

Kaunas University of Technology

Faculty of Social Sciences, Arts and Humanities

News translation challenging adaptation

Master's Final Degree Project

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Translation and Localization of Technical Texts (6211NX031)

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Naujienu adaptacija verčiant iš anglų į lietuvių kalbą

Akademinio sąžiningumo deklaracija

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Kaunas, 2019. p. 74

Summary

Relevance and novelty of the topic. News translation is relatively new field the study of which has began in 20th century by Stetting (1989) and continued to be researched by such scholars as Hursti (2001), Gambier (2006), Sanders (2006) and others. Although this field has been analysed by many researchers, it remains to be unstudied sufficiently and is challenging for scholars. News translation is relevant topic to the field of translation because it allows to transfer the information about the events from one part of the world to the other. Moreover, the interaction of globalising and localising forces are reflected in news translation field which makes it sophisticated branch of the translation. Gambier (2016) accentuated that news translation differs from other forms of translation because it includes such adjustments of the text as addition, omission, reorganisation and substitution. But the news text undergoes not merely these adjustments, it is also adapted to the target readership. Therefore, news translation encompass more than translation, adaptation and transformations of the text, it is related to the cultural requirements of the final readers. For these reasons the topic of this thesis is relevant to the field of translation.

Since there are only few articles dedicated to the news translation strategies and news adaptation I chose these phenomena as my research object. **The object of this thesis** are news reports in the English language online websites and their translations/adaptations in Lithuanian language online websites. **The aim of this thesis** is to analyse the translation strategies implemented in the news translation and the degree of adaptation through transediting processes. In order to achieve the aim of the thesis, the following **objectives** were set:

- To theoretically overview the translation and adaptation challenges of news transference into TL
- To discuss the empirical findings of the analysis of employed translation strategies in news transference and their headlines equivalence
- To determine the degree of adaptation of news texts through the use of transediting procedures

In this thesis these research methods are used: systematic literature overview, content analysis, qualitative and quantitative methods. This project consists of an introduction, a theoretical section, which discuss the literature related to the topic. Methodological part in this thesis provides information on how the study is conducted. The empirical part of this thesis analyses collected empirical data, provides conclusions and discussion.

The theoretical part of this thesis consists of literature review in which the peculiarities of news translation, headlines translation and adaptation has been discussed by various scholars such as Bielsa and Bassnett (2009), Gambier (2006), Doorslaer (2010) and others. News translation is considered to be the sophisticated branch of the translation studies because it is aimed at the target text which is adapted and transformed in order to conform to the needs of the target readership. Culture has a huge influence on the news translation because the different perspective of text formation and the language exist. Therefore, translators and editors resort to the translation strategies and transediting processes in order to transfer the message from one part of the word to another. Moreover, news translation is done in news agencies which are disseminating the news about events continuously, therefore some translated texts are composed from more than one source text, as it is informative and precise way to publish news without repetition. Furthermore, the news translation combines translation, adaptation and more other aspects that must be taken into account when message is transferred from one culture to another.

The analysis conducted showed that translation strategies proposed by Gambier (2006) are used in the translation of news from English to Lithuanian language. The distribution of the strategies shows that the mostly used strategies are omission and addition that allows to delete the component or add information to the text, respectively. Reorganisation strategy has also been used, which allows to reorganise segments, sentences or whole paragraphs of the text. The least used strategy was substitution which allows to replace elements, depersonalize. Furthermore, there were cases when no translation strategies were implemented in the process of translation. Analysis of headlines equivalence showed that mostly headlines from English to Lithuanian language have been translated partially equivalent, which means translators choose either to remain unchanged some components and omit those which would be incomprehensible or culturally inappropriate to the reader. The analysis of adaptation of the texts showed that in news translation texts are adapted partially or not adapted at all. The adaptation of the text is conducted through the transediting processes that were attributed to the reporting types highlighted by the Mossop (2010). The analysis showed that the majority of the texts were adapted through the situational and cultural transediting which showed that translated texts were altered by adding or omitting components of the text. Whereas, the distribution of plain reporting, where translated texts include no alterations, and cleaning up transediting, where translated texts are reorganised, is even.

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Reikšminiai žodžiai: naujienų vertimas, adaptacija, vertimo ir redagavimo procesas, kultūra

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Santrauka

Temos aktualumas. Naujienų vertimas yra palyginus nauja mokslo sritis, kurią analizuoti 20-tajame amžiuje pradėjo Stetting (1989), o vėliau juos tęsė tokie mokslininkai kaip Hursti (2001), Gambier (2006), Sanders (2006) ir kiti. Nors šią sritį analizavo nemažai mokslininkų, ji iki šiol yra nepakankamai iširta ir kelia daug iššūkių. Naujienų vertimas yra svarbi tema vertimo studijoms, nes jis leidžia perduoti informaciją apie įvykius iš vienos pasaulio vietos į kitą. Taip pat, globalizacijos ir lokalizacijos jėgų sąveika atsispindi naujienų vertimo srityje, o tai paverčia jį sudėtinga vertimo atšaka. Gambier (2006) akcentavo, kad naujienų vertimas skiriasi nuo kitų vertimo formų, nes jis apima pridėjimo, praleidimo, reorganizacijos ir pakeitimo korekcijas vertimo tekste. Bet naujienų tekste aptinkami ne tik šie pakeitimai, tekstas taip pat yra adaptuojamas tikslinei auditorijai. Todėl naujienų vertimas apima daugiau nei tik vertimo procesą, adaptaciją ir teksto transformacijas, jis taip pat susijęs su kultūriniais tikslinės auditorijos poreikiais. Dėl šių priežasčių ši tema yra aktuali vertimo studijoms.

Kadangi yra nedaug straipsnių skirtų nagrinėti naujienų vertimą ir adaptaciją, tyrimo objektu buvo pasirinktas šis reiškiny. **Tyrimo objektas** – naujienų straipsniai anglų kalbos portaluose ir jų vertimai/adaptacijos lietuvių kalbos portaluose. **Tyrimo tikslas** – išanalizuoti kokios vertimo strategijos ir koks adaptacijos lygis panaudojant vertimo ir redagavimo procesus buvo panaudotas naujienų vertime iš anglų į lietuvių kalbą. Tam, kad būtų pasiektas šis tikslas, buvo nustatyti šie **uždaviniai**:

- Apžvelgti naujienų perdavimo tiksline kalba vertimo ir adaptacijos iššūkius teoriniu aspektu
- Aptarti empirinius pritaikytų vertimo strategijų naujienų perdavime analizės ir jų antraščių ekvivalentiškumo rezultatus
- Nustatyti naujienų tekstų adaptacijos lygį pasiektą naudojant vertimo ir redagavimo procedūras

Šiame projekte buvo panaudoti šie tyrimo metodai: turinio analizė, kiekybinis ir kokybinis metodas. Šie metodai buvo panaudoti: sisteminė lietratūros apžvalga, lyginamasis ir aprašomasis metodai. Šis projektas susideda iš įvado, teorinės dalies, kurioje aptariama lietarūra susijusi su projekto tema. Metodologinėje dalyje pateikiama informacija apie tyrimo atlikimą. Praktinėje dalyje pateikiama surinktos empirinės medžiagos analizė, išvados ir diskusija.

Teorinėje šio projekto dalyje yra pateikiama literatūros apžvalga, kurioje aptiriamos mokslininkų, tokių kaip Bielsa ir Bassnett (2009), Gambier (2006), Doorslaer (2010) ir kitų, mintys apie naujienų vertimo ypatumus, antraščių vertimą, adaptaciją. Naujienų vertimas yra laikomas sudėtinga vertimo

kryptimi, nes šis vertimas yra adaptuotas į vertimo tekstą, kuris yra adaptuojamas ir transformuojamas tam, kad atitiktų tikslinės auditorijos poreikius. Kultūra turi didelę svarbą naujienų vertime, nes egzistuoja skirtingas pasaulio suvokimas ir jo interpretacija. Todėl atitinkamai skirtingos kalbos lemia kitokią teksto struktūrą. Verčiant naujienas vertėjai ir redaktoriai naudojami vertimo strategijomis ir vertimo ir redagavimo procedūromis tam, kad būtų galima perduoti teksto prasmę iš vienos kultūros į kitą. Taip pat, naujienų vertimas yra atliekamas naujienų agentūrose, kurios nenutrūkstamai platina naujienas apie įvykius, todėl aptinkami tokie tekstai, kurių vertimas susideda iš daugiau nei vieno originalo teksto. Šis būdas padeda skelbi informatyvias ir tikslias naujienas ir išvengti pasikartojančių. Be to, naujienų vertimą sudaro vertimas, adaptacija ir daugelis kitų aspektų, į kuriuos būtina atsižvelgti kai teksto žinutė yra perduodama iš vienos kultūros į kitą.

Atlikta analizė parodė, kad vertimo strategijos, kurias pristatė Gambier (2006) yra naudojamos verčiant naujienas iš anglų į lietuvių kalbą. Vertimo strategijų pasiskirstymas parodė, kad daugiausiai buvo naudojamos praleidimo ir pridėjimo strategijos, kurios leidžia panaikinti arba pridėti informaciją tekste. Reorganizacijos strategija, kuri naudojama norint pakeisti teksto struktūrą perkeliant teksto segmentą, sakinį ar visą paragrafą, taip pat buvo naudojama verčiant naujienas. Pakeitimo strategija, kuri leidžia pakeisti teksto komponentą kitu arba depersonalizuoti, buvo naudojama mažiausiai. Be to, tyrime nustatyti ir tokie atvejai, kai nei vieno vertimo strategija nebuvo panaudota verčiant naujienas. Antraščių ekvivalentiškumo analize parodė, kad didžioji dauguma antraščių buvo iš anglų į lietuvių kalbą išverstos iš dalies ekvivalentiškai. Tai reiškia, kad vertėjai nusprendė išversti kai kurias antraščių dalis tiesiogiai arba panaikinti tas dalis, kurios būtų nesuprantamos arba kultūriškai nepriimtinos tikslinei auditorijai. Tekstų adaptacijos analizė parodė, kad tekstai buvo arba adaptuojami tik iš dalies arba neadaptuojami iš viso. Tekstų adaptacija yra atliekama pasitelkus vertimo ir redagavimo procesus, kurie buvo priskirti pranešimų tipams, kuriuos pristatė Mossop (2010). Analizė parodė, kad didžioji dalis tekstų buvo adaptuoti naudojant situacinius ir kultūrinius vertimo ir redagavimo procesus, kurie apima vertimo tekstų pakeitimus pridėdant ar praleidžiant informaciją. Tuo tarpu, paprastųjų pranešimų, kurių atveju vertimo tekstai nekoreguojami, ir sutvarkomųjų vertimo ir redagavimo procesų, kurių atveju tekstas reorganizuojamas dėl tikslinės auditorijos poreikių, pasiskirstymas yra beveik lygus.

Table of contents

List of figures	9
Introduction	10
1. Theoretical background of news translation	12
1.1. Challenges of news translation	12
1.2. Cultural influence on the translation of the news	23
1.3. News translation in news agencies	28
2. Analysis of news translation in TL news portals	35
2.1. Methodology.....	35
2.2. Quantitative Distribution of translation strategies and equivalence of headlines translation	37
2.2.1. Omission	38
2.2.2. Addition	45
2.2.3. Reorganisation.....	50
2.2.4. Substitution	53
2.3. Adaptation	57
2.3.1. Plain reporting	59
2.3.2. Reconstructive reporting	60
2.3.3. Summarizing and fictive reporting	61
2.3.4. Transcreation.....	64
Discussion	65
Conclusions	66
List of references	67
List of information sources	72
Appendixes.....	74

List of figures

Figure 1. One source text resulting in several target texts	12
Figure 2. Several source texts resulting in one target text.....	13
Figure 3. Quantitative distribution of translation strategies in TL news texts Error! Bookmark not defined.	
Figure 4. Quantitative distribution of equivalence of Headlines translation... Error! Bookmark not defined.	
Figure 5 Quantitative distribution of transediting processes in news texts	58

Introduction

In the 21st century, each of us reads news on the Internet, purchases newspapers, and watches news on television. Mostly all the visible or read news are from abroad, and inevitably there is a collision of translation and news in this place. In the news field, translation plays one of the main role. It is because without translation, the news from one side of the world would be incomprehensible to people from other culture or for the people, who speak another language (Bielsa, Bassnett, 2009; Gambier, Doorslaer, 2010). Moreover, the interaction of globalising and localising forces are reflected in news translation field which makes it sophisticated branch of the translation. Nowadays the scientific interest in translation in a news environment grows because of the relative complexity of translation in such contexts (Doorslaer, 2012). Unfortunately, approaches to news translation, a topic which has hardly been tackled in Translation Studies, are scarce. Moreover, majority of the recently presented contributions to this field consist of accounts from the point of view of experienced practitioners (García Suárez 2005; Hursti 2001; Tsai 2005; Bielsa 2015; Orengo 2006; Gambier 2006). Translation and interpreting as a common activities have existed for many years. At the very beginning, much attention was paid to the fact that the translated text was in line with the original. At the moment, the focus is on the target text, which is adaptable to a specific culture or audience (Doorslaer, 2012; Bielsa, Bassnett, 2009). Firstly, as Tsai (2005) has remarked, the category 'news translation' obscures significant differences between print news, online news and broadcast news, while the current literature tends to focus predominantly on print news. The lack of study in the field of news translation causes absence of the framework how this process should be conducted.

Since there are only few articles dedicated to the news translation strategies and news adaptation I chose these phenomena as my research object. **The object of this thesis** are news reports in the English language online websites and their translations/adaptations in Lithuanian language online websites. **The aim of this thesis** is to analyse the translation strategies implemented in the news translation and the degree of adaptation through transediting processes. In order to achieve the aim of the thesis, the following **objectives** were set:

- To theoretically overview the translation and adaptation challenges of news transference into TL
- To discuss the empirical findings of news translation peculiarities and their headlines equivalence
- To determine the degree of adaptation of news texts through the use of transediting procedures

Relevance of the topic. Translation and adaptation as practices are inherent part of the global and local, political and cultural experiences and activities in everyone's daily life (Krebs, 2014). News translation is inherent part of the Translation and Adaptation studies because it is interdisciplinary process. Furthermore, news translation includes not only translation, but also editing which defines the transformations of the target text that conforms to the needs and conventions of the target culture. Researches analysing what processes and transformations are involved in the news translation has begun in the 20th century. Although, this field has remained unstudied yet. News translation encompass many processes, such as text formation, translation and its strategies, adaptation,

transediting processes, cultural and social context. Therefore, this thesis is relevant to this field, because its main aim is to analyse and discuss transformations of the text, translation strategies and adaptation level of the target text. Moreover, adaptation of the text has been hugely discussed in the field of films, theatre and literature, whereas news adaptation through the translation is merely disputed by few scholars (Gambier, 2006; Bielsa, Bassnett, 2009; Sanders, 2006). Valdeon (2014) claims that in order to better understand news translation and transediting processes that are involved in this process, the communication studies should be taken into account and analysed. As news translation is progressively discussed more and more by foreign scholars, Lithuanian studies concerning news translation is absent. The reason of it might be that the phenomenon of news translation is relatively new, therefore it lacks the background of this field to conduct any broader research. On the other hand, this field requires more research because it differs from the standard translation mode, where the ST should be transferred to the TT as equivalently as possible. News translation manifests another goal, which determines that TT is adapted to the target culture and language, therefore all the necessary textual and linguistic transformation and adaptation processes should be conducted. The main goal of this thesis is to analyse what translation strategies are involved in news translation from English to Lithuanian and what is the level of adaptation of news texts to the target culture. For these reasons, this project is intended to contribute to the study of this topic.

In this thesis these research methods are used: content analysis, qualitative and quantitative methods. The approaches that has been used in this thesis are: systematic literature overview, comparative and descriptive. This project consists of an introduction, a theoretical section, which discuss the literature related to the topic. Methodological part in this thesis provides information on how study is conducted. The practical part of this thesis analyses collected empirical data, provides conclusions and discussion. Data has been analysed from three aspects which are: headlines translation, translation of content of the report and adaptation degree of the translated text. In order to analyse data from these aspects three different classifications have been implemented, because these classifications allow to determine equivalence of headlines translation, indicate what translation strategies were implemented in the process of news translation from English to Lithuanian and to analyse the degree of adaptation of translated texts.

1. Theoretical background of news translation

News translation as claimed by Bielsa (2015) is significantly understudied research because in news production process of translation is invisible, because its analysis requires a research outside the academic disciplines and the seek for interdisciplinary research. Doorslaer (2012) claims that the main reason of increasing study in translation in a journalistic context is the complex nature of translation. Bani (2006) notes that translation in the field of news flow has received very little attention. As noted by Tsai (2006) the particular attempts to analyse the translation of international news has been aimed at research of print news translation, whereas online news and broadcast news have been attributed to the same category. Although, Tsai (2006) claims that online news translation and broadcast translation aspects sometimes do not reflect the peculiarities of the field of analysis of news translation.

1.1. Challenges of news translation

Many recent studies on translation relate to the issues of globalisation and analyse the role of translation and language that plays an important part in the flow of information and goods around the globe every day. Theorists and linguists are now encountering new paradigms of translation due to the global scale of modern communication and interaction, the universal transfer of information that is characterised by simultaneity and compressed time, and the modern translation tasks that are complex and technology-bounded (O'Hagan-Ashworth, 2002). Kang (2007, p. 221) refers to the concept of “entextualization” when defining the process in news translation in which the original text is made subordinate to the journalistic purpose of recontextualization. It is a case where borderlines between translation and the more encompassing concept of “transfer” become strangely blurred (Doorslaer, 2012; Conway, Bassnett, 2006). Doorslaer (2012) notes that the border between translation, localization and rewriting became very obscure in the news translation context. Krebs (2014) assumes that translation can be regarded as adaptation, that is rewriting of the texts. Kang (2007) states that there is no clear distinction between the discourse of journalist and translator. There are two proposed ways that describe the formation of texts of the news translation. The position where one source text is dispersed and results in several target texts is generally recognized as typical situation of translation in journalistic setting (see Figure 1) (Doorslaer, 2012). Moreover, translation process in journalistic practices can be characterized by the opposite situation (see Figure 2). Creation of one new single text pursued by the journalists will be based on several earlier published news items, information and feedback from experts, and perhaps on international coverage on that topic (Doorslaer, 2012).

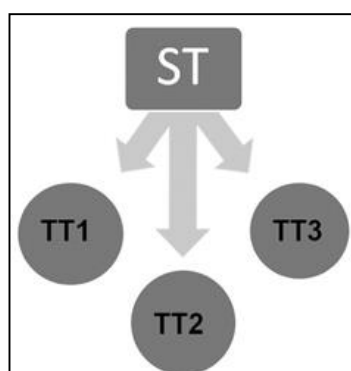


Figure 1. One source text resulting in several target texts (Doorslaer, 2012, p.1049)

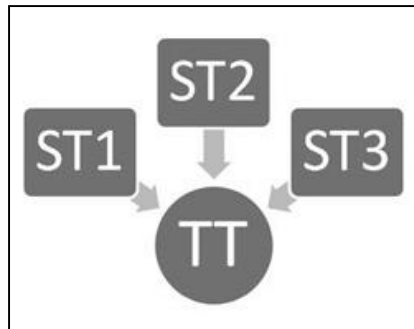


Figure 2. Several source texts resulting in one target text (Doorslaer, 2012, p. 1049).

Moreover, Doorslaer (2012) accentuates that Figure 2 embodies and presents that the production of news story is totally new product and it is the result of many translation and reformulation processes. As journalistic texts undergo procedures such as copying, pasting, adding, deleting, translating, in this context journalist acquires the role of invisible translator and this invisibility was caused by the fact that translation was not merely integrated into journalism, “but has been effaced by it in the perception of readers, listeners and viewers.” (Doorslaer, 2012, p. 1049).

As theorists speak out how globalisation bounds the ways and times in which texts are distributed (Thussu, 2002), it should be more analysed how cultural, social and political environment change globalised information and its translation (Orengo, 2005). As noted by Gambier (2006), translated news material is often analysed merely in terms of verbal form rather than layout aspects (font, its size and colour, photos, etc.) As many of present newspapers have their own websites, the new practices of the packaging, distribution, delivery and reception of news lead to the emergence of new genre on textual level: the newsbite. This genre directly affects the formation of the discourse and principle of operation of the online versions. Gambier (2006) suggests that the evolution and the usage of online newspapers alter the practice and literacy of media, therefore the way news from foreign language is translated may be directly affected by online news journalism. Corresponding to the flow of information and the process that is included in the transformation of that information in order to transfer the message to as many as possible languages and cultures, Stetting (1989) proposed the term ‘transediting’ that is widely used in articles of language researchers when analysing news translation in present. Doorslaer (2012) notes that the newly presented term ‘journalator’ defines a newsroom worker who extensively uses translation when journalistic texts undergo the procedures such as transferring, reformulating or recrating. Moreover, Valdeon (2014) argues that in order to better understand the transediting processes that are leading in the process of news translation it is important to analyse communication studies that may provide useful tools for the definition of news translation itself. Stetting pointed out (1989, p. 377) variations of adaptations that include transediting processes:

- Adaptation to a standard of efficiency in expression: “cleaning-up transediting”;
- adaptation to the intended function of the translated text in its new social context: “situational transediting”;
- adaptation to the needs and conventions of the target culture: “cultural transediting”.

