *Calque*

It is a strategy to borrow the source language expression or structure and then transfer it in a literal translation. In other words, Calque is a special kind of borrowing and has the same influence on the enhancement of cultural integration (Vinay & Darbelnet, 2004). However, sometimes this translation strategy will cause difficulties in conveying messages in the target language and due to the culture gaps between the target language and source language, target language people are confused by odd translation. People of target culture can hardly understand the meaning of the translated words. Considering the aspect of pragmatics, "this strategy fails to achieve the equivalent response in the target text because pragmatics is the study of language in use. It is the study of meaning, not as generated by the linguistics system but as conveyed and manipulated by participants in a communicative situation" (Baker, 1992, p. 217). The transfer of the expression of source language in literal way brings about gaps between the coherence and presupposition in pragmatics.

"Coherence refers to receiver's expectations and experience of the world. Presupposition refers to the knowledge the sender assumes the receiver to have or which is necessary in order to retrieve the sender's message" (Munday, 2001, p.98). If the information within the boundary of coherence exceeds that of presupposition, the target reader cannot get the message in the target text, though this strategy is applied by using literal translation word by word. Before using the calque strategy, translator should make sure that the coherence of translation has pragmatic effects in target culture; otherwise, translation fails to deliver the message of source text (Ni, 2009). On the other hand, calque strategy has an advantage that is the application to implicature, another concept of pragmatics, "Implicature is what the speaker means or implies rather than what s/he says" (Baker, 1992, p.223). The meanings of the implicature in the source text may cause difficulties for the translator because the author of the target text has used a special pattern to transfer a meaning and this pattern may seem irrelevant for the translator. In such circumstances, if the translator transfers the expression form of source text into another form in the target text, the register will be changed. Therefore, the translator may decide to keep the original expression form.

#### *Literal translation*

It is a word-for-word translation and used between languages of the same family and culture (Vinay & Darbelnet, 2004). For instance, Chinese is a language transferring message by parataxis while English and most other modern languages in the world are in the nature of hypotaxis. The expression forms of the language of parataxis are very loose, and in most situations the arrangement for the segments of language are arbitrary. Such kind of language as Chinese is developed from the traditional expression patterns involving complex combinations of morpheme or phrase units, and it can be also arranged in written form by writer's train of thought to complete the whole sentence. In contrast, English demand formal principles to lead sentences, which can be called grammar for the language of hypotaxis. As to Chinese, there are only what can be called basic rules to linguistic patterns instead of comprehensive grammar studies in English and French (Nida, 2009). "Kernel sentence described in Chomsky's generative transformational model, which is a universal feature of human language, is the most basic part in language structure. Literal transfer is the first one of the three stages for transferring message in the target language from kernel level to surface level. Although literal translation in English-Chinese translation is uncommon as a result of the dramatic differences for their language systems, it is still a preferable method for the translation of kernel sentences" (Nida & Taber, 2001, p. 39). However, according to Vinay and Darbelnet (1995) that literal method is unacceptable in the following occasions:

It gives another meaning: To convey the original message to the target text is the basic and main aim of translation. If translator explains a sentence in a literal way, he/she may change the meaning of the sentence and it is not acceptable.

Has no meaning: The language patterns are different from country to country. Therefore, literal translation makes the translation incomprehensible to target readers. When there is rhetoric in translation, literal translation usually fails to give target reader the information of the source text. The way to translate metonymy and metaphor is different from the way to translate simile. Because simile contain such words as 'like', 'as' and 'as if' the target readers can receive them as symbols of rhetoric. However, in some texts by translating metonymy and metaphor in a literal way the target text is incomprehensible for the dramatic shifts of meaning.

Is structurally impossible: Literal translation is unsuitable to be used for literary works, especially for the translation of poetry, which is the field emphasizing the creation of a new independent poem. Poems convey authors' expression by individual style and pronunciation in a certain form. Both lexically and grammatically, the

information given in target text by literal translation is what can be called the explanation of the poem but not a work in literary style in target culture. Translation is more a process of explanation, interpretation and reformulation of ideas than a transformation of words. In the field of the translation of poetry a translation can be inaccurate, but it can never be too literal. The most important reason for translator abandoning of literal means is to keep the genre of the work.

Does not have a corresponding expression within the metalinguistic experience of the target language. The difficulties of literal translation are sometimes caused by linguistic or referential context. Translator could hardly find a correspondent word in target language because the words in any certain language are initiatively created as its cultural tradition or experience. In this case translator may as well to create a new word in target language according the rules of pronunciation and give an explanation for this word.