The forms of transediting simply reflects the ST rewriting and ST re-ordering which are important in the terms of communication and receiver of the target text (Schrijver, Vaerenbergh and Van Waes, 2012). Based on this criterion, Mossop (2010, p. 103-108) proposed several types of reporting:

- Plain reporting. The translator “tries to convey all and only the meaning he attributes to the source wording.” (Mossop, 2010, p. 103). Consequently, there is no transediting process conducted. Source text is equivalent to the target text.
- Reconstructive reporting. The translator is repairing ST wording that “strikes him as not representing the intention of the writer” (Mossop, 2010, p. 103). This can be considered the cleaning-up form of transediting, as the translator conveys “what should have been written” in the ST. The translator is “no Motivator since he has the intention of conveying not his own ideas, but all and only someone else’s ideas.” (Schrijver et al. 2012, p. 103). Source text is partially equivalent to the target text.
- Summary reporting. The translator “conveys only meaning which he attributes to the source, but not all of the meaning” (Mossop, 2010: 104). In both cases, the translator is believed to be a Motivator: he conveys his own or the commissioner’s ideas on “what might have been written” in the ST. What the translator writes should be loyal to or compatible with the source (Schrijver et al. 2012, p. 103). Source text is partially equivalent to the target text.
- Fictive reporting. The translator does not subtract, but adds to the ST. Source text is partially equivalent to the target text.
- Transcreation. In this case, the translator switches from reporting to adapting, writing something “that would not have been written” by the author of the ST (Mossop 2010: 107-108).

As claimed by Schrijver et al. (2012), the difference between reporting and adapting depends on the translator’s attitude toward the ST, therefore merely the translator is able to define a TT wording as reporting or adapting. In conjunction with transediting, summary and fictive reporting may to a certain degree correspond with Stetting’s situational and cultural transediting, as they both are constrained by the translation assignment and needs of the target audience (Schrijver et al. (2012). Transediting can be interpreted from two perspectives. On the one hand, due to the poor ST quality a translator can be resort to transediting. On the other hand, transediting can be a resort of the translation task: the ST must be (partly) rewritten or restructured because the audience, function, conventions and/or norms of the TT differ (Schrijver et al. (2012).

According to Krebs (2014), translation and adaptation as practices are inherent part of the global and local political and cultural experiences and activities in everyone’s daily life. Unfortunately, Vandal-Sirois and Bastin (2012) notes that the phenomenon of adaptation has always been discussed, supported or severely criticized in the field of translation studies, thus there are various opinions emphasizing the adaptation as the “free” form of translation or not translation at all. But Vandal-Sirois and Bastin (2012) argues that adaptation is often used as a solution to translational difficulties in translation practice. On the other hand, translation and adaptation are confronted not merely in linguistic field. Aaltonen (2000, p. 75) states that the adaptation is used as the strategy for translation and notes that “translation for the stage probably employs adaptation more frequently than does printed literature”. Krebs (2014) notes that both translation and adaptation are creative processes as they are intrinsic. Additionally, Krebs (2014) assumes that translation and adaptation are

interdisciplinary by their nature because both implies the construction of cultures through acts of rewriting and their collaborative nature. Moreover, Vandal-Sirois and Bastin (2012, p. 21) highlights that the belief “that all translators do adaptations in their work, consciously or not, has already been around for a while.”. Malamatidou (2017) notes that any textual and linguistic changes go unnoticed through the eyes of receivers of the text because of the adaptation. Moreover, Malamatidou (2017) assumes that adaptation can occur at different levels from morphology to the meaning. Nzimande (2018) argues that the translator must be acquainted very well with both source and target culture in order to render comprehensible translation to the target readership. Krebs (2014) notes that some academic western discourse views adaptation as creative version rewriting of a source text, whereas translation is seen from perspective where texts must offer sameness and equivalence. Venuti (2007) states that any translation process entails a required domesticating task. Vandal-Sirois and Bastin (2012) assumes that this proposition highlights the significance of adaptation when seeking to understand the formation of valuable multilingual communications. Doorslaer (2012) notes that a particular degree of freedom that is normally included in the text production goes together with adaptation, reconsideration and reperspectivization based on the needs of the target text situation. Kang (2007) assumes that entextualization function of news translation conducted in institutions automatically implies the reshaping and reformulating of the source text respectively to the priorities and values of the target context. Vandal-Sirois and Bastin (2012) notes that the importance of adaptation can be stressed with the examples of texts that are published in international organizations that may feel as untouched or inaccurate to the reader, therefore this point is extremely important in current times of mass communication and globalization, where various global organizations sometimes overtly disseminates single and same message around the world. Sanders (2006) suggests a notion for adaptation process that correlates to the definition of the translation process: the endeavour to make text “relevant” or “easily comprehensible to new audiences and readerships via the process of proximation and updating (Sanders, 2006, p.19). This notion is defined as amendment or relocation of a text to deliver it “into greater proximity to the cultural and temporal context of readers or audiences” (Sanders, 2006, p. 163). Therefore, this definition represents the reason why translators are distancing their work from literal methods in order to maintain the meaning, effect, or purpose of the source text, while guaranteeing the best reception possible of the final translation in the target audience (Vandal-Sirois and Bastin 2012). “Adaptations as global strategies certainly go very often beyond the normal work of pragmatic translators, [...] they are essential to translation studies and should not be seen as ‘non-translations” (Vandal-Sirois and Bastin, 2012, p. 37). Moreover, adaptations represent the visibility that allows translators to acquire same recognition of the text as the author of the original text (Vandal-Sirois and Bastin, 2012). Gambier (2016) notes that translation is applied merely to the choices of language, while adaptation is related to practices of textual transformations with political, economic and social implications. Although, the transformations that are identified in the translation of news texts (e.g., refocusing source text, deleting and/or adding information) are intrinsic from the translation (Schaffner, 2012). As noted by Krebs (2014) reinterpretation and relocation are commonplace not only to the Adaptation Studies but also characterize translation practices depending on the contexts and forms. Gambier (2016) points out that international magazines are ideal examples of adaptation and localization because the linguistic and extralinguistic features of the products are amended so that they best fit in the local readership of those magazines. Moreover, Krebs (2014) assumes that the adaptation involves necessary adjustments of the text to make it suitable for receiving audience, even if that includes changes that grow away from the source text and communicating it to the community in a more

palatable form. Fischlin and Fortier (2000, p. 3) notes that the adaptation should be named as “working label” because this term emphasizes the practice of adjusting, making something suitable for a receiving audience. Moreover, Fischlin and Fortier (2000, p. 5) claims that “adaptation, like translation and parody, is part of a generalized cultural activity that posits reworking in new contexts, as more characteristic of cultural development than are originality in creation and fidelity in interpretation”. Gambier (2016) suggests that the processes of selection, translation, framing and editing of the news encompass larger activity than merely a linguistic process; rather it is “a complex mixture of power relationships (continental, national, linguistic, political and ideological)” (van Doorslaer, 2010, p. 180). Sanders (2006, p. 26) notes that an “adaptation will usually contain omissions, rewritings, maybe additions, but will still be recognized as the work of the original author.”. According to Krebs (2014), many scholars already gone beyond the discussions of equivalence, faithfulness and fidelity regarding the developments in the field of Translation Studies and Adaptation Studies.

As noted by Orengo (2005), the integrity of the text is often disgraced due to the rapid global communication and it leads to the fragmentation or compression of the text, therefore more studies should aim at defining the transformations that all texts usually undergo and involve when they encounter global forces and movements. In this sense Bani (2006) claims that due to the translation speed that became essential characteristic of the news translator, the readability of the text is not the primary goal of the text because it is meant to be read one time and provide immediate look-through. Therefore, some recent debates focused on globalised information (Goldsmith *et al.*, 2002), where globalisation is accompanied by localisation and tribalisation phenomena as the cause for new developments in translation practices and policies.

As stated by Orengo (2005) new patterns of translation are defined by the contrast between globalisation and localisation, and these patterns are inherent from the environments and situations where texts are rapidly broadcasted and adapted to more than one locale at once and in real time. Additionally, this contrast sets the new patterns of translation against other types of translation such as literary translation. Theorist claims that translation establishments, such as translation agencies, news agencies, news rooms and newspapers are inherent part of the global translation and display peculiarities that are similar to other activities that involve the global flow of texts and information (Orengo, 2005).

“In the news world, the contrast or interaction between globalising, localising and tribalising forces, constitutes a paradox that at first seems to contradict the global nature of news translation but which, after a closer analysis, defines and sheds light on the complex nature of globalisation itself: such a paradox consists of the very fact that what is global is such not because it is the same everywhere, but because it has been adapted to infinite numbers of different cultural and social contexts” (Orengo, 2005, p. 169).

Moreover, this interaction between global and local forces distinguishes the model of global translation and the complex system behind the interaction of those forces within globalisation processes (Orengo, 2005).

Some studies have already been made to name the processes that are involved in global translation. For example, Centre for Translation and Comparative Cultural Studies of Warwick University and the School of Languages and Social Sciences of Aston University have arranged conferences that

aimed at discussion and analysis on news translation and language policies within global news distribution. Other studies of news translation discuss what effect online journalism and news translation have on the local language (Hursti, 2001). Orengo (2005) claims, that further studies are needed to contextualize the global distribution of news texts and to analyse the field theoretically in depth and the one of the best approach to analyse this field is to compare newspapers and news institutions from different countries with contrasting cultural and national contexts in order to identify how globalising, localising and even tribalising forces take form in distributing news texts in one locale and then localising them into other different locales (Orengo, 2005). As noted by Abdel-Hafiz (2002) and Bani (2006) news translation can be named as the rewriting of the texts within the stories into a new language for new readers. In order to translate news texts and to reflect the sufficient amount of national character of the report when international news are translated, text have to be localised, in terms of locale-specific national and political sensitivities of people in less than 24 hours. Therefore, in such process translated texts are used as raw material and source of primary information, but not as the material to convert to target text, due to the fact that journalist's aim is to create a news story (i.e. a totally new text). According to Orengo (2005), if products are compared to news in terms of globalisation, so news is a product that is being dispersed from network of institutional facilities of news to a number of different locales. So, that number of different locales makes translation merely a small segment of a much longer line within localisation process. Very good example of such case is newspapers distribution, whereas the global event results in the report of a local newspaper, and translation therefore becomes only a small part or nearly invisible segment to define in this process (Orengo, 2005; Valdeon, 2014).

As noted by Valdeon (2014) journalists do not accept the role of translator when transforming text from original form to the target, they rather consider this process as the adaptation of the original news text to the expectations of the target readers. In this sense, Gambier (2006, p. 9-12) assumes the key items that may help to understand how translators reproduce or alter the leading rhetoric in their own contexts:

- Comparison of daily newspapers and reports in foreign and national contexts can reveal what choices do translators make – what information or items are included/excluded, foregrounded/backgrounded, made explicit/implicit, thematised/silenced. Particular topics that presents some major changes in the countries are important because they are a subject to the analysis that can reveal how foreign media and press reports and interprets these changes with its own values and ideals, with its national linguistic representation and its own categorisation, how newspapers act as a mediator between ‘us’ and ‘them’, and how they maintain their position politically correct or not.
- Use of hyperbole and understatement as a tool of manipulation in the translated press. Hyperbole, a linguistic tool that is used to intensify, exaggerate selected elements of the image of reality, seems to be largely prevalent in any kind of communication. It must be considered that different countries do not use hyperbole and understatement equally, as they are used in a range of activities from daily interactions to precisely constructed politically-oriented propaganda. Both rhetoric tools impact on the shaping of reality.
- News framing. The media produces frames of reference or representations of specific situations that are highly stereotyped, to publish the event and make it accessible to the readership. In this way, media shapes other frames too – frames that are influencing on how

readers interpret information about events. The frame is constructed from stereotypical scenarios, routines and beliefs, and are based on expectations of readers. Framing serves as a formation of news discourse, so journalists and editors can create a particular news context for audience. Also, frames allow to make facts of a large significance, provide informational background to understand issues, shape the assumptions provided, emphasize stereotypes, determine judgments and decisions, draw attention to some aspects of reality while disguising other ones.

News text is global production which is created through localisation processes involving the response of given text by locales, and the simultaneous production of more versions of a same news material and the production of a new target text, whereas the translation of the target text is only a small part and not the goal of the translator-journalist (Orengo, 2005). As noted by Conway (2010) news translators are journalists who are seeking to conduct cultural translation that contains acts of interpreting by gathering information from different sources in order to form an image of the culture that is foreign for its readers. Moreover, the extent to which stories are changed or transformed indicates the cultural resistance that is described by the process of journalist task to fit text to the expectations of the viewers, readers and listeners of a target audience (Conway, 2010). News translation is a process where texts of interviews and reports are detached and incorporated as separate new parts, and news stories are embedded from those parts (Orengo, 2005).

According to Gambier (2006), there are few stages among the primary discovery of the event happening in the foreign cultures and the final news product that is given to the audiences. In past, the process of controlling the news flow and selecting the worthy details of the stories before the passage on to the next stage was implemented. This gatekeeping process depends on the extent that the editor is aware of the event and at what part of the process editor receives the text. As noted by Gambier (2006), in news translation field is implemented the same principle of process as in the software industry in terms of producing a text that is accepted in every context and to any reader in cultural way. Moreover, foreign translators and localisers must have access to all the information despite their cultural identity. Gambier (2006. p. 13-14), Hursti (2001), Tsai (2006) point out several strategies that are identified when analysing what processes do texts undergo when are transformed from source texts to target news production that is given to audiences:

- *Re-organisation*. This stands for restructurisation of the text generally. This strategy includes the processes of information refocusing within the paragraph, moving or altering some details somewhere else in the narrative. This implies, that not merely individual lexical items can be changed, but also large information remakes can be conducted. Re-organisation strategy can be used due to the language variety causing many kinds of differences between them, oratory traditions and potential expectations of the targeted readership.
- *Deletion*. This implies either deletion of the entire paragraph or removing the sentences, or individual lexical items. The amount of percentage indicating the source material excluded depends on the number of facts, degree of accuracy, excessive wordiness in source text.
- *Addition*. This strategy includes processes of clarification, making definite some background information, assumption.
- *Substitution*. This strategy implies making some details less specific (for instance, rounding up or rounding down numbers), changing the focus, depersonalisation (for instance, instead

of indicating names of important figures, mentioning the countries they represent), summarising.

Moreover, Bani (2006) claims that strategies of generalization and explicitation are also adopted in the process that defines news translation. Doorslaer (2012) notes that daily practices in newsrooms are renegotiations of interpretations and texts and strategies used for realization of these interpretations and texts are the following: foregrounding and backgrounding, process of selection and de-selection of information. Doorslaer (2012) assumes that the absence or presence of certain facts or information is meaningful, and the subjects that are not included simply do not exist for the reader. Translators normally must quickly prepare texts that will be disseminated in real time and the translated text will only be a construction for a new one or the frame for distribution of another product (Orengo, 2005).

Tsai (2006) notes that there are also characteristics of newswriting for broadcasting. Brooks, Pinson and Sissors (2005) assumes that the main requirement in broadcast media editing is condensation of the information. Tsai (2006) claims that lengthy reports are not norm in commercial television stations and conciseness is put on the first place, therefore one of the cones that broadcast media is probably blamed for is reduction and presentation bare minimum of the news story, particularly when compared to news writing in newspaper. As noted by Brooks and Missouri (2002) as the broadcast copy is translated and prepared for the speaker, it is necessary that the style is transformed to be conversational but no less accurate. Tsai (2006) assumes that the priority of the broadcast translator is clarity, efficiency and being clear and precise regarding the fact that viewer can not go over the copy again. Also, the understanding of logic of original text is of a significant importance because sometimes original text comes as a bare note on which target text is produced afterwards, thus the logic simplifies editing and rewriting practices in the newsroom (Tsai, 2006). “Newspapers communicate with printed words, radio with spoken words and television with spoken words and moving pictures” (Brooks, Pinson and Sissors, 2005, p. 369). Cronin (2003) highlights the problems of “space-time compression and time-to-market imperatives” in translation. Moreover, Tsai (2006, p. 62) claims that translator working in broadcast news department does not translate single static text into news report of short time, rather he or she deals with very dynamic task the aim of which is to meet the combined needs of the editorial board and “the viewers by the clock”. Furthermore, the broadcast news translator is immediately and directly evaluated by the viewers when he or she is referred to at the end of the news report, similarly to the experiences of interpreters (Tsai, 2006). In Taiwan, there are some broadcast news outlets who force their news translators to work as a simultaneous broadcast interpreter due to several reasons (Tsai, 2006). Tsai (2006) notes that the outcome of such translation practice tends to be popular between Taiwanese viewers. Another aspect that needs to be discussed is relevance of interpreting in broadcast news translation. Bassnett (2005) notes that interpreter maintains the correct language register and transforms the original material of speech to the translated version that will satisfy the expectations of the target audience with the help of reshaping, alteration of emphasis, addition and subtraction processes. According to Gile (1995, p. 207) translators usually use “such modified coping tactics observed in interpreting as reconstruction, paraphrasing, naturalization and simplification.” Lederer (2003) states that “everything is a matter of interpretation and translation is no exception”. Tsai (2006) argues that if the entirety is a subject to interpretation, interpretation “truly manifests itself in broadcast news translation”.

O'Hagan-Ashworth (2002) described news transmission as 'translation-mediated communication' where communication between origin locale and target locale works through the mediation of translation. Translation helps to adapt the message to as many different locales as possible within the globalisation process, so news distribution directly depends on the translation in order to be successful in many locales with different languages (Orengo, 2005). In this sense, close relation between news, web material and software is aligned with the view that news dissemination is highly related to the globalisation. Some theorists claim that globalisation of news started along with the first international news agencies, but others argue that aggressive expansion and controlled cables were the main reason of the news globalisation (Winseck, 2002). Orengo (2005), observes here that news texts were the first ones to standardized globally 'in terms of form, structure, codes of practice and operational norms'. Indeed, news reporting was the first product in the world that was localised, i.e. the product that was distributed in more languages at the same time. Additionally, news reporting was always localised in respect to the social and political perspectives of the target locale. Furthermore, although localisation is associated with the software mainly, whereas news texts are embedded from text strings taken from news agencies, the term itself is applicable to define the process that is involved in the distribution of news (Orengo, 2005). Schaffner (2000) claims that 'everything which reaches an audience in some globalised way is filtered, interpreted and localised.'. Orengo (2005: 175) suggests, that 'news translation is a fairly new area of translation studies research and can be seen as a sub-branch of mass media translation.' Translation plays an important part in news media because it enables the successful transmission of the news and ensures the reception in the target national or cultural environment and if we consider news material as a product distributed globally the main aim of which is to be sold, then translation is no more just for the function that enables the communication between different contexts, translation becomes significant because it promotes marketability directly (Orengo, 2005). Although, as stated by Conway (2010) as there exists cultural resistance, the news translation is being influenced by this resistance, therefore the distance between different cultural contexts directly impacts the financial input and effort of localizers to make a text as close as possible to the expectations of the end-users. In this sense, Pym (2004) notes that the difference of language is linked to the additional financial investment in the work of news translation and localisation.

In the society that is controlled by the circulation of information, news flow is often described as a domain that is highly influenced by the dynamics of localisation and by the rapid creation of the products that are used immediately. Consequently, the exchange of such products implies about cultural problems that cause problems of social and political identity. Orengo (2005) suggests, that reduced time of production cycles, patterns that are widely used in mass distribution and commercialisation of the news production are the features that define localisation strategies and 'the process of adapting a text from a news agency release for a newspaper story corresponds to its passage from a global product to a localised version in the local press.' (Orengo, 2005, p. 176).

Bielsa (2015) claims, that translation enables the circulation of the meaning in global context and forms the shape of the discourses that are disseminated globally in different contexts. Globalisation made English lingua franca, but the significance of the translation was not diminished afterwards. As noted by Cronin (2003) people who are speaking LOTE are interpreting themselves into the universal language that dominates that allows them to communicate outside their native context. On the contrary, users and consumers tend to choose their native language when looking for informational goods and this resulted in the growth of internet content that is provided in languages

other than English and expansion of localisation industry (Pym, 2004). However, Bielsa (2015) assumes that globalization theory leaves no area for translation that is the main mediator for global information flow, assuming that texts automatically appear in their localised versions being received by the readers and concealing the key role of translation in the distribution of global news events in localised versions in different contexts. Bielsa (2015) states, that new cosmopolitanism addresses the importance of translation in a situation where the coexistence of multiple traditions is highlighted rather than the convergence linking to the single global culture. Therefore, Rumford (2008) argued that cosmopolitanism questions the vision of world singularity which is highlighted in globalisation theory, accentuating the synergism between various traditions. In a cosmopolitan perspective where the tolerance to others and communication plays the key role that highlights interaction between different cultures and traditions, translation can offer the measures of approaching and defining this type of communications (Bielsa, 2015). Moreover, it is important to analyse news translation in a cosmopolitan context regarding two significant reasons. Firstly, because such research would provide the definition of key role outside the Translation studies, especially when cosmopolitanism and social theories of it 'are calling attention to its significance'. Secondly, the reason for study of news translation in cosmopolitan environment is that it could offer a unique scientific input to the empirical study that analyses how meanings are transferred through cultures and the basis for cosmopolitan design where cultural differences are not wiped out but productively addressed (Bielsa, 2015, p.202).

Studies on translation field provide an exclusive viewpoint on domestication processes of the foreign and their cultural implications, additionally they highlight the model of modern interconnectedness by analysing the way that texts are disseminated around the globe through geographical, linguistic and cultural borders and following transformations those texts must go through (Bielsa, 2015). Complex patterns of interconnectedness shaping today's news production and transmission indicate these transformations. The high level of interconnectedness between the local and the universal and between various contexts is made distinguishable in the number of texts that translation enables to circulate between different linguistic and cultural borders (Bielsa, 2015). Domestically distributed foreign news usually coexists together with noticeably translated pieces of news. This is another interpretation of covering the clear marking off lines among domestic and foreign news material (Bielsa, 2015). As stated by Bani (2006), readers usually do not recognise the translated piece of news because developed interlinguistic and intercultural processes within translation passes the translated pieces that are later unnoticed by readers who reads news press daily. Moreover, Bani (2006) accentuates that the presence of translation could be seen if all the newspapers would indicate the source texts beside the translated piece. Such obligation would help to establish the opinion that 'we are in presence of press translation.', therefore the copyright makes translation visible. According to Bielsa (2015), corresponding to the cosmopolitan point of view these invisible translations are very interesting because of the expression of foreign voices, views and opinions on the events that can contribute to the attitude we form about other and ourselves and thus the way cosmopolitan openness is created and promoted. Another situation when translation is integrating form of cosmopolitan interconnectedness can be identified in the grow of reflexive accounts of worldwide coverage including reference both to how main global events are reported worldwide and to the global impact of important local events (Bielsa, 2015).

News articles are reaching up to the readers daily and they are disseminating globally containing the significant information that is updated fastly, therefore there are many of newspapers, informational websites quality of which must be evaluated in terms of translation. Translation studies are focussing

on equivalence, therefore it is important to discuss how headlines of news articles are translated and analyse the theoretical field of it. In present days, online news articles are produced massively and they are influencing the communicative measures that are used in translation when information is being transmitted from source text to target text. News articles must be up-to-date because they deliver crucial information about the world in the context of social life, culture, politics. Therefore, the language of news articles, as well as of the headlines, is different from other genres and is characterised as publicistic or journalistic register that contains particular writing style and language functions representing the register itself. The publicistic register is aimed at persuading the reader, inform him or her about the situation of the society and shape the attitude of the society. According to the Biber and Conrad (2009) and Bitinienė (2007), there are two main requirements for this register to follow: relevance and uniqueness. In this sense, it means that news reports must be composed of information that must be up-to-date, informative and precise. Most frequently used features of publicistic register are clarity, accuracy, broadly known terms to the readers, wordy expressions and journalistic clichés. As Bitinienė (2007) and McNair (2009) claims, the publicistic register is linguistically characterised by positive or negative adjectives functioning as the evaluations, impersonal expressions, emotional language, metaphors, phraseologisms, reduced sentences, variety of tenses. According to Marcinkevičienė (2010), as the form of the online texts is highly influenced by the rapid style of living and fast digestion of the information, the main task of the headlines of online news articles is to overtly “attack” the reader, not merely seek for their attention. Rich (2010) and Craig (2004) claims that online news texts are formed on the basis of *inverted pyramid style* that puts the most important and relevant information at the beginning of the text, that means the headline in particular. Corresponding to the rapid look over of the texts by the readers this is very effective way of structuring the online texts as the reader may leave the text at any point and still understand it. According to Marcinkevičienė (2008) and Valdeon (2014) headlines are not written by the same persons who write the online news articles. As Rich (2010) claims, headline of the article can be considered the most significant part of publicistic articles because headline is representative part of the article and influence the potential popularity and readability of it. Moreover, Bitinienė (2007) notes, that possibly headlines are functioning as the mediators between the author of the article and the reader. Headlines reach out for the readers with the main ideas of the articles in shortened form, so in order to intrigue the reader and capture his or her attention “a forcible and informative element” is used in headlines (Bitinienė (2007), Rich (2010). Marcinkevičienė (2008) points out two types of headlines:

- Subject headline (presents the main topic of the article);
- thesis headline (presents the idea of the article that may cause a subjective opinion of the text writer).

In addition to these types of headlines, there are more types of headlines as follows: commentative headlines, label headlines, descriptive headlines and other. As headlines of news reports are inherent part of the media texts, it is important to discuss the equivalence of headlines in the process of translation. Bayar (2007, pp.213–223) introduces three types of equivalence of headlines translation:

- Optimum translation (pairs of headlines which maintain semantic, formal, stylistic and dynamic / pragmatic equivalence);

- partial equivalence (when headline pairs satisfy one or more than one criteria, but headlines do not meet all the requirements for absolute equivalence);
- zero equivalence (headline pairs are not equivalent).

Headline writers and translators should not abandon the rules and features of the headlines that make them attractive to readers. The length of the headlines is limited, it means that the headline can not be too long or too short, as they must comprise most important information in least minimum of space. Saxena (2006) claims, that headlines are usually characterised by 5 “Ws” (who, what, were, when and why) and an “H” (how) basis. Moreover, Saxena (2004, p. 44-50) points out the specific linguistic structures that are used in the formation and creation of headlines: journalists must use short and simple words and the most important words should be put in the beginning; widely known phrases or idioms should/may be used; numerals are preferred rather than words and punctuation should be avoided; most common tense used is present tense; names of authors of statements or comments should be used in headlines. Although there are rules that must be followed when translating and composing headlines of news reports, there might be problems that occur when news reports are presented in foreign language. These problems can be related to complicated structures of headlines, differences of syntactic structures in foreign and native languages, absence of equivalent terms in the target language and the situation when source language headlines include words that are not accepted in the target culture. Headlines of news reports and translation of them are of a huge importance because headlines communicate the message and the content that is presented in the report to the consumer/viewer, therefore there are particular guidelines and rules to follow that will ensure the new report will transfer the same information in both source language and target language.

1.2. Cultural influence on the translation of the news

News translation is influenced by many cultural and global backgrounds, also by localisation and globalisation streams. Researchers analyse news translation in order to define the processes that texts undergo when they are taken from the original context and provided to other. Cultural influence on news translation is different because every nation has its traditions that are followed and promoted on daily basis, therefore in order to inform the society with news, journalists, reporters, translators and editors must conform to the local cultural and political identity.

News translation is process that is conducted in daily, weekly or monthly newspapers and magazines, although newspapers using the translation have different structure; newspapers might be made up of articles that are translated and not translated (Bani, 2006). There are some newspapers that nearly consist of translated articles taken from the single source, other newspapers consist of translations taken from different sources. Bani (2006, p. 37) points out the two means that characterize press translation in terms of quickness in the case of Italian newspaper *Internazionale*:

- Speed in translating. This implies that translations must be finished within short time; situation depends on the type of the magazine. For dailies the deadline is few hours, for weekly and monthly publications the time is also compressed.
- Speed in translation exploitation. This in some way contributes to the rapid lifestyle of readers, the articles must be light and easily read as opposed to the reading of other genres.

Framing or constructing of the news can be conducted by various strategies such as selection and deselection of the content, also the attentive selection of the various components such as headlines, subheads, leads and quotes. Contribution of translation to the news distribution can be seen from combination of selection and deselection of events that will be used in news as published material and reports, also linguistic transfer and adaptation of headlines and quotes (Valdeon, 2014). Headlines of an original text are most frequently changed upon the traditions of languages. But headlines are not necessarily always the most relevant in news texts and reports. Valdeon (2014) gives example of the event of *Wikileaks* that resulted in the immediate concern of global society. The material that was leaked from US Department of States cables was published on five major international media: *New York Times*, *The Guardian*, *El Pais*, *Le Monde* and *Der Spiegel*. The selection of the material that was considered to be most relevant to publish was careful. Moreover, there were too many cables for newspapers and news online websites to publish. It showed that translation was used as gatekeeping and adaptation strategy that helped media to make a right decision what, when and how to publish the selected information (Valdeon, 2014). In this case globalisation and localisation forces contributed as the completing forces, while translation helped to adapt amount of information to the readerships of different contexts. On the one hand, five media giants made the case of *Wikileaks* a subject of a global concern, on the other, the limitation of the capacity of themes that can be published was influenced by their own local interests (Valdeon, 2014). Different newspapers offered world maps in the online versions to their readers with certain number of cables for each country. Adaptation can be seen from the number of articles that were created on the basis of original information and on the processes of selection and deselection of the original texts. Therefore, adaptation represents a formation of frame the original papers in English comes with in the news article and the principle of composing news text.

Orengo (2005) accentuates another crucial term associated with translation of the news that is tribalism. Theorist suggests that this term is important for the analysis of the context that press release is targeted and localised afterwards, also news stories have features of tribalisation within the process of the generation of the news (Orengo, 2005). Products are not only localised into one national language, differentiation takes place when speakers of the same language are from different cultural backgrounds. For example, in Italy news texts reflect the division between political parties and this situation determines linguistic tribalism. Consequently, these phenomena affect the way global news texts are localised in newspapers whose readers are under influence of appropriate political situation (Orengo, 2005). Gutierrez (2006) notes that news texts often undergo acculturating transformations, e.g. adding background in order to make readers aware of the particular terms or overall state situation. Consequently, if additional information or background is not added in the article or report of the news than there is a risk that without such information readers of foreign languages may miss the meaning of the article (Gutierrez, 2006). Bernard and Veronique Cova (2001) discussed on the impact of tribalisation on the management of markets. They form some interesting insights about different reception of the product by Latin and Northern societies. They claim that in Latin environment society form micro-groups that have separate subculture and attitude towards the life, and thus such micro-groups form tribes that are not defined in the sociology field (Cova & Cova, 2001). This definition can be applied for Italian readers, because their daily routine consists of buying a newspaper on the way to work, reading it in the bar where newspapers are provided in line with its customers politically-oriented or region-oriented consciousness; that is not merely a habit, that might be described as a 'tribal' choice that have symbolical and perhaps ethnical meaning (Orengo, 2005).

Readers are not only a part of social class or are representatives of political stream, they belong to a certain 'common subculture' (Orengo, 2005). Particularly, in Italy process of news localisation is strongly related to a specific party, so it is important to identify the key difference between different contexts. For instance, British newspapers may distinctly expose a political view unlike Italian newspapers that overtly may support the political party (Orengo, 2005). Theorist compares newspapers content when United States elections were taking place. Italian newspapers unevenly posted about inner implications on elections rather than on the event itself, while British newspapers focused on the event in their dailies. It is difficult to find a part of translation in such process, but Jakobson (2000) suggest that news translation is divided in two stages: interlingual and intralingual translation. Interlingual translation takes place when information from international news agency is translated into the translated news text or local news agency press release; intralingual translation takes place when the text is embedded into a news story by a certain newspaper. Continuing with the comparison of Italy and Great Britain, the great difference of the posture of the newspapers may be affected by the fact that Great Britain is governed by majority, but not by few strong parties or coalition of some, whereas in Italy governs only one party and this is clearly represented in the local newspaper. Majority rule proposes the idea that the media are meant to represent and protect the general interest of the state (Hallin & Mancini, 2004). Since different Italian newspapers are controlled by particular parties or are governed by individuals that have close relations with the ones in parties, news selection and translation of the news in those newspapers are strongly affected by those parties and thus, they must reflect the ideology that is superior in that region (Orengo, 2005). According to Murialdi (2002), the situation became worse when interests of Prime Minister in Italy sharpened the conflict between parties, thus newspapers became even more politically aggressive then they were before, so political situation was reflected in newspapers together with translation of the news (Murialdi, 2002:34). Such situation perfectly represents the reinforce of tribalism that is the way Italian newspapers publish national and global news, localise international press and readers digest news that are submitted (Orengo, 2005).

As noted by Bassnett (2004) global media world reshaped the function of the translation itself and it stands for the background of the objective reporting and therefore the trust of the readers. Such trust of the readers may arise from the thinking that local newspaper is reporting objectively and is unbiased or it is meeting comfortable expectations of the readers, so this is the case of how Italian newspapers deal with the translation and localisation of the news, so that the reader's ideological and political identity is maintained. Italian and Great Britain press translation is different not only by cultural aspects but also as noted by Bani (2006) by the level of invisibility of the translation that is often emphasized by the presence of the translator's name by the article. Bani (2006) claims that the tendency when there are signatures of either translator or foreign author of the article depend on the traditions implemented in the local press. Tendencies vary upon the culture of the country and internal policies of the newspaper. For instance, in Italy there usually is a signature to the article; in Great Britain some articles are not signed by one journalist, and it represents the entire board of editors (Bani, 2006). Orengo (2005) claims that translation of the newspapers is politicised in Italy, while global news is changed and given in the form of the arguments of local partisans. In order to confirm the assumption theorist presents the overview of dailies published in Italy and the variations of the reports that arise from single international report (here he implies that there is a resistance to a one version of the facts). Such an overview brings to the light the intra-linguistic tribalisation that occurs when international press release is distributed through local contexts and has to be admitted

by local readership (Orengo, 2005). Unfortunately, the basic moral norms are in danger in such situation, because one of the principles released by the the IFJ (International Federation of Journalists) states that 'respect for truth and for the right of the public to truth is the first duty of the journalist' (Orengo, 2005). Nevertheless, this should be the primary goal of the journalists, in newspapers phatic function grow over the informational task to the extent that news text emerges from bare reports in order to meet the expectations of the readers of the context (Orengo, 2005). In compare, such stories could be met more frequently in tabloids than in broadsheets in Britain, while in Italy there are no tabloids, therefore phatic function encompass in 'quality' press (Orengo, 2005). Another event is the meeting of the President of the United States and the Italian Prime Minister on the future of Iraq. In this situation Italian newspapers avoided the objectivity and professional norms of journalism and exposed political bias and party loyalty. Consequently, the variations of the headlines referring to this meeting started to grow. Having in mind that in news translation a reliable ST and TT are necessary, in this situation it was difficult to find decent ST (Orengo, 2004). So theorist claim, that official transcript should be provided from the correspondent from national news agency, or a text could be provided from foreign agency and translated, or as most news agency usually has translation service, already translated version (Orengo, 2005).

Bani (2006) discussed the translation processes that were identified in the Italian newspaper *Internazionale*. The insights about this paper made by theorist may reveal some cultural and political aspects that are implemented in the news translation of the local newspaper. The newspaper *Internazionale* presents press reviews from the newspapers that are of these languages: English, French, German, Spanish and Portuguese. Such limitation is implemented because of the limited number of languages known in the editorial board. There are many editors who works with many newspapers from all over the world but the articles to be translated must go through the process of selection, and Bani (2006, p. 39) points out the reasons that influences the selection:

- Reputation of the source or the author. This implies that articles are selected because the author or publisher of the article is broadly known or that the article or author is attractive because of commercial concern. The prestigious foreign newspaper guarantees the professional translation;
- stylistic issues. As the newspaper *Internazionale* is weekly publisher that mostly contains of reportages and society pieces, the articles selected are not aimed to contain texts whose primary aspect is information;
- subject matter. The texts are selected upon the information they present and if their style almost does not fit in the *Internazionale*, the process of translation and proofreading manipulates and shapes it until it acquires the style needed by the editors;
- the latest tendency that *Internazionale* follows is the translation of articles that foreign press is publishing about Italy.

After the selection of the texts, they are sent to the editorial office and adjusted by the newspaper's stylistic and other requirements. As newspapers are made for effortless reading without deep thinking, the translation processes and strategies implemented and used are different but all are aimed at the single task to facilitate the material for the reader. Consequently, Bani (2006, p. 42) points out the translation strategies that are implemented in the newspaper *Internazionale*:

- Cutting or summary. The cultural items are eliminated or synthesized when they are considered to be insignificant in the translated material;
- addition of explanations. The cultural item is explained with the help of paraphrase or circumlocution inside the text. If there was no explanation in the original material, the one is added in the translated text, so as to keep the cultural item and presenting it in comprehensible way to the Italian readership;
- generalization. The cultural item is made more common;
- substitution. The cultural element that is not known to Italian readers is replaced by another functionally equivalent cultural item that is better known to Italian audience.

Having discussed the translation strategies, Bani (2006, p. 44) claims that corresponding to the main purpose of the newspaper that is continuous reading of the information that is provided in comprehensible way, the newspaper *Internazionale* manages to conform to the reader's expectations and 'represents a good compromise to guarantee the visibility that cultures different from ours deserve.'

Journalists enjoy free word strategy in terms of translation, as headlines constructed in the way to catch reader's attention through certain linguistic and stylistic instruments (Orengo, 2005). Headlines are usually paraphrased, summarised but not translated, whereas the paraphrase is often disguised by translation, and there is no direct link to the fact that it was a quote of the politician, such process is a part of the localising strategies (Orengo, 2005). Rich (2010) notes that headlines of the news articles are the most important segments. Headlines consist of words that immediately reflect the stories character, they enable the newspaper to highlight its individuality and to detach itself from mass production. Rich (2010) claims that headlines of the news articles are the most important segments. Headlines are constructed in a way that allows to show the standpoint and present the content by using keywords from ST. These fragments normally link to the broader content, where the full report will be provided more extensively. The translated texts in those excerpts only occupy a trivial place in the whole news story and all the rest is the story embedded from those few sentences, which are selected for authoritativeness of the source, therefore the news story appears as commentary where the real talk is just dismissed and news story does not include direct translation because it just do not exist in this genre (Orengo, 2005). Moreover, the more neutral is the newspaper, the more translation is involved and its source is credited, what is substantial for the theory of the news localisation (Orengo, 2005). According to Pym (2004), the concept of localisation is applied for news translation due to its undefined nature. There are many forces that are involved when news are translated. News translation can not only be defined as the process that translator could describe as a distribution of text from ST to TT, it is rather the global process where the text is originated and disseminated on the global scale, where the text takes many different forms and loses its original scope due to the satisfaction of the reader's expectations in different locales, and, fortunately, mass flow of journalism and news 'could not live without translators' (Goldscheider, 2004) or as 'story makers' (Orengo, 2005).

Gambier (2006) suggests that deep analysis on translation reveals and reframes key issues of the journalism basis, including notions such as gatekeeper, adaptation, manipulation, trans-editing, mediation, news management and media framing theory. As noted by Conway and Bassnett (2006) broader cultural translation is facing the development when international stories become the part of

the daily news content and global news agencies are increasing rapidly in number and spreading their interest. Although news translation consists not only of rewriting from text A to the text B but also requires synthesizing in order to accommodate the expectations of completely different locale readers, the criteria that is applicable for the translation of print documents is no longer equal to the criteria that serves for translation of other genre. Additionally, twenty-first century demands rather for brief news item than extensive account (Bassnett, 2006). Communication theorists Baumann, Gillespie and Sreberny (2011) points out, that BBC has language laboratory that crosses cultures. Within that laboratory works nationals or ex-nationals in order to cover the regions to which BBC broadcasts, usually these are language other than English (LOTE). But Scammel (2003) claims that BBC employed specialists who translate their work back in order not to distort or manipulate the information, these specialists also known as 'language supervisors'. Baumann et al. (2011) argued that translator had an image of traitors and their work was considered as possible betrayal of the original meaning, whereas John Tusa, former Managing Director of the World Service named translators as 'jugglers, conjurors, mind readers, psychologists, games players, poets, social scientists.'. The position that was prescribed for these translators made them focus more on different priorities in manufacturing translations, while the translating journalists own editorial control and greater autonomy (Baumann et al., 2011). Indeed, translation and trans-editing remains an important part of all international broadcasting of all news organizations, therefore Baumann et al. (2011) points out journalistic 'translation' practices that are called 'the politics of translation': transporting, translating, transposing/trans-editing and transmitting. Transporting represents all the processes that are involved when all the information is transported to the BBC headquarters, so, in short, this is the technological infrastructure. Translating stands for techniques, crafts or simplest language-to-language transformations, that sometimes are obviously transformative. Transposing and trans-editing is referred to unstated and silent re-intonations, whereas trans-editing exhibits the translating and editing processes that are taking place at the same time. Transmitting processes reveals the converging or conflicting background that determine the allocation of news and BBC commentaries to the audiences and users at the certain areas and at 'accessible or inappropriate' times. This is worth to mention, that these times can be different by hours or days, and this difference can be decisive for the cognition of the outside world and in crisis markets the understanding of the world that is around us regarding the BBC being the help or obstacle to that understanding (Baumann et al., 2011). As noted by Valdeon (2014) communication researchers may have been unaware of the ongoing transformations of the translation key role in terms of definition, function and faithfulness to an original text. Therefore, as Valdeon (2014) accentuates the addition of editing and transposing processes to the journalistic translation practices signals about the existence and establishment of the adaptation as a key segment in the interaction among language transfer and news creating.

1.3. News translation in news agencies

News agencies always has been targeted to the provision of international news primarily to the local markets and later, in coalition with other news agencies, globally (Bielsa, 2007). According to Bielsa and Bassnett (2009), news agencies can be considered as large translation agencies that are designed to acquire fast and correct translations of vast amounts of information. In addition to this, Bielsa and Bassnett (2009) remarks, that news agencies are B2B (business-to-business) services that provide information, therefore the news items that they distribute are largely contributing to the material produced and published in traditional media (newspapers, television and radio) and on internet websites. Moreover, the words that they decide to use in the process of translation or in other words

interlingual translation, have immense influence on dissemination of the information in a national context and/or globally. According to Davier (2014), news agencies are controlling the diffusion of the texts that are translated. Due to the diverse of languages, news agencies had to deal with the process of translation from the very beginning. Nowadays, three news agencies are leaders in the field of global news: Reuters, the American news cooperative Associated Press and Agence France Presse. These agencies usually generate 'newswires' in major European languages (English, French, Spanish, Portuguese, German), therefore news agencies are translating news reports into one of these languages by themselves (Bielsa, 2007). But if there are other languages, subscribing news organisations conduct the translation of information provided by the leading news agencies.