Has a corresponding expression, but not within the same register. Translation involves two equivalent messages in two different codes, however, he points out that there is no full equivalence between code-units. From the view of linguistics, the relationship between the signifier (the spoken or written signal) and the signified (the concept signified) is formed by arbitrariness, and the divergence of the equivalence is objectively existed between the signifier of one language and the signified of another language. The achievement of the correspondence of word in field of contrastive linguistics is properly one reason for the translator to apply the word without equivalence in the target text. In order to avoid the ambiguity of translation, translator can either adopt pronunciation method and create a new word or translate a new word as a target language word.

### **Oblique translation**

Transposition: This strategy involves replacing one word class with another without changing the meaning of the message (Vinay & Darbelnet, 2004). This strategy can also be found within a language. For instance, a sentence can be said in different ways by changing a noun into a verb. This strategy that changes words without changing semantics is commonly used by the translators. However, because the words that are change are of different values in the target language, the translators may change the genre of the translation text (Ni, 2009). The problem is that thematic structures meet different genre conventions in different language. The verb-inflected languages, such as Portuguese, Spanish and Arabic, often place the verb in 'theme' position. On account of the incompatibility to structure between different language systems, keeping balance of information dynamics related to textual function is still a dilemma in thematic structure. However, "it is necessary that when adopting transposition the translator has the awareness to the relative markedness of the words in the source text and pays attention to the meaningful choices made by the author" (Baker, 1992, p.167).

### *Modulation*

In this strategy, the form of the message is changed by changing the view point (Vinay & Darbelnet, 2004). Modulation is used when the patterns of the target text seems abnormal. In such situations, the literal or transposition translation may also result in grammatically correct sentences. The application of modulation strategy needs the translator's mastery of the target and source languages. However, not all the word in the source language has a unique equivalent word in target the language. Thus modulation can be ineffective for ambiguity (Ni, 2009).

### *Equivalence*

This strategy describes the same situation by using completely different stylistic or structural methods for producing equivalent texts (Vinay & Darbelnet, 2004). Equivalence is not only useful but also necessary in translating idioms and proverbs. "This strategy is viewed as a type of modulation and a linguistic sub discipline of pragmatics" (Armstrong, 2005, p.152), which is concerned with the use of language in different cultures. One country's history and culture affect the language used in the country very much. If translating words and phrases simply in a literal way without any consideration to the idiom or proverb patterns in different cultures, the translator will give the target text ridiculous and even contrary information. The change in stylistics is another kind of application to equivalence. Language used in one style often has a contrary meaning against what seems to be its literal meaning.

### *Adaptation*

This strategy is used where the type of situation being referred to by the second language message is unknown in the target language culture (Vinay & Darbelnet, 2004). This strategy focuses on phenomena or practices that are absent in the target culture rather than operations on linguistic level. Although expression patterns are irrelevant and strange to people from other cultures, sentences can be translated by adopting this method.

Molina and Albir (2002), introduced seven types of translation strategies. As they put it, except for the compensation and inversion, they are all classified as opposing pairs: Compensation: in this strategy, an item from the source text that cannot be reproduced in the same place in the target text is introduced elsewhere in the target

text, Concentration vs.; Dissolution: Concentration expresses a signified from the source language with fewer signifiers in the target language. Dissolution expresses a signified from the source language with more signifiers in the target language, Amplification vs.; Economy: These strategies are similar to concentration and dissolution. Amplification occurs when the target language uses more signifiers to cover syntactic or lexical gaps, Reinforcement vs.; Condensation: These are variations of amplification and economy that are characteristic of French and English, Explicitation vs.; Implication: Explicitation is to introduce information from the source text that is implicit from the context or the situation. Implication is to allow the situation to indicate information that is explicit in the source text, Generalization vs.; Particularization: Generalization is to translate a term for a more general one, whereas, particularization is the opposite; Inversion: This is to move a word or a phrase to another place in a sentence or a paragraph so that it reads naturally in the target language (Molina & Albir, 2002).

Chesterman and Wagner (2002) proposed the following translation strategies for pragmatic adaptation: Explicitness change: This strategy contributes to conveying information of the source text and make it more explicit or implicit. When the implicit information provided in a source text is inadequate for the target audience to comprehend it, a translator can make it explicit in a target text. A translator can eliminate some unimportant information in a source text; Interpersonal change: This kind of strategy is used when the change in the level of formality is intended. The degree of involvement and emotivity of a source text author is also changed as the result of using this translation strategy; Illocutionary change: using this strategy, it is possible to change the moods (indicative to imperative), the structure of rhetorical questions and exclamations, and variation between direct and indirect speech; Coherence change: This strategy includes making changes in different types of the source text structures; Partial translation: by adopting this strategy, a translator can reduce a source text to a summary; Visibility change: here, the translators make changes in the level of the author's presence in the text and make themselves visible by adding footnotes, bracketed comments, etc.; Transediting: this strategy involves re-writing of the source text.