Although translation is an important part of news agency work, they do not employ translators because translation is not considered to be a separate part from the tasks that editor usually conduct, i.e. editing and translation. These processes entail the processes of selection, correction, verification, completion, development or reduction that news reports must go through before they are uploaded in the newswire (Bielsa, 2007). It shows that translation is definitely the important part of the journalistic work and same requirements of style and genre that govern journalistic production are applied to the translation (Bielsa, 2007). News facilities employ journalists but not the translators because they already have the necessary experience and they are perfectly of the genre and style needed.

Multilingual journalists may not have education of translating but they are experts of comprising fast and reliable translations what makes them experts of news translation (Bielsa, 2007). Taking into account that news editors must translate a few pieces of texts of foreign language as the part of the employment process, they are expected to be fluent in foreign languages (Bielsa, 2007). News organisations integrates the process of translation into the news distribution and in this way they boost their efficiency that contributes to the communication of information without linguistic borders (Bielsa, 2007). Yet, news organisations have created structures that simplify flow of information and reduce the need for translation. Although, correspondents and journalists must judge what events will eventually become news in foreign contexts, thus McGregor (2002) adapted to 21st century and offered news values that are used as criteria for evaluating the news when they are at the stage of gatekeeping: 1) visualness, 2) emotion, 3) conflict, and 4) "celebrification" of the journalist. McGregor (2002) notes that these news values are strongly influenced and driven by television.

News agencies exercise the employment of foreign correspondents or global journalists worldwide. Foreign correspondents are playing significant role in intercultural mediation as conducting the process of interpreting of the foreign and transmitting their versions of events that are taking place in distant to the home audiences (Bielsa, 2015). Moreover, foreign correspondents are contributing to the formation of increasing awareness of the world as unified place and they also influence the way media users are creating their images and interpretations of other people, places and cultures (Bielsa, 2015). Consequently, their interpretations that represent foreign world potentially can be more influential than equivalent reports of local events regarding the cultural and geographical distances. According to Beliveau et al. (2011), consumers can critically evaluate and compare reports and information published in newswires with the personal experience or other alternate sources if those reports are about local events, also local events give users direct experience. Although, this is not to happen in the situation of foreign news, because news audiences require the material distributed by foreign correspondents because this is the basis of foreign knowledge that they build

up on when creating the image of foreign countries. Additionally, this also means that foreign correspondents are in charge of creating and transferring the images of foreign contexts (Beliveau et al., 2011). Venuti (2008) remarks that domesticating translation minimises the difference of the foreign to a synthetic familiarity and covers the interventions of translation under the features of fluency, thus distributing the image of transparency. Furthermore, foreignizing translation, in compare, throws the cultural codes into the confusion which prevail in the language of translation in order to properly take into account the difference of the foreign text (Venuti, 2008). Bielsa (2007) states that the network that news agencies have created to cover as much area as possible is considered to be 'news agencies dual coverage structure'. These specialists are employed by their national headquarters and they produce news reports in their native (English in Reuters and French in AFP) language and those reports remain untranslated when they appear in the global newswire or are translated for foreign wires. Whereas, local journalists are employed by the offices that agencies established worldwide and their work is to write news reports in their own language and translate reports from other wires that are distributed in foreign languages to make them accessible for the local market (Bielsa, 2007: 138). For instance, Reuters' office in Madrid employs Spanish journalists who compose reports in Spanish and translate reports that are written in English for the Spanish locale, and international journalists who write English language texts about Spain for English newswire. This structure minimises the need for translation resulting in the reduced time for news to circulate globally in different languages and different contexts and it also suggests the decentralisation: journalists decide what contents have to be written or translated because they are able to satisfy the exact needs of the local and global markets at the local level (Bielsa, 2007).

It is considered, but may be argued, that the main purpose of news translation is rapid transmission of information within the successful interlingual transfer that involves journalistic factors of time, space and genre that are as significant as linguistic and cultural aspects in the process of news translation. Navarro (2005, p.157-158) points out features characterising news translation and distinguishing it from other forms:

- The main goal of news translators is the transmission of information;
- news translators translate for a mass audience. Therefore, the language used has to be precise and direct;
- news is translated for specific geographical, temporal and cultural context. The job of news translators is also conditioned by the medium in which they work;
- news translators are bounded by important limitations of time and space;
- news translators are usually "backtranslators" and proofreaders.

Bielsa (2007) claims, that in addition to these features the versatility can be added enabling translators to work on a range of topics, from economy to sports. The connection between those topics is the 'journalistic medium itself' and the criteria of style and genre that are applied for those who work in journalistic field (Bielsa, 2007: 142). News translation composes of huge number of transformations of source text resulting in the definitely different content of target text.

Having in mind that certain amount of editing is inseparable part of the translation process in which translator needs to integrate situational and cultural variations of the context and improve poor manuscripts, leads to the fact that transediting is used widely in order to satisfy the needs of the receivers: e.g. translation of TV and films production, TV interviews, written journalism, company

and institutional brochures and etc. In short, news translation can be referred to the combination of editing and translating since the translation acquire the new form when it has become integrated in news production.

Bielsa (2007, p. 143) suggests the most frequent modifications that the source text is subjected to in the process of translation and types of textual interventions that are needed from news translator:

- Change of title and lead: titles and leads (informative subtitles) are often altered with new ones so as to better meet the needs of the target audience or the requirements of the publication of the target context.
- Elimination of unnecessary information: information can become omitted either because target audience is already aware of that information or because it is too detailed and specific, and thus irrelevant for a reader who is removed from the reality described geographically and culturally.
- Addition of important background information: when the target audience is different it is necessary to include background information that may be unknown in the new context;
- Change in the order of paragraphs: the relevance of the information in a new context and the style of the publication might make it necessary to alter the order of paragraphs.
- Summarising information: this method is often used to fit the source text into the space available and to reduce lengthy paragraphs which are no longer fully relevant to the target readers.

These changes are usually evaluated and acknowledged by criteria of news relevance and cultural knowledge of the target audience, therefore the effect of this textual intervention on the ST is to make the translated version of it more like an original, newly distributed text that suits the main frames of publication where it appears and satisfy the needs of the readers of the target context (Bielsa, 2007: 143). Navarro (2005) suggests that the result of the news translation is text that is aimed to function as “news” for a public of different context conforming to the textual norms of another language.

In journalistic field the person who compose the news report has no different status then the person who translates those posts, the source text is considered to include no essence that must be respected in the target text: there is no need to preserve its form and content without momentous changes in translation, thus the translator acquires the role of interventionist (Bielsa, 2007: 144). Highly heteronomous journalistic field does not recognise the importance of authorship reflected in the sacrality of the original text as it is the product of the literary field. News translator exercise relationship with the text providing information in short and clear way rather than the respect and faithfulness towards the source text (Bielsa, 2007). In addition, equivalent effect is not maintained when the news angle changes, which is perfectly normal practice in journalism if that angle is correct according to the criteria of background knowledge and cultural relevance. The change of news angle is extremely usual in translation of news reports from different organisations and it is frequent in a type of translation that involves the use of different source texts in order to embed and summarise those texts in a new single target product (Bielsa 2007, Orengo 2005). Such strategy of the change of angle is considered to be a successful translation because it effectively communicates across linguistic, cultural and geographical boundaries and precisely informs the readers with the aspects they need to be informed about (Bielsa, 2007: 146).

News agencies are inseparable from the circulation of global news. Large amount of their production consists in translation, which later is available for clients in different new markets in diversity of languages. Therefore, translation plays a key role in news agencies and is important because these departments are first to describe new realities, create the ways of addressing those realities and introduce new vocabulary to name them, thus making an immense influence on other news organisations (Bielsa, 2007: 146). Suarez (2005) claims that news agencies are facing the problem of assimilating the new reality to the certain culture, therefore they should be very carefully of using terms because they will be transmitted from news departments to the other media and the responsibility will be upon them.

Journalistic texts are divided into informative genres (usual news report that contains actual event description), interpretative genres (reportage, where information is selected, interpreted and narrated) and argumentative genres (opinion article or the column, where the author's opinion is reign). Having account that there are different journalistic genres, the translation rules and strategies exist respectively. In compare to the informative genre that contains minimum of the author's personal style and allowing for intervention and alteration of the original text on a large scale, argumentative genres offer a much smaller place for the transformations in terms of translation and high degree of subordination to the author's style (Bielsa, 2007). "Informative genres are leading in the production of the news agency, therefore high degree of the source text transformations are intrinsic to the translation of agency news" (Bielsa, 2007: 147). Although, there are strict rules that are applied to the journalistic style which are aimed to make the idea of the text simple and clear. Conciseness is a key rule that must be followed in order to write highly informative content. Shortness and economy must be applied to the sentences and paragraphs and the active verbs are preferred rather than the passive while the limitation of adjectives is existing (Bielsa, 2007). These rules correspond to the values of agency that are objectivity and neutrality. This makes news a product that might be offered to a variety of media departments (Bielsa, 2007). Translation is not only influenced by this criterion but is also simplified by homogenising benchmarks and puts the creativity of translator to scrupulous norms. Shortly, for the sake of unified style through all languages and desks what also contributes to the process of the translation, the author or translator's individual style is abandoned or nullified, and usually that style is manifested in the style book of the organisation (Suarez 2005, Guerrero 2005). In this sense, Leeuwen (2006, p. 226-234) points out three types of situations when the translated texts are corrected and the headlines and captions are written by several editors but not the translator:

- Translation decisions that affect the language;
- translation/adaptation decisions that impact journalistic style;
- translation/adaptation decisions that influence the cultural and ideological quotations chosen in original texts.

Bielsa (2007) states, that normally news translator has no reverence to the author of the text because the status of latter is considered different than in literary translation field. Thus, authorship of the text is no longer individual, and it relates to the situation when publishing certain information may cause potential legal responsibility, therefore the notion of collective authorship is defined as the situation where the responsibility and answerable is carried by everyone who contributes to the content of the story (Bielsa, 2007). As in the usual process of translation where proofreading and other editorial processes are taken into account, no news report appear in the newswire before they are checked by

an editor who evaluates the co-responsibility for both content (sources, accuracy, background) and style. Collective authorship phenomenon implies that under each of the news dispatches must appear signatures of the journalist, editor, translator and the editor of the translation (Bielsa, 2007).

The style manuals, if the agency have one, are used for establishment of the framework that specifies and regulates the most important operations for the distribution of news. Such journalistic procedures as sourcing, reporting and writing basics, journalistic values, news structure and style also include the instructions of correct language use. Moreover, style guides sometimes address ambiguous words, specific genres that include high profile of semantic background (Bielsa, 2007). Though, there are only few sections that covers the problems related to the translation. But this does not imply that the role of translation is considered to be downsized, luckily it shows that translation processes have been integrated in the overall processes of news production (Bielsa, 2007). Different agencies have more or less similar regulations in terms of instructions for translation related to speed, clarity and style. Initially, translation must not delay the transmission of significant information, notably when there is a possibility to create news report in advance. In the situations when news reports can be prepared ahead of foreseen or expected events (so-called curtainraisers) there is the time requested by the language offices that they need for translation and the reporter must submit the report until that time. Also, other material that can not be published ahead of the official date so that it can be translated into other languages prior to the official release date (Bielsa, 2007). Special attention is paid to the translation of the quotes directing to the real sources of the report and department may ask the reporter to retrieve the original quotes that are of foreign language to the report (Bielsa, 2007). Bielsa (2007) remarks that the dominance of English is growing in the field of translation in news agencies. Consequently, for instance, AFP is about to implement the policy ensuring that all the photographs must always have English titles. As for Reuters, their video news always includes script that is provided in English and it is required to translate all quotation in this language. Translation process is tackled by the subscribing news organisations instead of news agencies.

Lauk and Einmann (2019) notes that Baltic News agencies put their primary aim and task the provision of updated and reliable information to their clients. The network of Baltics news agencies that covers Lithuanian and Estonian events exchange the information and sell it to foreign subscribers. Lauk and Einmann (2019) highlights that today in Baltics there are four news agencies: *BNS Estonia* and *BNS Lithuania*, *ELTA* (Lithuania's national agency), *LETA* (Latvia's national agency). The values that are represented in Codes of Ethics of both *BNS* indicate the significant importance of acquiring and maintaining the trust of their customers by offering accurate and balanced reporting and admitting and correcting the mistakes and inaccuracies overtly and clearly as soon as these are discovered (Lauk and Einmann, 2019). News agencies experiencing scarcity of resources and it influences the quality of production, thus it means that constant flow of information from various organisations, companies and institutions cannot be filtered and edited by journalists fairly. According to Lauk and Einmann (2019), the further development of *LETA* is the implementation of artificial intelligence for the news production. As noted by Guillem, Sanz and Vazquez (2017, p. 159) technological innovations "enable varying out tasks that needed third persons [...] and provide the journalist a larger control on the productive process". *LETA* has a laboratory where the experimentations with news technologies such as automatic translation, artificial intelligence, picture recognition and automated speech recognition are taking place. As stated by Lauk and Einmann (2019), the implementation of new technologies into the production of news will convert the foreign news desk from the translators to editors, whose main job will be the selection of

the content. As Guillem et al. (2017, p.159) points out “In the present context, it is absolutely essential that consumers identify the media agency as a brand that provides them with trustworthy and reliable information”. There various ways that news agencies are promoting and strengthening the brand. According to Griessner (2012), *Associated Press* (AP) shares their content on social media, therefore establishing their credibility with the help of firm online presence. Another credibility maintaining factor is a high-quality workforce. As noted by Lauk and Einmann (2019), mostly of the journalists have an educational background other than of journalism. Furthermore, quality control functions among colleagues, when the product is sent from desk to desk, therefore the mistakes are corrected immediately, as noted by Lauk and Einmann (2019). Vyslozil and Surm (2019) point out five characteristics that define international news agencies: 1) operating in local and international markets, 2) providing international news for clients without copyright restrictions and, 3) in at least four languages, 4) having worldwide sales and 5) distribution network. These characteristics are applied both to international and national agencies. As stated by Lauk and Einmann (2019), the role of news agencies as producers that provide trustworthy information in the present days is growing and innovative technologies help to process the information and provide it to the customers.

Foreign and national news agencies conduct not merely the translation process in news transference but also other procedures until the final product is derived to the audience. The guidebook of the organisation also determines the form, language, terminology and other specifications of the news distribution. The translation process is conducted by subscribing news organizations but not by news agencies. The choices of news agencies to compose news reports vary because some employ foreign correspondents, while others translate the news reports at home establishments. Moreover, news agencies do not employ translators, that means journalists are translating the news, as they do not consider translation as a separate part of their work. The workflow in news agencies include many operations where reporters, journalists, editors take place, therefore the translation process is considered inherent part of the news distribution. The journalists are described as most suitable performers of cultural transference act in the formation of texts because they know best what target readership is requiring and what are its expectations in journalistic field. The style of the author in original report is usually diminished, whereas the style is indicated in the guidebook of styles of the organisation. Although, there are many various news agencies and subscribing news organisations, they all contribute to the distribution and dissemination of the global news circulation around the world.

2. Analysis of news translation in TL news portals

This part of the thesis presents a content analysis of 300 (total number of words is 220,051 in ST and TT language pair) news texts in English online news portals and their versions in Lithuanian online news portals. The target language texts have been compared with the source language texts and analysed with reference to news translation strategies by Yves Gambier (2006) and adaptation processes indicated through the classification of reporting types proposed by Mossop (2010). The practical investigation of news translation relies on the theoretical part of this thesis.

2.1. Methodology

The first step of this research was to collect the material for the analysis, from which examples of reports both in English and in Lithuanian language were picked. These examples later were used as the basis for data analysis. Items of news translation were extracted from English and TL language online news websites.

Since there are various types of topics covered in media, the composition and style differs. News reports were collected from English language news portals *AFP*, *REUTERS* and others. Translations/adaptations were collected from most popular Lithuanian news portals *DELFI* and *lytas*. Texts were chosen from coverage of three topics: politics, criminals and world news. Items of news texts were collected on the set date from March 1st 2019 until May 9th 2019. It was very difficult to find the original text of the translation, because Lithuanian news portals do not indicate the source, therefore items were collected by searching for the same news in respect to the date and time constraints. Data collected during this period was sufficient to make insights about the translation strategies that are used in the translation of news and to indicate transediting processes that shows the adaptation of the texts. The analysis of news translation items has been done from two different aspects: discussing their classification of types as well as examining translation strategies used in their translation. This has been done in order to investigate what translation strategies are used in news translation from English to Lithuanian and to indicate what type and degree of adaptation texts undergone through the process of translation. Data has been analysed from the following three aspects - translation of content of the report and adaptation degree of the translated text, headlines translation. In order to analyse data from these aspects three different classifications have been implemented because these classifications allow to identify which/what translation strategies were employed in the process of news translation from English to Lithuanian, to analyse the degree of adaptation of translated texts and determine equivalence of headlines translation.

As news reports consists not only from the text, the headlines of the reports were also analysed. Headlines of news reports have significant role because they contain information that is later presented in the content, therefore headlines are inheritable from the message transference of the target text from the source publisher to the target audience. The analysis of headlines of news reports has been done according to the classification proposed by Bayar (2007):

- Optimum translation;
- partial equivalence;
- zero equivalence.

The headlines in this research are analysed only for the supplementary purpose as the transference of headlines may be also considered as one more measure for determining the level of adaptation of a particular piece of news.

Bayar (2007) classification has been chosen because it is divided into three categories and it is easy to elaborate it and adapt it to the analysis of translation of headlines. This classification is relevant and related to this thesis because it generally represents the translation equivalence of the headlines and, therefore allows to evaluate the relevance and message transfer of the headline.

The analysis of translation strategies used in news translation items of Lithuanian language news portals has been done according to the classification of translation strategies introduced by Gambier (2006):

- Re-organisation;
- deletion;
- addition;
- substitution.

Gambier's classification has been chosen for several reasons. First of all, this classification is made up of 4 major categories which are explained and this categorisation is very elaborate and makes easy to apply in practice. Moreover, he is one of the first researchers who analysed translation and its nature in different contexts, therefore there are many other authors whose ideas on news translation correspond to his. This classification represents translation strategies that are indicated not only in news texts but in translation practices as such. However, Gambier (2006) pointed out these translation strategies that occur in the process of translation of news texts.

The analysis of transediting processes and adaptation of news translation items has been done according to the classification introduced by Mossop (2010):

- Plain reporting;
- reconstructive reporting (cleaning-up transediting);
- summarizing and fictive reporting (situational and cultural transediting);
- adapting (transcreation).

This classification has been chosen because it is divided into four clear sections which are explained clearly and it makes it easy to analyse the collected data. Mossop clearly explains what procedures and characteristics are included into every case and this classification discuss both transediting processes that contributes to the adaptation of the text. Moreover, the translation strategies indicated in news translation proposed by Gambier (2006) falls into the categories of transediting processes, therefore these two classifications are related and relevant in the analysis of this thesis.

Descriptive as well as comparative approach have been used in this thesis. Descriptive approach is related to the description of particular data and characteristics. In this thesis, descriptive approach has been used to define the theoretical framework of news translation, cultural influence on the process of news translation as well as the procedures of news translation in foreign and Lithuanian news agencies. Comparative method is used for comparing the translations in the ST and TT languages, their similarities and differences. Moreover, the comparative approach has been used to

compare items of news translations in order to identify what translation strategies were used in the process of transediting of texts as well as what adaptations texts underwent.

Content analysis in this thesis has been employed to analyse the the transference of texts from the source language into the target language. According to Krippendorff (2019) content analysis method is one of the most suitable methods in the interdisciplinary research. It acknowledges that culture is seen from talks, texts and other modalities of communication. Content analysis has been chosen because it interprets communication as texts that are used in the contexts of their social uses.

Qualitative and quantitative methods are employed for the analysis of the data as the main methods. The qualitative method is applied to the data interpretation as it is generally associated with the interpretivist position. The quantitative method is used for frequency calculation of translation strategies applied and to determine the prevailing levels of adaptation in the news translation. As the original data collected for analysis indicate, the research mostly deals with the product oriented translation approach (Saldanha, O'Brien, 2013).

2.2. Quantitative Distribution of translation strategies and equivalence of headlines translation

The empirical results show that all translation strategies introduced by Gambier (2006) are used in the translation of news texts from English to Lithuanian language. As it can be seen from Figure 4. reorganisation strategy was found in 75 examples, omission strategy was found in 207 examples, addition strategy was found in 196 examples, while substitution was found in 47 examples. This clearly shows that translation strategies are widely used in translation of media texts in various topics. However, there are news reports where no translation strategies were found (53). In such cases the text was translated directly without any textual or structural transformation conducted. Distribution of translation strategies found in TL news texts show that strategies of addition and omission are mostly used by Lithuanian language translators, 34% and 36% respectively. Whereas, strategy of substitution is least used (8%).