Kostrova (2006) introduced the following translation strategies that can be used for sociocultural adaptation: Transcription or transliteration of the original notion; Translation by a more general word to overcome the lack of specificity and vice versa; Translation by a less expressive equivalent; Translation by cultural substitution; Translation using a loan word with or without explanation; Translation by paraphrase; Translation by omission or addition; Translation by illustration to express the source notion.

Pederson (2005) proposed some types of translation strategies that can be used for translating culture specific items. Some of his translation strategies are the same as the ones proposed by other scholars. Pederson put translation strategies into two main categories of source language oriented and target language oriented strategies. Source language oriented strategies can be mentioned as follow: Retention: by using this strategy, an item from the source language enters the target language text. Translators who use this strategy highlight such specific items by using quotation mark; Specification: this strategy means that the translator doesn't translate culture specific items and add additional information in the text. This is done through Explicitation or Addition; Direct translation: In this strategy "the semantic load", of CSI of the ST doesn't change and "nothing is added, or subtracted." This strategy has two subgroups: calque which is the result of literal translation, and shifted direct translation which refers to those terms that are common in target culture and are "less SL oriented".

Pederson (2005) also suggested three target language oriented strategies: Generalization: This strategy involves replacing a culture specific item that is referred to something specific by a more general term; Substitution: This strategy eliminates the culture specific items and substitutes them with a different term or some sort of paraphrase. This strategy consists of two subgroups: cultural substitution and paraphrase. In cultural substitution, the culture specific item is removed and replaced by a different the culture specific item that is known by the target audience. In paraphrase the source culture specific item is rephrased; Omission: It is replacing the source text with nothing. This strategy should be the last choice of the translator if we believe that a good translator should be faithful to the original text.

Hervey and Higgins (2006) mentioned five types of translation strategies that can be used for cultural translation. As they put it, translators should use cultural translation instead of literal translation because cultural translation has a scale of degrees. This scale is from a degree which is based on source culture and moves toward the degree which is mostly based on target culture. It seems that they advocated Pederson's (2005) idea who categorized translation strategies into two groups of source language oriented and target language oriented ones. Hervey and Higgins's (2006) strategies can be mentioned as follow (cited in Maasoum, & Davtalab, 2011): Exoticism: The degree of adaptation is very low here. The translation carries the cultural features and grammar of the source language to the target language. It is very close to transference; Calque: Calque includes target language words but in source language structure; therefore, while it is unidiomatic to target reader, it is familiar to a large extent; Cultural Borrowing: It is to transfer the source language expression verbatim into the target text. No adaptation of source language expression into target language forms. After a time they usually become a standard in target language



terms. Cultural borrowing is very frequent in history, legal, social, and political texts; Communicative Translation: Communicative translation is usually adopted for culture specific cliches such as idioms, proverbs, fixed expression, etc. In such cases the translator substitutes source language word with an existing concept in target culture. In cultural substitution the propositional meaning is not the same but it has similar impact on target reader. The literal translation here may sound comic. The degree of using this strategy sometimes depends on the license which is given to the translator by commissioners and also the purpose of translation; Cultural Transplantation: The whole text is rewritten in target culture. The target language word is not a literal equivalent but has similar cultural connotations to some extent. It is another type of extreme but toward target culture and the whole concept is transplanted in target language. A normal translation should avoid both exoticism and cultural transplantation.

## 2. Conclusions

Translating is a complex process because it involves a simultaneous processing the source language texts and maintaining neutrality. The translating news is more complicated because in translating news, factors such as connotation, perspective, and ideology associated with news production makes the process more complex than more conventional practices of translating. during news translation, news may be edited, summarized, passed on via another language, edited again, transferred into the news agency language, adapted to the house style of a particular publication, and shortened to conform to space limits. All the above-mentioned processes happen at various stages when linguistic, cultural, and national boundaries are crossed. Translation problems on the part of the translator. The use of different strategies in translation of idioms shows the diverse ways of treatment of this interesting and difficult part of language. Idioms show the uniqueness of the language and culture in which they are originated and, therefore, the strategies for their translation need careful consideration and the translators need deep knowledge of the source and target languages and cultures.

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