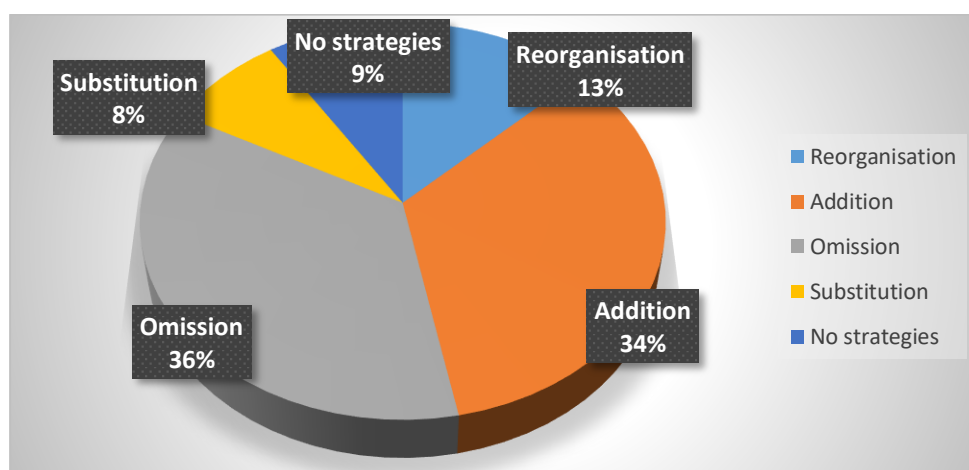


Figure 3. Quantitative distribution of translation strategies in TL news texts

The reasons of it might be the translator's choice to add some components as summarizing objects, as the journalistic texts manifests the shortening of the narrative since it is informative and precise. Whereas, the option to omit some components might be due to the irrelevance of those components to the target audience. Reorganisation is mainly used in the TL text is the structure of source text is

incomprehensible to the target readership, or the sequence does not conform to the needs of the final audience. It might be said that translation strategies are used in news translation as a common translation practice in order to make it more appropriate, informative, convenient and comprehensible to the target readership. Moreover, it might be said that this aim justifies the transformations of the text that translators resort to when translating news texts.

It was found that TL headlines of news reports were translated in different levels of equivalence. From the 300 examples analysed it was found that in 86 cases headlines were translated equivalently (29 %). These cases represent headlines that are equivalent in form, style and meaning in source and TL languages. Whereas, in 80 cases headlines in source and TL language did not correspond in style, form and meaning. In 134 cases the translation of the headlines is partially equivalent, that means source and TL language headlines correspond in meaning, but does not correspond in style and form, and vice versa.

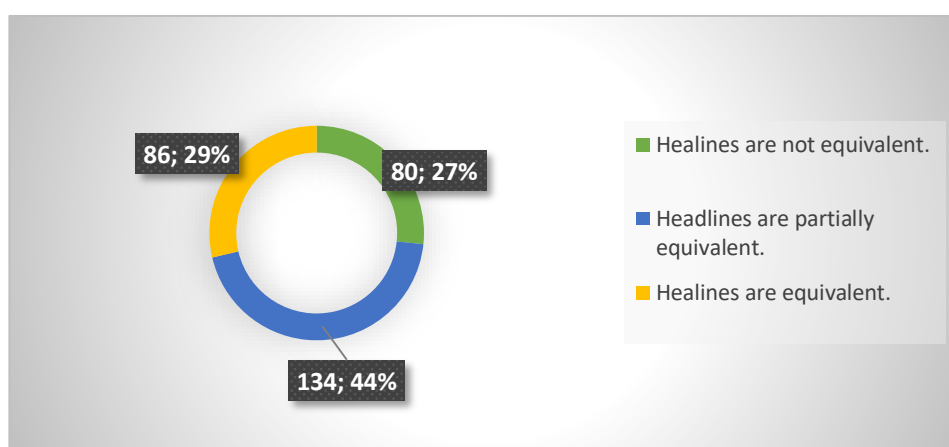


Figure 4. Quantitative distribution of equivalence of Headlines translation

It can be seen from the Figure 3. that the distribution of translation of headlines in terms of equivalence is uneven. The reasons of it might be that the translator chose to recreate the headline, or the source language headline would be incomprehensible to the target readership. Moreover, the difference of the grammar and style rules in both languages might have caused such distribution of equivalence of headlines translation. It should be taken into account that the topics of the collected news reports from English and Lithuanian language portals vary. Topics are ranging from politics to the criminals and world news. Therefore, it might be said that translation of headlines is important to the presentation of news report and it largely influences the visibility of the report, despite the fact that headline is translated directly or recreated.

2.2.1. Omission

As it can be seen from the data presented in Figure 3, translators of news texts use mostly strategy of omission in the process of translation of news texts (36 %). Strategy of omission allows to delete either entire paragraph or remove sentence, or individual lexical items. As mentioned before, omission strategy can be used due to the language variety causing many kinds of differences between them. As mentioned before, omission can also be used if the translator considers information irrelevant to the target readership or it does not convey any particular meaning in the target text.

Example No 1.

SL	TL
<p>1.1 million children affected by Venezuela crisis: UNICEF</p> <p>The number of children who are affected by the Venezuelan crisis and who will need humanitarian aid this year is expected to more than double to reach 1.1 million, <i>up from nearly 500,000</i>, the UN children's agency said Thursday.</p>	<p>UNICEF: Venesuelos krizė gali paveikti 1,1 mln. vaikų</p> <p>Venesuelos krizė šiemet gali paveikti 1,1 mln. vaikų, kuriems prireiks humanitarinės pagalbos, ketvirtadienį paskelbė Jungtinių Tautų vaikų agentūra UNICEF.</p>

In this example it can be seen that the form of the headlines presented in both languages differ, but the meaning presented is equivalent. In Lithuanian headline the author of the conclusion is moved to the beginning of the headline because it is the rule of such presentation in Lithuanian language. As the headlines are partially equivalent it can be said that it precisely renders the message that is presented in the original.

As it can be seen from the example 1 the omission strategy used in this text is the omission of the circumstance that shows the increase of the number from starting point to the final. It might be said that translator considered this to be irrelevant to the reader, or this information has already been published in another report. In this example translator omitted part of the sentence that provides additional information. It might be said that as there are readers with different background, omission should be done carefully, although omission in this case did not deviate the consistency and the sequence of the text.

Example No 2.

SL	TL
<p>Tyre of German government airplane burst upon landing</p> <p>A German government airplane that broke down and forced Chancellor Angela Merkel to delay her trip last November to a G20 summit, on Monday blew a tyre on its first flight after a four-month overhaul. <i>In the latest of a series of defects plaguing German government planes in the past few months, the "Konrad Adenauer"</i> Airbus carried Foreign Minister Heiko Maas safely to New York, but one of its tyres burst upon landing.</p> <p>The plane had to be towed to a parking space, with the delay forcing Maas to miss his first appointments while Germany was due to assume the presidency of the UN Security Council, said an AFP journalist on board the flight. An appearance with French Foreign Minister Jean-Yves Le Drian had to be pushed back. The opening of a meeting at the Security Council on protection of</p>	<p>Vokietijos užsienio reikalų ministrą gabenusiam lėktuvui sprogo padanga</p> <p>Vokietijos vyriausybės lėktuvas, dėl kurio gėdimo lapkritį kanclerė Angela Merkel vėlavo į Didžiojo dvidešimtuko (G-20) susitikimą Argentinoje, pirmadienį, per pirmą skrydį po keturis mėnesius trukusio remonto, vėl susidūrė su techninėmis problemomis – sprogo jo padanga.</p> <p>Nors Vokietijos užsienio reikalų ministrą Heiko Maasą atskraidinęs orlaivis „Konrad Adenauer“ saugiai pasiekė Niujorką, tačiau leidžiantis sprogo viena jo padanga. Lėktuvą teko nutempti į stovėjimui skirtą vietą, o H. Maasas praleido savo pirmuosius darbotvarkės susitikimus, Vokietijai perimant pirmininkavimą Jungtinių Tautų Saugumo Tarybai, pranešė tuo pačiu lėktuvu skridęs naujienų agentūros AFP korespondentas. Teko atidėti vokiečių diplomatijos vadovo pasirodymą su Prancūzijos užsienio reikalų ministru Jeanu-Yvesu</p>

<p>humanitarian workers took place without Maas. <i>Just a month ago, the foreign minister was stranded in Mali due to a hydraulic problem with his Airbus A319's landing gear.</i></p> <p>A Luftwaffe (air force) Airbus A340 had to travel from Cologne to fetch him back to Germany.</p>	<p>Le Drianu, o Saugumo Tarybos posėdžio dėl humanitarinės pagalbos darbuotojų apsaugos atidarymas įvyko be H. Maaso. Parskraidinti ministrą į Vokietiją iš Kelno buvo išsiųstas oro pajėgų (Luftwaffe) lėktuvas „Airbus A340“.</p>
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It can be seen from this example that headlines in English and Lithuanian language are partially equivalent. As in English headline dominates short words that carry particular meaning, in Lithuanian headline there are included longer words. The meaning in both headlines is partially similar, although English headline includes phrase *German government airplane* which is not equivalent to the phrase *Vokietijos užsienio reikalų ministrą gabenusiam lėktuvui* that is included in Lithuanian headline. Gramatically, Lithuanian headline is more descriptive and detailed, whereas English headline just presents the main idea of the report without any details. Also, the English headline includes the circumstance of condition that is presented in phrase *upon landing*, whereas in Lithuanian headline there is no such language item. Although, headlines in both languages differ in form and style, they practically transfer the same message.

In the example 2 it can be seen that omission is used more than once. First phrase that was omitted because it represents additional information that does not carry any particular meaning, other than already told in the story. Therefore, it can be said that translator considered this information irrelevant as to avoid repetition of the same information and excluded this part of the sentence. Second phrase carries the meaning as independent sentence about another problem that is definitely related to the topic, although translator could consider it as excess of information that is similar to the already told in the story and omitted this sentence. The cases of omission found in this example shows that omission did not allow to make a surplus of information in the text and therefore one circumstance and one sentence including several facts were omitted. This omission did not harm the readability of the text and improved the consistency.

Example No 3.

SL	TL
<p>Cholera cases mount to over 1,000 in cyclone-hit Mozambique</p> <p>Cholera has infected at least 1,052 people in Mozambique's cyclone-hit region, the health ministry said Monday in a new report, marking a massive increase from 139 cases reported four days ago.</p> <p><i>The mounting cases represent on average more than 200 cases of new infections each day.</i></p> <p>Although hundreds have been taken ill with cholera since last week, only one death has been reported so far, <i>tallies compiled by the ministry showed.</i></p>	<p>Mozambique choleros atvejų skaičius viršijo 1 000</p> <p>Ciklono nusiaubtame Mozambiko regione cholera užsikrėtė mažiausiai 1 tūkst. 52 žmonės. Choleros atvejų skaičius per kelias dienas gerokai išaugo - prieš keturias dienas choleros atvejų skaičius siekė 139. Tačiau, nors nuo praėjusios savaitės užsikrėtusių cholera skaičius labai išaugo, kol kas buvo pranešta tik apie vieną choleros auką.</p>

In this example it can be seen that headlines in English and Lithuanian language are partially equivalent. The phrase that is included in English language *cyclone-hit* is omitted in the Lithuanian headline. This omission might cause some misunderstanding if the context for the reader is unknown, unless the more detailed information is explained in the report. The meaning of the word *mount* which is used in English headline has the meaning *to climb up* or *increase*, therefore in Lithuanian headline is used the word *viršijo* which is not equivalent but has the same, more neutral meaning. Thus, it can be said that headlines are partially equivalent.

It can be seen in example 3 that omission was used in several cases. First sentence that is omitted includes facts and conclusion that provides some insights about overall event. As this was excluded from target text, it might be said that translator considered it to be irrelevant to the Lithuanian readership. Second component that was omitted is part of the sentence that represents reference to the source of the report. References normally are included in order to make text more reliable and justify commentaries or facts, but in Lithuanian version of news this particular reference was excluded. It might be said, that translator used more formal language in order to omit the reference and save the space of the text or considered it irrelevant. In case of omission in this example, the reader would not miss any parts of the text as they do not carry any special information, therefore it might be said that the readability and consistency of the text is not harmed.

Example No 4.

SL	TL
<p>Three die in Bulgaria psychiatric hospital fire (...) He however added that the initial investigation at the site ruled out the possibility of an electrical fault. <i>The strict regime at the ward -- which kept patients with paranoid schizophrenia locked in their ward and banned the possession of lighters or matches -- "suggests arson", Popov said.</i> (...)</p>	<p>Bulgarijoje per gaisrą psichiatrinėje ligoninėje žuvo trys žmonės (...) Taip pat jis pažymėjo, kad per pirminį tyrimą nelaimės vietoje buvo atmeta elektros gedimo versija. Pasak R. Popovo, neatmetama galimybė, kad gaisras kilo dėl padegimo. (...)</p>

In this example it can be seen that headlines in English and Lithuanian language are equivalent. All the words are translated equivalently and the meaning is transferred. No words are omitted or added. Lithuanian headline is equivalent to the original headline semantically and stylistically and the information is maintained the same.

It can be seen in example 4 that the strategy of omission was used in this text. Omission allowed to exclude the part of sentence the structure of which describes the situation and includes the commentary afterwards. This explanation might be irrelevant due to the shortening of the text by excluding information that does not have any particular impact of the text. English version of the text includes long sentences with explanations, references and commentaries, whereas Lithuanian text involves shorter sentences. As grammatical rules and structure of both languages differs, it allows to shorten the passage and make it comfortable to read. But the information that has been omitted is not written in other form or in other words, therefore it might be said that the text readability and consistency is not deviated by the omission of components.

Example No 5.

SL	TL
<p>At least 20 dead in Peru bus fire: emergency services</p> <p>At least 20 people were killed and about a dozen injured Sunday night in a bus fire at a Peruvian transport terminal, the emergency services said. A number of the victims died trapped on the second level of the interprovincial bus in the capital Lima, firefighters said, and passersby described scenes of panic and cries of terror. Initial reports said an electrical fault at the rear of the vehicle triggered the blaze just after 7:30 pm (0030 GMT Monday). (...)</p> <p>The blaze erupted at the Fiori terminal in Lima's populous northern San Martín de Porres district, (...)</p>	<p>Peru užsiliepsnojus autobusui žuvo mažiausiai 20 žmonių</p> <p>Peru užsiliepsnojus autobusui sekmadienio vakarą žuvo mažiausiai 20 žmonių, o dar keliolika buvo sužeisti, pranešė pagalbos tarnybos.</p> <p>Pasak ugniagesių, tolimojo susisiektimo autobuse buvo įstrigusių žmonių. Pirminiais duomenimis, gaisras kilo dėl elektronikos gedimo galinėje autobuso dalyje. Incidentas įvyko Fjori stotyje šiauriniame Limos rajone sekmadienį 19 val. 30 min. vietos (pirmadienį 3 val. 30 min. Lietuvos) laiku.</p>

In this example it can be seen that headlines are partially equivalent. Lithuanian headline corresponds to the English headline only by the meaning, but the form and style of presentation in both headlines differ. English headline includes phrase *emergency services* that is reference to the initial source of the report, whereas in Lithuanian headline such reference is not included. Although, other information that relates to the location and the numbers correspond, therefore the meaning is transferred but the form is not equivalent. It might be said that the tendencies of headlines used in English and Lithuanian language represents how different cultures inform society about the events.

It can be seen in example 5 that omission strategy has been used several times in this text. The subheadings differ as well as the structure of the story. English subheading indicated the event, its location and reference to the source of the text, whereas Lithuanian subheading provides the event and reference. The location that is generalised is omitted in the Lithuanian text, but later it is mentioned in the text. It might be said, that translator omitted this information in order to avoid repetition. Other information that has been omitted is additional information about the event from side sources, as this is not usual in Lithuanian news texts. Another component that has been omitted is the reference to the time zone. This reference provides the international time zone, in order to inform the readers globally about the time of the event, whereas in Lithuanian this information is omitted. This might be related to the readership of both news published in English and Lithuanian language as the audience hugely differs. Last components that have been omitted are the adjective and concretisation of the location of the event. It might be said that this information was irrelevant, therefore the translator chosen to exclude these items. Omission in this example did not deviate the meaning and structure of the text in the target language, therefore text was consistent.

Example No 6.

SL	TL
<p>18 Guatemalans killed by hit-and-run truck driver</p> <p>(...)</p> <p>Local reports said the man killed in the first accident was a community leader and president of the state Council of Urban and Rural Development, though authorities have not confirmed this. <i>The semi-trailer did not have its lights on when it struck the group of people which may have been why the driver did not spot them, while the highway was also unlit, according to local media.</i> Traffic rules are frequently ignored in <i>Guatemala</i>, a Central American country of some 16.5 million people.</p>	<p>Gvatemaloje per avariją žuvusių indėnų skaičius sumažintas iki 18</p> <p>(...)</p> <p>Vietos žiniasklaidos pranešimuose sakoma, kad per pirmą avariją žuvęs vyras buvo bendruomenės lyderis ir valstijos Miestų ir kaimų plėtros tarybos pirmininkas, tačiau pareigūnai to nepatvirtino. Ši Centrinės Amerikos šalis, turinti 16,5 mln. gyventojų, pasižymi prastu kelių eismo saugumu.</p>

In this example it can be seen that English and Lithuanian headline does not correspond in style, form and meaning. English headline includes phrase *hit-and-run* which relates to a *motor accident in which the vehicle involved does not stop*. While in Lithuanian headline such phrase is not present. Lithuanian headline includes generalisation of the event that is conveyed through the phrase *per avariją žuvusiųjų*, while English headline presents more detailed presentation of the event through the phrase *killed by truck driver*. Moreover, target language headline includes the word *sumažintas* which is not present in English language headline. This might show some reference to the previous report covering the same topic. In Lithuanian news portals such reports include similar information and they are updated continuously, but this is not the case in English language reports. Lithuanian headline includes word *indėnų* which represents the name of the nation, and in this headline this word represents the people who have been killed, while in English headline this information is not included. Therefore, it might be said that headlines are not equivalent in this example.

As it can be seen in example 6 the strategy of omission has been used in the target text several times. Components that have been omitted are sentence and the name of the country. The sentence that has been omitted includes information that describes the event in detail. On the contrary, this information is excluded in Lithuanian text as irrelevant, because it was not added or moved to another place. As English language report described the situation fully with the reference attached, target text was shortened. It is worth to mention that longer reports suits the news on television, whereas news texts must be composed of short, informative and grammatically correct sentences. Another case of omission in this text is the exclusion of the country name. The word *Guatemala* represents the country in the continent of South America, but besides there is another name for this country that represents its location in more general way. It might be said that translator chose to avoid repetition of the name and included the phrase *a Central American country*, which in Lithuanian news text has been translated as *Centrinės Amerikos šalis*. These cases of omission strategy in the text did not change the meaning, but improved the style and avoided redundant parts that were considered as irrelevant to the target readership. It might be said that omission strategy contributed to the conforming to the needs of the audience and publishing tendencies of news portal.

Example No 7.

SL	TL
<p>Mozambique city of Beira '90% damaged or destroyed' by cyclone</p> <p>A cyclone that slammed into Mozambique last week has damaged or destroyed 90 percent of the city of Beira, the Red Cross said Monday, <i>as the death toll in the country and neighbouring Zimbabwe rose to 157.</i></p> <p>"The scale of damage caused by cyclone Idai that hit the Mozambican city of Beira is massive and horrifying," the International Federation of Red Cross and Red Crescent Societies (IFRC) said in a statement. (...)</p>	<p>Ciklonas smogė tokia jėga, kad suniokojo 90 proc. miesto</p> <p>Mozambiką praėjusią savaitę talžęs ciklonas sunaikino ar apgadino 90 proc. Beiros miesto, pirmadienį paskelbė Raudonasis Kryžius.</p> <p>„Beirą užklupusio ciklono „Idai“ mastas yra didžiulis ir siaubingas“, – sakoma Tarptautinės Raudonojo Kryžiaus ir Raudonojo Pasmėnulio draugijų federacijos (IFRC) išplatintame pareiškime. (...)</p>

In this example it can be seen that English and Lithuanian language headlines do not correspond in form and style, but the meaning is partially equivalent. Lithuanian headline has omitted some parts from the original headline. In Lithuanian headline there is no word *Mozambique* and the phrase *'damaged or destroyed'*. The name of the country gives more detailed information about the location of the event, as some of the readers may not know where the city of Beira is, so this is additional information that has been omitted in Lithuanian headline. The phrase *'damaged or destroyed'* is excluded because it is not specific and only gives presumption of the final result, whereas Lithuanian headline has included the word *sunikojo*, which makes it clear to the reader about the final result. Moreover, the English headline is more neutral because of the language used and the style it is presented while Lithuanian headline is more emotional and has the strength that gives particular form for the headline and informs the reader about the reader prior he or she reads the full story. It might be said that headline presents quite similar idea, but the form and style of presentation is different.

As it can be seen from example 7 the strategy of omission has been used in this text. Component that has been omitted is the part of the sentence. The sentence that has been omitted in Lithuanian text includes additional information of the event that describes the number relevant to the topic. Also, it relates to the potential information that might have been used in other report, because it presents the information about the country that has been mentioned in the topic and also another country that has also been affected by the event but was not mentioned in the topic. This might be the case when Lithuanian news portal chose to present only the situation in the country that is mentioned in the topic briefly and precisely, whereas English news portals publish information for broader community and, therefore, includes as much information related as possible. Another reason why this part of the sentence was not included is due to the shortening of the text and only presenting the most basic facts. That highlights the difference between the methods of news portals of publishing and composing the reports. Another factor that might have been influenced shortening of the text is the speed in translation, as this example shows that this topic was covered broadly, and, likely, updated frequently.

As it can be seen from the examples above, strategy of omission is widely used in news translation. As foreign news publishers cover events broadly with much information included that allows to

distribute news reports that are long and details. On the contrary, Lithuanian news portals tend to publish short reports unless there are events that are covered broadly and is dedicated to the global community. Therefore, the strategy of omission is used, which contributes to the shortening of the passages by excluding irrelevant information to the local community. Moreover, omission of names of the countries or facts is done because translators persist to avoid repetition that does not contribute to the journalistic style.

2.2.2. Addition

According to the data presented in Figure 3, it can be said that translators of news texts tend to use strategy of addition very often (34 %). Strategy of addition allows to include clarifications, assumptions also make definite some background information. As mentioned before, addition strategy can be used due to the language variety causing many kinds of differences between them. Addition might also be used in order to add explanations of cultural items or aspects, otherwise reader might not understand the text fully.

Example No. 8

SL	TL
<p>Pope Francis donates \$500,000 to help migrants in Mexico</p> <p>Pope Francis has donated 500,000 dollars to help migrants in Mexico, offering assistance to local projects that provide food, lodging and basic necessities.</p> <p>The funds, from the Peter's Pence collections, will be distributed among 27 projects promoted by 16 Mexican dioceses and religious congregations, Peter's Pence said in a statement.</p> <p>In recent months, thousands of migrants have arrived in Mexico, traveling on foot or with makeshift vehicles from Honduras, El Salvador and Guatemala. But they have been blocked at the border with the United States.</p> <p>In particular, the aid is intended to assist the more than 75,000 people who arrived in Mexico in 2018, in six migrant caravans.</p> <p>"All these people were stranded, unable to enter the United States, without a home or livelihood," the statement says.</p>	<p>Popiežius skyrė 500 tūkst. JAV dolerių paramą migrantams Meksikoje</p> <p>Popiežius Pranciškus migrantams Meksikoje paaukojo 500 tūkst. JAV dolerių (448 tūkst. euru), o parama bus padalinta vietos projektams, skirtiems parūpinti migrantams maisto produktų ir būstų bei patenkinti pagrindinius jų poreikius, šeštadienį pranešė Šventasis Sostas. Per Šv. Petro rinkliavą surinktos lėšos bus skirtos 27 projektams, kuriuos remia 16 Meksikos vyskupijų ir religinių kongregacijų, pranešė Šv. Petro rinkliavos fondo atstovai. Pastaraisiais mėnesiais pėsčiomis ar savadarbėmis transporto priemonėmis į Meksiką atvyko tūkstančiai migrantų iš Hondūro, Salvadoro ir Gvatemalos, kurie įstrigo pasienyje su Jungtinėmis Valstijomis. Visų pirma pagalba yra skirta padėti daugiau nei 75 tūkst. žmonių, atvykusių į Meksiką 2018 metais šešiuose migrantų karavanuose. „Visi šie žmonės įstrigo, negalėdami patekti į Jungtines Valstijas, be namų ar pragyvenimo šaltinių“, – sakoma Vatikano pareiškimė.</p>

As it can be seen, headlines are partially equivalent in form, meaning and stylistically. The word *donates* means *give (money or goods) for a good cause*, whereas the word used in Lithuanian headline is *skyrė* which means *allocate (a job or duty)*. This clearly shows that the meaning does not correspond in both headlines, although all other words are translated directly. As the headline in English language is more emotional, Lithuanian headline is more formal, respectively.

As the example 8 shows addition is used quite frequently in the text. In this example mainly the references are added, that clearly shows the inclusion of official names and gives more reliability to the text and trust for the readers. Moreover, references added are various in form and style, therefore the translator might have used the addition strategy in order to avoid repetition in the text. Also, the currency that is present in Lithuania is added. That shows the adaptation of the text to the target readership. No clarifications or explanations are added, because text is short and easily comprehensible.

Example No. 9

SL	TL
<p>Russian plane in Venezuela amid reports of Russian military arrival</p> <p>(...)</p> <p>There was no confirmation from Venezuelan authorities, and the Russian embassy in Caracas declined to comment to AFP on the report, which was widely carried by Venezuelan media.</p> <p>(...)</p>	<p>Venesueloje pastebėtas Rusijos lėktuvas papildyta</p> <p>(...)</p> <p>Šių šalies žiniasklaidoje plačiai cituojamų teiginių kol kas nekomentavo nei Venesuelos valdžia, nei Rusijos ambasada Karakase.</p> <p>(...)</p> <p>DELFI primena, kad Rusija ir Jungtinės Valstijos nesusitarė, kaip būtų galima išspręsti Venesuelos krizę, po derybų Romoje praėjusį antradienį sakė abiejų šalių pareigūnai. (...)</p>

It can be seen that headlines are not equivalent in form, meaning or style. Although the idea is similar in English and Lithuanian headlines, but the means and the effect of the language used are different. There are only few words *Russian plane in Venezuela* which are equivalent semantically and are translated as *Rusijos lėktuvas Venesueloje*. Other words are omitted in Lithuanian headline. But as these three are not grammatically relevant, the word *pastebėtas* is added. Moreover, in Lithuanian headlines quite frequently there is a word *papildyta* added, because some reports that are of high importance are supplemented by updated information continuously, therefore readers are informed about the status of the report by the headline.

As the example 9 shows addition is used to attach the information from other source or report. This is the case when target language report is composed of more than one source texts, and addition strategy contributes to the smooth transfer from one source to another at this point. It might be seen that the added information does not differ from the topic and discuss the same situation, therefore the consistency of the text is not harmed. Although addition allows to attach the texts, they become quite long and in this way the text becomes quite long to read, as the one of the most important requirements for news text is to be short and precise.

Example No. 10.

SL	TL
<p>Final Colombia mudslide death toll is 33: authorities</p>	<p>Kolumbijoje po nuošliauža iš viso žuvo 33 žmonės</p>

<p>Rescuers had to remove tons of mud to find the bodies of the 28 adults and five children buried by the mudslide in Rosas, in the department of Cauca. It has been the worst accident this year during Colombia's rainy season, which began in mid-March.</p> <p>Gerardo Torres, 50, lost 13 family members in the tragedy.</p>	<p>Gelbėtojai turėjo nukasti tonas purvo, kad surastų 33 žuvusius žmones: 28 suaugusiuosius ir penkis vaikus. Tai didžiausia nelaimė Kolumbijoje šiais metais, per kovo viduryje prasidėjusį lietingąjį sezoną. 50 metų Gerardo Torresas per tragediją neteko 13 šeimos narių.</p>
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It can be seen that headlines are not equivalent in form, but they correspond in style and convey the same idea. Lithuanian headline excluded the word *authorities* as there is no tendency to include reference in Lithuanian headlines. The word *Final* is translated as *iš viso*. This translation is correct and allows the headline to transfer the same message as the original. In the Lithuanian headline colon is emitted, as the grammar of languages differ.

As it can be seen from the example 10 addition is used as summary of the numbers presented in the original text. As mentioned before, addition is also conducted through summarize of information. In this case, addition contributes to the principle that makes text easily understandable and quickly consumable to the target readership, especially if reader only wants details. In this case strategy of addition does not deviate the meaning of the text and does not harm the consistency of the text.

Example No. 11

SL	TL
<p>'No Planet B': Global youth demo for climate kicks off (...) Students flooded into the streets in Wellington, Sydney, Bangkok and Hong Kong carrying placards that read "There is no planet B", "You're destroying our future" and "If you don't act like adults, we will." Abigail O'Regan, 20, who was marching in Wellington, told AFP: "This is young people taking the reins and realising that they do have people power, that's really awesome." In Sydney, 18-year-old Edward Gay called for "100-percent renewable energy", arguing "that is the only way we are going to be saving lives in this country and all over the world." Fellow protester Charles Rickwood, 18, warned that if nothing is done, Australia's famous Great Barrier Reef could be destroyed. (...) But the budding activists received encouragement from New Zealand Prime Minister Jacinda Ardern, who said it was important for the young generation to send a message. "We hear you and we're getting on with setting a path for carbon neutrality," the 38-year-old leader said in a statement.</p>	<p>„Atsarginės planetos nėra“: prasideda pasaulinė jaunimo demonstracija už klimatą (...) Moksleiviai jau išėjo į Velingtono, Sidnėjaus, Bankoko ir Honkongo gatves su plakatais „Atsarginės planetos nėra“, „Jūs naikinate mūsų ateitį“ ir „Jei nesielsite kaip suaugusieji, tai darysime mes“. <i>Delyje, kuris yra tarp labiausiai užterštų pasaulio miestų, maždaug 200 moksleivių surengė spalvingą protestą, kuriame mojavo kaspinais, žongliravo ir atliko numerius su lankais.</i> <i>„Turime pasirinkti, ar norime sėdėti ir būti abejingi, ar kažką daryti dėl mūsų planetos“, – sakė 16-metė Srijani Datta, kuri taip pat perspėjo pasaulio politikus.</i> <i>„Daugumai mūsų 16–17 metų ir netrukus sueis 18. Mes galėsime balsuoti. Kaip rinkėjai parodysime, kad mums rūpi klimato kaita. Jei negalite mums to (švaraus oro ir vandens) duoti, negausite mūsų balsų“, – sakė ji.</i> Sidnėjuje 18-metis Charlesas Rickwoodas perspėjo, kad jei nieko nebus daroma, gali būti sunaikintas garsusis Australijos Didysis barjerinis rifas. (...)</p>

<p>"Please keep bringing as many people as you can with you because we simply won't achieve our goals alone."</p> <p>- 'Slacktivists' -</p> <p>(...)</p>	<p>Tačiau aktyvistai sulaukė Naujosios Zelandijos ministrės pirmininkės Jacindos Ardern padaršinio – ji sakė, kad jaunajai kartai svarbu pasiūsti žinią. „Mes jus girdime ir toliau miname kelią dėl neutralumo anglies dvideginio išsiskyrimo požiūriu, – sakoma 38 metų lyderės pareiškiame. – Prašom drauge atsivesti kuo daugiau žmonių, nes vieni mes paprasčiausiai nepasieksime savo tikslų.“</p> <p>Sunkiū darbu garsėjančioje Pietų Korėjoje demonstracijos prasidėjo tik pasibaigus penktadienio pamokoms.</p> <p>„Moksleiviams sunku praleisti mokyklą dėl dalyvavimo šiame streike... Pietų Korėjoje egzaminų rezultatai labai svarbūs ir yra didelė našta, be to, itin padidėjusi nedarbo krizė“, – sakė 25 metų organizatorius Jeong Juwonas.</p> <p>„Pasyvūs aktyvistai“</p> <p>(...)</p>
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As it can be seen from the example above headlines are equivalent in meaning but differ in form and style. The translator used very creative way to translate the phrase 'No Planet B' to the „*Atsarginės planetos nėra*“. This phrase sounds very natural in both languages, and therefore the headline conveys the same message. Moreover, Lithuanian headline does not include any components that would sound unnatural to the reader. Although the form and structure of headlines is maintained, but the meaning is not lost.

As it can be seen from example 11 there are several additions with the same aim in this text. As this text includes commentaries of the people from various parts of the world, additional commentaries from other sources also attached, therefore the text covers more information under the same topic. Sentences are short as well as commentaries, therefore the reader must not put much effort in order to understand the text.

Example No 12.

SL	TL
<p>Starving whale killed by swallowing 40kg plastic, activists say</p> <p>The death comes just weeks after the Global Alliance for Incinerator Alternative released a report on the "shocking" amount of single-use plastic in the Philippines, The Philippines has strict laws on garbage disposal but environmentalists say these are poorly implemented.</p>	<p>Filipinuose nugaišusio banginio pilve rado 40 kg plastiko</p> <p>(...)</p> <p>Vos prieš kelias savaites pasaulinis organizacijų aljansas „Global Alliance for Incinerator Alternative“ (<i>GAIA</i>) paskelbė ataskaitą apie „šokiruojantį“ vienkartinį plastiko gaminių kiekį Filipinuose. Šalyje galioja griežti atliekų tvarkymo įstatymai, bet aplinkosaugininkai sako, kad jie prastai įgyvendinami</p>

In this example it can be seen that headlines render the similar meaning, but it is presented in different form and style. Lithuanian headline lack reference to the study and phrase *activists say* is omitted which is reference to the author of this background. Also, the structure slightly changes the main idea that original headline was aimed to transfer. English headline includes phrase *killed by*, whereas Lithuanian version involves *nugaišusio banginio pilve rado*. These phrases represent different processes, therefore the meaning does not correspond fully. Although, *swallowing* and *pilve* might carry similar meaning in this context. English headline formulation states the reason and result, while Lithuanian headline only transfers the result.

As it can be seen from example 12 the addition in this text is used only once. The addition in this text is used to attach the official abbreviation of the company which makes the text more reliable, and also contributes to the faster reading of the text, as it is the shortened form of the name of company. Also it maintains and allows to improve the style of the text, in the case if translator needs to repeat the name more than once. Therefore, in this example addition enhances style and readability of the text. As abbreviations are often used in various kinds of texts, consistency of this text is not deviated.

Example No 13.

SL	TL
Restaurant Blast in Southern Philippines Wounds at Least 13	Pietų Filipinuose prie restorano nugriaudėjęs sprogimas sužalojo 13 žmonių
A bomb explosion outside a restaurant on Wednesday April 3rd in the southern Philippines wounded at least 13 people, including children, authorities said.	<i>Neramumų krečiamuose</i> pietų Filipinuose trečiądienį driokstelėjęs sprogimas sužeidė mažiausiai 13 žmonių, buvusių prie vieno restorano, pranešė pareigūnai.

In this example it can be seen that headlines are partially equivalent, but differ in form. English headline phrase *Restaurant Blast* is not equivalent to the phrase used in Lithuanian headline *prie restorano*. Therefore the place is presented incorrect in Lithuanian headline.

It can be seen from example 13 that addition is used once in this text in order to attach descriptive fixed phrase as to refer to the place that is dangerous. By adding this component, translator adds more strength and color to the text and the style is improved.

As it can be seen from the examples above, even though the structure and the content of the source language text is changed due to the addition strategy, the meaning of the text is not changed or lost and the consistency of the text is not deviated. Therefore, it can be said that addition contributes to the formation of more informative, emotional and colourful text, as it allows to merge more than one source text into one target text, also it enhances the reliability of the text by attaching abbreviations of official names. Moreover, addition benefits in the news translation as the way to avoid repetition and improve the professional presentation of news report that is translated from foreign language.

2.2.3. Reorganisation

According to the data presented in Figure 3, the assumption can be made that translators of news texts tend to use reorganisation not quite often (13 %). Reorganisation allows to shift the component either on wording or structural level. As mentioned before reorganisation strategy can be used due to the language variety causing many kinds of differences between them, oratory traditions and potential expectations of the targeted readership. Another reason why reorganisation might be used, is that news texts usually are merged from more than one source texts, therefore in order to improve the structure and consistency of the text, reorganisation strategy is used in translation of news texts.

Example No. 14

SL	TL
<p>Indian girl, 12, 'raped and killed' by brothers, uncle</p> <p>Two brothers have been arrested in India for allegedly raping their 12-year-old sister who was later beheaded, police said Wednesday.</p> <p>India has a grim record of sexual assaults on minors with more than 36,000 cases reported in 2016, according to latest available government data.</p> <p>A UN Committee on the Rights of the Child in 2014 said one in three rape victims in India was a minor. Almost half the abusers are known to the victims.</p> <p>In this case, the girl's uncle, 40, has also been arrested and police are searching for the eldest brother after the body was found in the central state of Madhya Pradesh last week.</p> <p>The accused had initially tried to put the blame on a rival family before police in Sagar district found discrepancies in their statement and realised the eldest brother had been missing.</p> <p>"That was a big clue," district police superintendent Amit Sanghi told AFP by phone.</p> <p>"All the men (three brothers and the uncle) were involved in raping the girl and when she threatened to tell the police, they strangled her to death and chopped off her head and dumped the body."</p> <p>Sanghi said the autopsy had confirmed the victim was gang-raped and subjected to "unnatural sex".</p>	<p>Trys broliai ir dėdė įvykdė žvėrišką nusikaltimą, atstovauti jiems atsisako net advokatai</p> <p>Indijoje areštuoti du broliai, įtariami savo 12-metės sesers išžaginiu ir nužudymu, trečiadienį pranešė policija.</p> <p>Minimu atveju taip pat areštuotas mergaitės 40 metų dėdė, be to, policija ieško vyriausio aukos brolio. Nužudyta mergaitė buvo rasta centrinėje Madhja Pradešo valstijoje praėjusią savaitę. Kaltinamieji iš pradžių bandė versti kaltę kitai šeimai, bet Sagar rajono policija išsiaiškino neatitikimus jų pareiškimuose ir suprato, kad yra dingęs vyriausiasis brolis. „Tai buvo svarbi užuomina, – telefonu naujienų agentūrai AFP sakė rajono policijos vyresnysis inspektorius Amitas Sanghi. – Visi šie vyrai (trys broliai ir dėdė) dalyvavo žaginant mergaitę, o kai ji pagrasino pranešti policijai, jie ją pasmaugė, pjautuvu nupjovė galvą ir išmetė palaikus.“ Pasak A. Sanghi, skrodimas patvirtino, kad auką išžagino keli nusikaltėliai. „Tokio nusikaltimo nemačiau per visą savo gyvenimą. Net advokatai sakė nenorintys atstovauti kaltinamiesiems šioje byloje“, – pridūrė pareigūnas.</p> <p>Indijoje lytinių nusikaltimų prieš nepilnamečius statistika labai liūdna. 2016 metais buvo užregistruota daugiau kaip 36 tūkst. tokių atvejų, rodo naujausi prieinami vyriausybės duomenys.</p> <p>Jungtinių Tautų vaiko teisių komitetas 2014 metais nurodė, kad trečdalis išžaginių aukų Indijoje yra nepilnamečiai. Beveik pusė nusikaltėlių yra aukoms pažįstami žmonės.</p>

Headlines of these news reports are not equivalent in form, but they are partially equivalent in meaning. Firstly, the form of the headlines is not equivalent because English and Lithuanian language have different grammatical system. Although the form of headlines is not maintained, the idea is

retained, but different stylistic form is chosen. Moreover, apostrophes are omitted. As SL headline represents the facts, TL version of headline includes idiom *žvėrišką nusikaltimą*. This idiom shows that headline was created to attract attention and therefore, the headline was not simplified but highlighted.

As the example 14 shows, reorganisation is used in the target text in order to change the order of the text and to shift the whole paragraphs to different place of the text. although more than one paragraph is moved, the meaning of the text is not changed, consistency of the text is not deviated. Although, in this case reorganisation allowed to divide text into smaller sections. It can be seen, that these sections discuss different aspects under the same topic, therefore reorganisation contributes to the formation of the text that provides structured information. The change involved in this case is made on the structural level. It might be said, that this strategy can help to the news framing, that shows tendencies of the presentation of news texts presented in Lithuanian online news websites.

Example No. 15

SL	TL
<p>More foreigners in Pyongyang marathon</p> <p><i>Twice as many foreigners as last year gathered in Pyongyang on Sunday for the city's annual marathon, tour firms said, as reduced tensions see visitor numbers rise in isolated North Korea.</i></p> <p>The event – part of the celebrations for the anniversary of founder Kim Il Sung's birth in 1912 – is the highlight of the North's tourism calendar and offers the chance to run or jog through the streets of the tightly-controlled city.</p> <p>(...)</p> <p><i>The vast majority of tourists to the North are Chinese and some 5,000 Westerners a year used to visit the North – with about 20% of those from the US – seeking unique adventures in one of the most closed countries in the world.</i></p> <p>(...)</p>	<p>Pchenjano maratone – dvigubai daugiau užsieniečių</p> <p><i>Į Šiaurės Korėjos sostinėje Pchenjane kasmet rengiamą maratoną sekmadienį susirinko dvigubai daugiau užsieniečių nei pernai, skelbia turizmo bendrovės. Manoma, kad lankytojų izoliuotoje Šiaurės Korėjoje pagausėjo dėl sumažėjusios įtampos. Kasmetinis maratonas, rengiamas minint Šiaurės Korėjos įkūrėjo Kim Il Sungo gimimo 1912 metais metines, yra svarbus Šiaurės Korėjos turizmo kalendoriaus renginys, kurio metu suteikiama galimybė prasibėgti itin kontroliuojamo miesto gatvėmis.</i></p> <p>(...)</p> <p><i>Šiaurės Korėjoje daugiausia lankosi kinų turistai. Taip pat per metus čia apsilanko ir maždaug 5 tūkst. vakariečių, iš kurių maždaug 20 proc. sudaro amerikiečiai. Žmonės ieško unikalių nuotykių vienoje uždariausių pasaulio šalių.</i></p> <p>(...)</p>

It can be seen that the Lithuanian headline does not correspond to the English one at both linguistic and extralinguistic levels. Although headlines of these reports are partially equivalent in meaning and style but they differ in form. The main idea is conveyed and the function of the headline is fulfilled, but Lithuanian headline includes word *dvigubai*, that is not found in the English headline. Although Lithuanian headline involves the word that is not found in English headline, the meaning is not changed. Lithuanian version of headlines includes hyphen, therefore the readability of the headline is improved. It can be said that the form of the headline is changed and rendered in a different way, but the meaning is maintained.

As the example 15 shows, reorganisation strategy is used in the process of the translation regarding the need to shorten passages and, thus improve the readability of the text. In Lithuanian language dominates short sentences that conveys the message and does not confuse the reader. As mentioned

before, news texts must be comprised of short, easily comprehensible sentences that renders the main idea and does not take much time and effort to understand the information provided in news report. Although reorganisation is used, the consistency of the text is maintained, therefore the text is translated in line with requirements applied to the translation rules and norms.

Example No. 16

SL	TL
<p>Africa's richest man withdrew \$10 million just to look at it</p> <p>Nigerian billionaire Aliko Dangote, known as Africa's richest man, told a forum in Ivory Coast on Saturday how he once took \$10 million in cash out of the bank just to look at it and get it into his head that this was real money, not just figures on paper.</p> <p><i>"When you're young your first million is important, but after, the numbers don't mean much," Dangote, a manufacturing tycoon with a range of companies spanning cement to flour, told the Mo Ibrahim forum in Abidjan.</i></p> <p>"One day, I cashed 10 million, put them in the boot of my car I put it in my room. I looked at them and thought 'now I believe I have money' and took it back to the bank the next day," he told his audience.</p> <p>(...)</p>	<p>Turtingiausias Afrikos žmogus išsigrynino 10 mln. JAV dolerių, kad ... į juos pažiūrėtų</p> <p>Nigerijos milijardierius Aliko Dangote, kuris yra išgarsėjęs kaip turtingiausias Afrikos gyventojas, Dramblio Kaulo Krante įvykusiame forume šeštadienį papasakojo, jog kartą iš banko paėmė 10 mln. JAV dolerių grynaisiais, kad galėtų į juos pažiūrėti ir suvokti, kad tai yra tikri pinigai, o ne vien skaičiai ant popieriaus.</p> <p><i>„Kai esi jaunas, tavo pirmasis milijonas yra svarbus, tačiau po to skaičiai daug nebereiškia“, – pareiškė pramonės magnatas Abidžane įvykusiame forume.</i></p> <p>„Vieną dieną banke pasiėmiau 10 mln. JAV dolerių grynaisiais, įdėjau šiuos pinigus į savo automobilio bagažinę ir po to atsinešiau į savo kambarį. Žiūrėjau į banknotus ir galvojau, „dabar aš tikiu, kad turiu pinigų“. O kitą dieną nunešiau juos atgal į banką“, – papasakojo milijardierius, <i>kuriam priklauso įvairiuose pramonės sektoriuose veikiančios bendrovės, įskaitant gaminančiąsias cementą ir miltus.</i></p> <p>(...)</p>

It can be seen that headlines are quite equivalent in form and in meaning. But Lithuanian headline omitted the word *just* that stylistically helps to make the English headline more sophisticated. It can be said, that headlines differ in form because Lithuanian headline included ellipsis that might have substituted the word *just*. Ellipsis is the intentional omission of a word or sentence without altering the meaning. This means ellipsis might help stylistically to make headline more attractive to the reader, although using ellipsis the place is not saved.

As the example 16 shows reorganisation strategy is used to divide one component and move it to other place in the narrative. In this case, reorganisation was used in order to diversify the news story in Lithuanian version. The component that was moved to the other place did not deviate the consistency of the text and the meaning was not changed. It might be said that reorganisation contributes to the stylistical enhancement of the text because by shifting the part of the text from its primary place to the other through the process of translation the text acquires proportional sequence and is not repeated.

As it can be seen from the examples above, even though the structure of the source language text is altered with the help of the reorganisation strategy, the meaning of the text is not changed or lost and

the consistency of the text is not deviated. Thus, it can be said that reorganisation helps to improve the readability of the target language text and contributes to the distribution of the text that meets the requirements and needs of the target readership. Reorganisation might be done either in wording or structural level.

2.2.4. Substitution

As it can be seen from the data presented in Figure 3, translators of news texts do not use strategy of substitution in the process of translation of news texts not very often (8 %). Strategy of substitution allows to make some details in the text less specific, change the focus, depersonalize, summarize. Moreover, strategy of substitution implies rounding up or rounding down numbers, or instead of writing names of important figures, indicating countries they represent.

Example No 17.

SL	TL
Switzerland to represent US interests in Venezuela <i>Switzerland</i> has agreed to represent America's interests in Venezuela following the <i>Trump administration's</i> decision to withdraw its staff from the U.S. Embassy in Caracas. (...) <i>Switzerland</i> also represents U.S. interests in Iran, (...)	Šveicarija sutiko atstovauti Vašingtono interesams Venesueloje <i>Bernas</i> penktadienį paskelbė sutikęs atstovauti Jungtinių Valstijų interesams krizę išgyvenančioje Venesueloje, <i>Vašingtonui</i> praėjusį mėnesį atšaukus iš ten visus savo diplomatus, (...) <i>Ši turtinga Alpių valstybė</i> taip pat atstovauja JAV interesams Irane, (...)

In this example it can be seen that headlines in English and Lithuanian language are partially equivalent. Substitution is found in the headline presented in example 17. English headline represents the name of the country *US*, while in Lithuanian headline it can be seen that country name has been substituted by the name of the city *Vašingtono*. Moreover, the principle that is being presented in the headlines is slightly different. English headline includes word *to*, which means pending situation, or something that will happen. On the contrary, Lithuanian headline involves word *sutiko*, which means that the approval is made and this is the result of the situation. It might be said that original and Lithuanian headlines are slightly different in the option of lexical items, but the meaning and the form almost corresponds.

As it can be seen from example 17 the strategy of substitution is used several times in the text. Components that were substituted are names of the country and name of the office in government. First component in English language text is the name of the country that is *Switzerland*. In Lithuanian text this country name is substituted by the name of the capital of this country that is *Bernas*. In this case substitution serves as the possibility to avoid repetition of the same name. Second substitution is made by replacing the combination of words *Trump administration's* in English text to the word *Vašingtonui* in Lithuanian text. As the combination of words is used in the English text for the first time, translated text repeats the word that has been used in the headline of the report. It might be said that this reference was used in order to avoid misunderstanding, because direct translation of the *Trump's administration* is not widely used in the journalistic domain or television, therefore

readership might be confused. Third substitution represents more cultural perspective of the translation. Original text includes name of the country that is *Switzerland*, whereas translated text chose to give another scenic name to the country *Ši turtinga Alpių valstybė*. This substitution reflects the international recognition of the country, and in order to avoid using the same name in the text translator took an advance on it and replaced it by more picturesque title. Cases of substitution presented in this example shows that the replacement of some components of the text might transform text into more versatile narrative without changing its meaning.

Example No 18.

SL	TL
<p>Britain, France, Germany seek full UN report of Iran missile activity</p> <p>The letter from the <i>European countries, which are signatories to the nuclear deal along with the United States and Russia</i>, came nearly a month after the United States made a similar appeal to the <i>council</i>, saying it was time to bring back tougher international restrictions on Tehran.</p> <p>President Donald Trump pulled the <i>United States</i> out of the nuclear accord in May last year (...)</p>	<p>JK, Prancūzija ir Vokietija reikalauja JT ataskaitos apie Irano raketų programą</p> <p>Britanija, Prancūzija ir Vokietija kartu su JAV ir Rusija 2015 metais pasirašė Irano branduolines ambicijas ribojantį susitarimą. Beveik prieš mėnesį panašų prašymą Saugumo Tarybai pateikė ir Jungtinės Valstijos, sakydamos, kad atėjo laikas sugrąžinti tarptautines sankcijas Teheranui.</p> <p>JAV prezidento Donaldo Trumpo sprendimu praėjusių metų gegužę Vašingtonas pasitraukė iš 2015 metais sudarytos istorinės daugiašalės sutarties (...)</p>

As it can be seen in this example headlines are partially equivalent. The meaning partially corresponds in the original and translated text, but there are some differences in the structure of lexical items. The word used in original that is *seek* does not correspond to the translation *reikalauja*. The meaning of the word *seek* is *to ask for something or to try to get something*, while Lithuanian *reikalauja* means *to require or to demand*, therefore the original and translation does not correspond fully. Another inequivalence is found in the translation of the combination of words *missile activity*. This combination of words in Lithuanian text is translated to *raketų programą*. English text used more generalised way to present the topic by the word *activity*, whereas Lithuanian headline included specific detail in the headline that is *programą*. It might be said that headlines in both languages differ by the selection of words, although the meaning is rendered partially and presents the same topic.

In the example 18 it can be seen that substitution was used in the translation of this text several times. Components that were substituted are generalised group of the countries, name of the international institution and the name of the country. First substitution is used in order to specify particular countries that were not mentioned in the source text. In original text it can be seen that the context allows to understand what countries are referred to, but translator might have chosen to use the names of the countries as to avoid the misunderstanding. Also the substitution has been made by changing the summarized information in original to the specified countries and the change of grammatical structure. Second replacement has been done by specifying the full name of the institution, because

in original the word used was *council*, whereas in Lithuanian text the translation was *Saugumo Tarybai*. This substitution provided the more detailed information, otherwise readers might have been confused what is referred to in the text. Third substitution has been done by the replacement of the word *United Sates* in English text to the word *Vašingtonas* in the translated text. The word used in the translated text is the reference to the country of United States, but it might be said this is the way to improve the consistency of the text. In this example, the cases of substitution did not deviate the readability of the text, but enhanced the understanding of the topic by using words that have particular meaning and does not cause misunderstanding to the reader.

Example No 19.

SL	TL
<p>5 injured in industrial building blast near Stockholm</p> <p><i>Stockholm police spokesman Mats Eriksson said</i> the blast took place shortly after midnight Wednesday at an industrial building, shattering its glass windows as well as those at a nearby hotel in Vinsta.(...)</p> <p><i>Eriksson said</i> three people received medical treatment on the spot while two others were taken to a local hospital. (...)</p>	<p>Švedijoje per sprogimą pramonės pastate sužeisti 5 žmonės</p> <p><i>Sostinės policija nurodė</i>, kad sprogimas po vidurnakčio nugriaudėjo viename pramonės pastate sostinės šiaurės vakariniame Vinstos priemiestyje. (...)</p> <p><i>Policijos pranešime sakoma</i>, kad trims žmonėms medicinos pagalba suteikta įvykio vietoje, o du kiti buvo išvežti į vietos ligoninę. (...)</p>

In this example it can be seen that headlines in English and Lithuanian language are partially equivalent. Headlines differ in lexical choice, but the meaning and the form corresponds. English headline includes reference to the location that is *Stockholm*, whereas in Lithuanian headline it is translated as *Švedijoje*. The original and translation are not equivalent, because original headline presents the exact place that is city, whereas translated headline indicates more generalised word that refers to the country. It might be said that headlines are equivalent in meaning, but the lexical items do not correspond in both language headlines.

It can be seen in example 19 that substitution has been done several times in the translation of the text. Components of the text that have been replaced are references to the authors of the particular details of the event. In original text these components are *Stockholm police spokesman Mats Eriksson said* and *Erikson said*. These references were substituted by references that are more general *Sostinės policija nurodė* and *Policijos pranešime sakoma*. It can be seen in this example that English text included names and institutions in its references, whereas Lithuanian version omitted the names and replaced them by abstract titles. It might be said that the first substitution might be justified by the fact that translated version indicated the particular police by the word *Sostinės*, because original included *Stockholm*. Although, the second substitution merely included the word *police* in order to refer to the source mentioned before in the text. These cases of substitution presented in the example 19 show that substitution allows to replace the references to the source text without mentioning the particular names or institutions, consequently it might be said that text might become less reliable to the reader. Despite of the alterations that replace some components of the text into others, the meaning of the text is not changed and it renders the same message to the readership.

Example No 20.

SL	TL
Greta Thunberg nominated for Nobel peace prize Strikes are expected in 1,659 towns and cities <i>in 105 countries</i> on Friday, involving <i>hundreds of thousands</i> of young people.	Norvegijos parlamentari Nobelio taikos premiją ragina skirti švedų moksleivei Gretai Penktadienį <i>tūkstančiai</i> moksleivių turi dalyvauti demonstracijose <i>daugiau kaip 100 valstybių</i> .

In this example it can be seen that headlines in English and Lithuanian language are not equivalent. The meaning and the lexical choice does not correspond in both headlines. First of all, the name of the student is translated not equivalently, because English headline includes full name *Greta Thunberg*, whereas Lithuanian headline involves only the name *Gretai*. It might be said that translators chose to write the name because the audience would be familiar with this well-known person. Although, it might be considered as mistranslation because Lithuanian headline does not provide full information. Second component that does not correspond in both headlines is the addition in Lithuanian headline that is *Norvegijos parlamentari*. The subject of the headlines does not correspond because in English the subject is the student, while in Lithuanian headline the subject is parliamentarians. Although the topic is slightly different in headlines, the content presents the same situation and renders the same meaning.

As it can be seen in example 20 the substitution has been done several times in the translation of the text. First substitution represents the rounding down of the number, as the original text includes *in 105 countries*, while translated of it is *daugiau kaip 100 valstybių*. As the original specifies the particular number of the countries, translated text implies that the number is bigger than one hundred, but it is not clear how many. Therefore, such substitution might not be correct because reader can misinterpret the translation. Second substitution made in this text is the summarize of the combination of words that presents huge amount or large number of people. In original it is used as *hundreds of thousands*, while in Lithuanian text it is presented in *tūkstančiai*. In Lithuanian language there is very similar phrase *šimtai tūkstančių*, but it was not used in this example. This choice might be justified by the persistence to avoid excess of information, as the word *tūkstančiai* represents huge number itself, and journalistic style texts must comprise of short and precise words that render the meaning. It might be said that cases of substitution in example 20 did not change the topic of the text and contributed to the consistency of the text by using shortened versions of numbers and descriptive nouns.

Example No 21.

SL	TL
Russian-US crew arrives at International Space Station A <i>Russian-American crew</i> arrived at the International Space Station on Friday (...)	Nepavykusio skrydžio į kosmosą įgula šįkart sėkmingai pasiekė TKS <i>NASA astronautas Nickas Hague'as ir jo kolega</i>

	<i>rusas Aleksejus Ovčininas</i> kuriems pernai dėl raketos (...)
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In this example it can be seen that headlines are partially equivalent, although the meaning is rendered through the different words and style. English headline includes word *Russian-US crew* that is translated as *Nepavykusio skrydžio į kosmosą įgula*. From the first sight it might look that this is mistranslation, but as one of the main rules of journalistic headlines is to include catchy phrases and words this translation is justified. The only word that corresponds in situation mentioned above is the word *crew* and its translation *įgula*. The addition of the words before the Lithuanian word represents the part of the narrative that made this topic discussed in news broadly. On the contrary, English version is more neutral and only includes the main subject of the topic that is *Russian-US crew*. Another word that corresponds in both headlines is verb *arrives* that is translated as *pasiekė*. Moreover, English headline includes full name of the location and destination that is *International Space Station*. This component has been translated to *TKS* whose full name is *Tarptautinė kosminė stotis*. Lithuanian headline includes abbreviation, but this might not be informative sufficiently for the reader who is not aware of this topic. It might be said that although headlines in both languages hugely differs by the lexical choice, the meaning of the report is rendered in different words.

It can be seen from example 21 that substitution has been made in this text. As English text includes combination of words *A Russian-American crew*, it is translated as *NASA astronautas Nickas Hague'as ir jo kolega rusas Aleksejus Ovčininas*. This example clearly shows that a short descriptive combination of words has been replaced by detailed set of words that also includes the name of the agency, full names of people, nationality and profession. This might have been substituted because it is more informative to the Lithuanian audience and there is a need to refer to particular people in the text. Although journalistic style manifests short and clear sentences that are informative and easily comprehensible, the topic might determine what type of information is required to indicate in the text. Also, the generalisation that is included in English text might not be appropriate or unsuitable to use in Lithuanian text due to the differences in grammatical systems of languages. It might be said that substitution in this case was the measure to translate the text and conform to the needs of the target readership and rules of grammar and style of the target language. This case presented in the example 21 shows that substitution did not harm the consistency of the text but made it more informative and appropriate to the target readership.

As it can be seen from the examples above, substitution strategy is used in the translation of the news texts. Moreover, there are different cases when substitution allows to make alterations in the target text without changing the meaning of the text. Various replacements of the texts parts or words are done in the sake of better presentation of the text. Therefore, it can be said that substitution contributes to the formation of more informative text, as it allows to indicate names and institutions in more abstract or more generalised way and change the presentation of the numbers. Moreover, substitution strategy contributes to the absence of repetition in the text as it harms the style of journalistic style and makes it less reliable to the reader.

2.3. Adaptation

The empirical results showed that news texts in TL are adapted to the particular extent or not adapted at all. It can be seen from Figure 5. that there were 66 cases texts which included no adaptation which

means that the TL texts involved no translation strategies or textual transformations. In 65 cases the cleaning up transediting was found, which means that reconstructive reporting was used in almost in one third of all examples. The most used was summarizing and fictive reporting which stands for situational and cultural transediting which was found in 128 cases. It should be taken into account that one TL text can include all the transediting types in its translation and final presentation. It might be said that mostly translators add and summarize information due to cultural reasons, when the source text is not informative enough or the TL text is composed from more than one source text, then the information is added in order to provide more insights and contract information that is disseminated by many foreign publishers. Therefore, it might be said that news texts are adapted in several ways, by adding, omitting or reorganising information or its components in the text when it is needed to make text more appropriate and culture-oriented with the purpose to make it conform to the needs and conventions of the target readership.

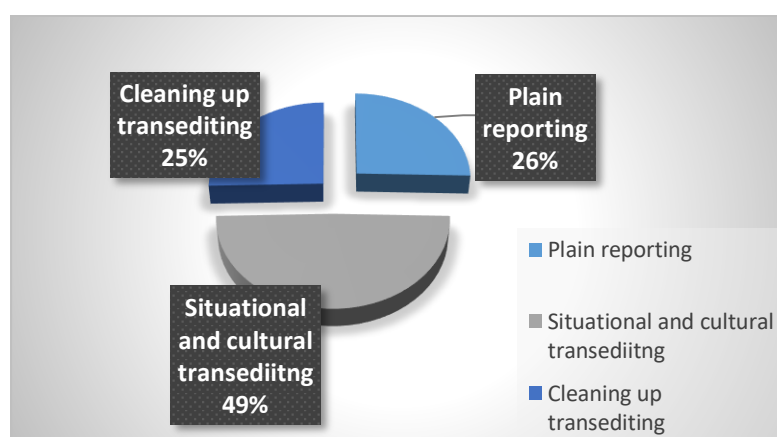


Figure 3 Quantitative distribution of transediting processes in news texts

News translation is considered to be one of the most challenging translation areas because it combines translation, textual transformations and the adaptation of the text to the final audience. Therefore, news translation is not standard transfer of the text from SL to TL. As accentuated by Gambier (2016) translation is related to the textual transformations including lexical choices, whereas adaptation of the text involves cultural implications of the linguistic transformations of the text. Moreover, Schaffner (2012) highlights that the transformations that are identified in the translation of news texts (e.g., refocusing source text, deleting and/or adding information) are intrinsic from the translation. Furthermore, Gambier (2016) assumes that adaptation of the texts might be determined by analysing magazines because the linguistic and extralinguistic features of the products are amended so that they best fit in the local readership of those magazines. Moreover, Krebs (2014) assumes that the adaptation involves necessary adjustments of the text to make it suitable for receiving audience, even if that includes changes that grow away from the source text and communicating it to the community in a more palatable form. Sanders (2006) highlights that the process of adaptations will include such textual and linguistic transformations as omissions, rewritings, maybe additions. As there is news that are covered globally, local news institutions are publishing them to the local audiences. But having in mind that there is a vast number of foreign publishers who might include different story details in their reports, it is very complicated to indicate the source text of the translation published in the news portals. Moreover, there is no reference to the source text provided in the report. As mentioned before, news portals or news publishers do not translate the material. Major news publishers such as *Agence France Press* or *Associated Press* have

subscribers that translate the news to the target audience, before the final products are being published. As Doorslaer (2012) accentuated that the formation of news texts is done from more than one source texts, the adjustments of the text might be seen in the addition, omission and reorganisation strategies found in the translation of news texts. Some information related to the report might be excluded as irrelevant to the reader, although included information provides in-depth information, having in mind that there are various kinds of readers. The rewriting of the text can be interpreted as adaptation of the text to the target culture, because the form the original text is provided is not acceptable to the readers.

2.3.1. Plain reporting

Plain reporting is the type of reporting which presents and defines the texts that were translated and published in news portals without any translation strategies indicated. Therefore, there is no transediting taking place in this type of reporting. In this case of transference of the text the SL text is equivalent to the TL text. The text is created by the author, processed or translated by the translator and received by the target text reader.

Example No 22.

SL	TL
<p>Five people were killed and six others wounded in a gas pipeline explosion Thursday near the city of Ahvaz in southwest Iran, state news agency IRNA reported.</p> <p>"The gas pipes blew up about 200 metres (yards) from the road... destroying four vehicles that were passing by," Ahvaz governor Jamal Alemi said, quoted by IRNA.</p> <p>"This was not a terrorist act or sabotage and was caused by gas leaking" from the pipes, he said. IRNA said the explosion struck near a traffic police station on the Ahvaz-Mahshahr freeway.</p> <p>Ahvaz is the capital of oil-rich Khuzestan province on the border with Iraq.</p>	<p>Netoli Irano pietvakarinio Ahvazo miesto ketvirtadienį sproguš dujotiekiui žuvo penki žmonės, o dar šeši buvo sužeisti, pranešė valstybinė naujienų agentūra IRNA.</p> <p>„Dujotiekis sprogo maždaug 200 m atstumu nuo kelio... Buvo sunaikintos keturios pro šalį važiauvusios transporto priemonės“, – Ahvazo gubernatorių Jamalą Alemi cituoja IRNA. „Tai nebuvo teroro aktas ar sabotžas – tai įvyko dėl nutekėjusių dujų“, – pridūrė J. Alemi. Anot IRNA, sproginimas nugriaudėjo netoli policijos nuovados, esančios prie greitkelio Ahvazas–Mahšahras. Ahvazas yra naftos turtingos Chuzestano provincijos sostinė, esanti netoli sienos su Iraku.</p>

In the example 22 it can be seen that the text was translated directly and none of the information was included, excluded or substituted. This implies that the text was not adapted to the target audience because the direct translation allowed to transfer the message of the original text to the target text. It can be seen that all the information that was translated is clear and easily comprehensible and does not include any sophisticated cultural information that may be alien to the target audience. Therefore, adaptation is absent in this example.

Example No 23.

SL	TL
<p>Iranian media says a man has shot dead seven members of his wife's family in the southwestern city of Dezful.</p>	<p>Irano žiniasklaida sekmadienį pranešė, kad šalies pietvakariuose esančiame Dezfulo mieste vienas vyras nušovė septynis savo žmonos šeimos narius. Valstybinė naujienų agentūra IRNA pranešė, kad užpuolikas iš Kalašnikovo automato nušovė penkis</p>

<p>The state-owned IRNA news agency said Sunday the shooter wielded a Kalashnikov rifle killing five men and two women, before shooting himself. The agency reported the shooter survived and is in hospital, but did not release his name. Gun violence is rare in Iran, where citizens are only allowed to own licensed hunting rifles. In January 2017, a man gunned down five people in a rampage in the central Iranian city of Arak. A month earlier a man killed 10 relatives in a remote rural area in the country's south.</p>	<p>vyrus ir dvi moteris, o paskui šovė į save. Pranešime sakoma, kad užpuolikas liko gyvas ir yra ligoninėje, bet jo vardo nepaskelbė. Smurtas panaudojant ginklus Irane yra retas dalykas, nes piliečiams leidžiama turėti tik licencijuotų medžioklinių šautuvų. 2017 metų sausio mėnesį vienas centriniame Arako mieste siautėjęs vyras nušovė penkis žmones. Mėnesiu anksčiau atokioje kaimo vietovėje šalies pietuose vyras nužudė 10 giminaičių.</p>
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In the examples 23 there is full report provided which was extracted from English and TL news portals. It can be seen that the text was translated directly without any textual or linguistic transformations. It might be said that plain reporting represents the cases when no transformations related to the text are required in order to transfer the message from original to the target text. Moreover, plain reporting determines that the target text is composed from one source text, because no other information that was provided in the source text was added to the target text. This example shows that no adaptation of the text through the transformations of the translated text has been done.

2.3.2. Reconstructive reporting

Reconstructive reporting is the type of reporting when translator changes the construction of the translated text either on wording or structural level. This type of reporting can be considered the cleaning-up form of transediting, as the translator conveys “what should have been written” in the ST. Moreover, this type of reporting allows to move parts of the text to another place where it was intended to be primarily and split the text into the sections, if needed, to make it more acceptable to the target audience. Also, the shortening of the sentences might be attributed to the reconstructive reporting or cleaning-up transediting because different reading habits influence the presentation of the text. Therefore, reconstructive reporting includes particular level of adaptation, because it implies adjustments of the text to conform the text to the needs of the target audience.

Example No 24.

SL	TL
<p><i>President Donald Trump on Friday abruptly announced the cancellation of sanctions imposed by his own Treasury Department to tighten international pressure on North Korea. "It was announced today by the U.S. Treasury that additional large scale Sanctions would be added to those already existing Sanctions on North Korea. I have today ordered the withdrawal of those additional Sanctions!" Trump said in a tweet.</i></p> <p>He appeared to be referring to measures unveiled Thursday that targeted two Chinese companies accused of helping North Korea to evade tight international sanctions meant to pressure Pyongyang into ending its nuclear weapons program.</p>	<p><i>Amerikiečių prezidentas Donaldas Trumpas penktadienį pareiškė, kad neleido išgalioti JAV Iždo departamento paskelbtoms papildomoms sankcijoms Šiaurės Korėjai. Tokį sprendimą patvirtino Baltųjų rūmų atstovė spaudai Sarah Sanders (Sara Sanders). „JAV prezidentas Donaldas Trumpas simpatizuoja (Šiaurės Korėjos lyderiui) Kim Jong Unui ir nemano, kad šios sankcijos yra reikalingos“, – S. Sanders cituoja vienas televizijos CBS žurnalistas. „Šiandien JAV Iždo departamentas paskelbė, kad prie jau galiojančių sankcijų Šiaurės Korėjai bus pridėtos papildomos didelio masto sankcijos. Na, o aš šiandien liečiau atšaukti šias papildomas sankcijas!“ – socialiniame tinkle „Twitter“ paskelbė prezidentas</i></p>

<p>(...) "<i>President Trump likes Chairman Kim and he doesn't think these sanctions will be necessary," the president's spokeswoman, Sarah Sanders, said.</i></p>	
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It can be seen from example 24 that reconstructive reporting has been done on several perspectives. The place of the last component in source language was altered. It might be said that the text was adjusted, because of the comfort of the readers. The translated text concentrates the components of the text which means the commentaries were gathered and provided in one place as not to distract the reader. It might be said that translator motivates such adjustment by maintaining the consistent structure of the text. Journalistic text must include short and informative sentences, whereas in the example 24 it can be seen that reconstruction of the components ensured more appropriate form of the text that will be published in news portal. Therefore, this is the case of adaptation to the target audience, because the text was adjusted due to the presentation of the text that differs in both cultures.

2.3.3. Summarizing and fictive reporting

Summarizing and fictive reporting corresponds to the cultural and situational transediting. As the title of transediting processes indicates, the changes that are included in the translation of the text are justified by the situational and cultural implications. Summarizing and fictive reporting might include addition, omission and substitution of the text components if they do not transfer any particular meaning that is relevant to the readers or is culturally inappropriate and, thus cause misunderstanding of the text. Summarizing and fictive reporting may imply that the target text is composed from more than one text due to several reasons which might be the insufficient amount of information presented in one source text or poor ST quality that leads to the adaptation of the text to conform to the needs of the readers. According to Mossop (2010), by summarizing and fictive reporting translator might convey only the meaning of the text, but not all of the meaning. Another principle that is presented in Mossop's (2010) classification that the addition can only be justified if it does not deviate the meaning of the text and is compatible with the source text, if not, translator switches from translating to adapting. Notion of adaptation is also conveyed through the procedure when translator adds some information to the target text that the author would not have included in the source text originally.

Example No 25.

SL	TL
<p>Democrat Steve Cohen mocked the attorney general's absence, bringing a bucket of Kentucky Fried Chicken to the proceedings. "Chicken Barr should have shown up today," Cohen said.</p>	<p>Cohenas pasišaipė iš neatvykusio generalinio prokuroro: atsinešė į posėdį „Kentucky Fried Chicken“ vištienos kibirėlį. <i>Vištieną reiškiantis angliškas žodis „chicken“ tai pat gali reikšti „bailys“.</i> „Baliui Barrui derėjo šiandien pasirodyti“, – sakė S. Cohenas.</p>

In this example it can be seen that adaptation of the text through the strategy of addition has been done. In this case addition of explanation allowed to introduce the term to the target audience. Direct translation of the word *chicken* that is *viščiukas, vištiena* would lead to the misunderstanding of the text, because it refers to the animal of the food. Therefore, addition was motivated due to the difference of the cultures, therefore the text must have been adapted. Adaptation can be seen through another perspective which shows that this sentence was not found in the original text. It might be said that this example shows that journalistic texts include cultural items that should be translated or adapted to the target audiences in order to maintain the message presented in the original passage.

Example No 26.

SL	TL
<p>"Therefore, he bestows (the title) on General Suthida Vajiralongkorn na Ayudhya from Queen Consort to Queen Suthida as of now," the announcement said.</p> <p><i>The ceremony was overseen by Vajiralongkorn wearing a white uniform in Bangkok's Dusit Palace Wednesday, according to a broadcast of the announcement, which showed Queen Suthida in a traditional Thai silk dress.</i></p> <p>The unpredictable king is due to be crowned the 10th monarch of the Chakri dynasty in an elaborate three-day ceremony starting Saturday.</p>	<p>„Taigi, jis nuo šio momento suteikia generolei Suthidai Vajiralongkorn na Ayudhyai, buvusiai karalienei konsortei, karalienės titulą“, – sakoma pranešime. Sunkiai prognozuojamo būdo monarchas bus karūnuotas 10-uju Chakri dinastijos karaliumi per sudėtingą trijų dienų ceremoniją, prasidėsiančią šeštadienį.</p>

In the example 26 it can be seen that adaptation of the text through the strategy of omission has been done. The excluded information describes the outfit of the people who are in the celebration of the event. As the difference of cultures is present between the source text and the target text, it might be said the text was adapted to the target audience because the information omitted is irrelevant for it. In this example it can be seen that the description is more important for the locals of the event because it is the part of the culture and conventions of that locale, whereas target text is published in completely diverse society, therefore the information that is of the secondary importance is excluded from the translated text.

Example No 27.

SL	TL
<p>"Secretary Shanahan will no longer travel to Europe as he has determined remaining present in DC would allow him to more effectively coordinate with NSA and the State Department in Venezuela and to continue coordination with DHS for support along the Southwest border," his spokesman Joe Buccino said.</p>	<p>„Sekretorius Shanahanas nebevyks į Europą, nes nusprendė likti DC [<i>Vašingtonė</i>], kad galėtų veiksmingiau derinti veiksmus su NSA [<i>Nacionalinio saugumo agentūra</i>] ir Valstybės departamentu dėl Venesuelos, taip pat toliau derinti veiksmus su DHS [<i>Krašto saugumo departamentu</i>] dėl pagalbos prie pietvakarinės sienos“, – sakė jo atstovas spaudai Joe Buccino.</p>

In the example 27 it can be seen that the adaptation has been done through the use of addition in several places of the text. The addition of explanations informs readers of the institutions and the

state that were originally presented in the original text without additional information. Abbreviations that were presented originally in the text might have been unknown for the reader, therefore translator or editor of the text provided the full titles of the institutions in the brackets. Moreover, the adaptation has been done through the explanation of the word *DC*. This is shortened version for title *District of Columbia* that is the capital of United States. The expression *DC* is not used widely in Lithuanian context, therefore the explanation of it is provided and it clearly shows that the translated text was adapted to the target audience.

Example No 28.

SL	TL
<i>Since the birth</i> , Gayford, a television fishing show host, has taken on the role of <i>stay-at-home dad</i> .	<i>Premjerei grįžus į darbą po šešių savaitių motinystės atostogų</i> , jos partneris C. Gayfordas, kuris televizijoje veda laidą apie žvejybą, <i>išėjo tėvystės atostogų</i> .

In the example 28 it can be seen that the adaptation has been done through the use of substitution and addition in the target text. The first adaptation is the text is done through the addition of explanation of the situation. Originally the detailed description was not included in the source text. The phrase *Premjerei grįžus į darbą po šešių savaitių motinystės atostogų* is summarize of the period and the situation that was presented in the source text. Moreover, the form of this explanation is very familiar to the Lithuanian culture because all the words and terms are widely used not only in journalistic field, but also in daily language. On the contrary, English phrase *Since the birth*, is not informative to the target audience, therefore the addition has been done in this case. Second adaptation has been done through the use of substitution. As the phrase *stay-at-home dad* is very appropriate and used daily in the various contexts in the countries that speak English language, it has been substituted to the appropriate and more usual phrase in the target culture that is *išėjo tėvystės atostogų*. The direct translation of the English phrase would be unclear to the reader, thus it has been replaced by more common phrase in Lithuanian language. Moreover, the meaning of both phrases correspond in different cultures. Therefore, it might be said that the adaptation has been done in the several places of the translated text.

Example No 29.

SL	TL
A spokesman for Ardern and Gayford said the couple, who have a baby daughter Neve, agreed <i>to tie the knot</i> over the Easter break.	J. Ardern ir C. Gayfordo atstovas nurodė, kad beveik vienų metų dukrele Neve (<i>Niv</i>) auginanti pora per Velykų atostogas <i>priėmė sprendimą tuoktis</i> .

In the example 29 it can be seen that the adaptation has been done through the use of substitution and addition strategy in the text. The phrase *to tie the knot* means *to get married*. The phrase used in the original text is known for English speakers, whereas the direct translation of which would be unclear to the target readers. Therefore, the substitution with more common meaning is used in the translation, which is simple and clear. The difference of the cultures might be seen from the languages, cultural items and customs. Thus, in order to transfer the meaning of the original text and avoid misunderstanding, the translator used known phrase for the target audience and this way

adapted the text. The information that has been added to the translated text is the pronunciation of the name. As Lithuanian culture might not be aware of the foreign name the additional information that provides the correct pronunciation may contribute to the wider knowledge of the reader. This adaptation allows to get acquainted with the foreign information and thus, avoid misunderstanding of the reader.

2.3.4. Transcreation

Having analysed the data collected from English and TL news portals, it was determined that the full adaptation of the texts was not found. As journalistic texts include information that concerns international community and later that information is translated to the target audiences, the adaptation of such texts is only partial. Adaptation of journalistic texts is done through the linguistic changes due to the differences of the cultures. Transcreation or full adaptation might be found in more cultural domains, such as films, theatre, literature.

As it can be seen from examples that were analysed in terms of adaptation, journalistic texts might be adapted partially or not adapted at all. Plain reporting represents the texts that were translated directly without any particular changes done in the translated text in response to the original text. Plain reporting allows to transfer the meaning of the text in precise and short sentences without any information included additionally or excluded as irrelevant. Reconstructive reporting represents the cases of adaptation when the information and the structure of the original text is altered due to the different presentation norms and rules of other culture through the cleaning up transediting processes. Moreover, reconstructive reporting is done through the reorganisation of sentences or elements of the text, as it conforms the needs of the target readership. Summarizing and fictive reporting reflects the changes through addition, omission or substitution strategies that allows to include, exclude and replace the information that was or was not originally presented in the source text. Furthermore, summarizing and fictive reporting encompass cultural and situational transediting which are used in order to satisfy the needs of the readers in terms of linguistic changes of the text. Transcreation or full adaptation of the text was not found in the analysis of empirical data of this thesis. Transcreation of the texts is done when the original text includes many cultural occurrences, whereas the journalistic text involves only short and precise ideas and sentences as the main task of it is to provide information related to the global and local events in comprehensible and consistent way.

Discussion

This research aims to analyse translation of news reports from English to Lithuanian language and to determine what translation strategies have been used in translation process as well as what is the degree of adaptation of the translated texts through the use of transediting processes. As this field is not researched broadly there are only few in depth studies about the news translation. Hursti (2001) focused of on textual transformations of transference of international news from British news agency Reuters to the Finnish News Agency. He illustrated the strategies of reorganisation, deletion, addition and substitution as the main operations in news transformation. In response to these transformations he referred to situational, organizational and cultural factors. The results of his research are similar to the results of the analysis of news translation from English to Lithuanian language conducted in this thesis. Valdeon (2005) analysed the comparison of news articles from the American news corporation CNN to those of the Spanish language website, that is *CNN en Español*. He determined that there were differences in text structure (e.g. use of headlines), syntactic and grammatical structures and lexical choices. He concluded that translation of English texts was very close, and the audience sensitivity was barely taken into account. He also comments on text structures and implies about complexity of the processes in news translation. The conclusions of Valdeon (2005) research and the results of this thesis correspond because as the results showed the majority of headlines were translated partially equivalent, therefore it means that the structure differed. In this thesis as the results showed the syntactic and grammatical structures and lexical choices differed because SL and TL differed by grammatical structures, journalistic presentation style and vocabulary. Bani (2006) analysed translations of press from English to Italian published in magazine *Internazionale*. Bani differentiates between the textual manipulation that is done by editorial board (such as reorganisation, cutting, inserting explanations) and translation strategies (such as cutting, summarizing, inclusions of explanations, generalization, substitution). She concludes that all these strategies are implemented in order to make the text comprehensible and easily readable for the target public, which in that case is Italian. Moreover, she summarizes that it is not clear which strategies are used by translators and editorial board. The results of her research are similar to the results of the analysis of news translation from English to Lithuanian because the translation strategies found are relatively similar. But the results differ in response to the aspect of author of the changes. This aspect was not included in this thesis. Kang (2007) analysed translation of news stories published in North Korea that were originally disseminated in US *American Newsweek* and their translations into Korean. She concludes that parts of the original text are re-perspectivized, mixed with other voices and relocated in new form. She implies that news translation is a case of entextualisation in which information is selected, reduced or supplemented, reorganised and transformed. Kang concludes that news translation encompass a collaborative work of people who are engaged in language transfer, cultural adaptation, editing and other processes. The results of her research and this thesis are partially similar. The existence of reorganisation of the text exists is found in both researches, whereas all the processes that news translation includes might differ by the culture to which the final product is oriented. In conclusion, news translation, the procedures that are included in this process and the adaptation of the text is an open field of investigation. Studies that analyse transference of the text from one culture to another taking into account the journalistic purpose might serve as the measure to determine all processes implemented in news translation and to emphasize the cultural equivalence between different societies in terms of the text.

Conclusions

1. News translation is significantly understudied research because translation is invisible in news production process. Moreover, complexity of translation in such environment makes it sophisticated branch. News translation aims at the adaptation of the target text to the needs and conventions of the target readership, therefore the field of news translation combines translation, adaptation, editing and textual transformations. News text might be composed from more than one source text, or one original text might be translated into more than one target text. Such peculiarities are characteristic to the formation of journalistic text. Adaptation of the TL news reports to the target audience is conducted through transediting processes that encompass translation and editing of the text.
2. Having analysed the cases of news translation, the result showed that there were 4 translations strategies that have been used in news translation from English to Lithuanian language. The most frequently used strategy was omission which allowed to omit some components of the text. The second strategy according to the frequency was addition that allowed to add information or merge the texts from different sources. Reorganisation strategy was not used very often as it allowed to replace the location of the component, sentence or paragraph in the text. The least used strategy was substitution which allowed to replace the unknown component of the text with more familiar to the target readership or to avoid repetition in the text to the same reference. Moreover, there were cases found which included no translation strategies. Having analysed the equivalence of news headlines translation, it showed that most frequently headlines were translated partially equivalent which means not all of the components corresponded in SL and TL. The frequency of headlines translated equivalently and not equivalently were even.
3. Having analysed the cases of news adaptation, the result showed that mostly the adaptation type employed was situational and cultural transediting which was attributed to the summarizing and fictive reporting. Whereas, one fourth of the cases included cleaning up transediting which was attributed to the reconstructive reporting. It is seen from the distribution that texts were adapted to the particular extent or not adapted at all. Other cases included no adaptation that were attributed to the plain reporting. As the results of the literature review and the research of this thesis showed journalistic texts that were translated from English to Lithuanian language included all translation strategies proposed by Gambier (2006). Classification of Bayar (2007) allowed to analyse and classify the equivalence and translation of headlines from English to Lithuanian language. Whereas, the conducted analysis of adaptation according to the Mossop (2010) of the journalistic texts showed that texts translated from English to Lithuanian were adapted to the target audience to a particular extent.

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List of information sources

No.	English language news portal	Lithuanian language news portal
1.	www.bbc.com	www.delfi.lt
2.	www.reuters.com	www.lrytas.lt
3.	www.afp.com	www.kaunodiena.lt
4.	www.bloomberg.com	https://www.15min.lt/
5.	https://www.business-standard.com/	https://www.lrt.lt/
6.	https://www.ap.org/en-us/	https://m.diena.lt/
7.	https://eu.usatoday.com/	
8.	https://www.dea.gov/	
9.	http://www.zbc.co.zw/	
10.	https://phys.org/	
11.	https://www.timeslive.co.za/	
12.	https://www.france24.com	
13.	https://www.channelnewsasia.com	
14.	https://www.edrmagazine.eu/	
15.	https://www.telegraph.co.uk/	
16.	https://www.bangkokpost.com/	
17.	https://www.independent.ie/	
18.	https://www.thesouthafrican.com/	
19.	https://www.aljazeera.com/	
20.	https://www.euronews.com/	
21.	https://www.trtworld.com/	
22.	https://www.nato.int/cps/en/natohq/index.htm	
23.	https://www.iol.co.za/	
24.	https://punchng.com/	
25.	https://www.thejournal.ie/	
26.	https://freenews.live/	
27.	https://www.politico.eu/	
28.	https://sana.sy/en/	
29.	https://economictimes.indiatimes.com/	
30.	https://www.thelocal.no/	
31.	https://www.dailymail.co.uk/home/index.html	
32.	https://www.jpost.com/	
33.	https://rsf.org/en	
34.	https://www.thetimes.co.uk/	
35.	https://www.dailysabah.com/	
36.	https://www.rappler.com/	
37.	https://ph.news.yahoo.com/	
38.	https://www.aa.com.tr/en	
39.	https://www.washingtonpost.com/	

40.	https://24-my.info/	
41.	https://www.timesofmalta.com/	
42.	https://africandailyvoice.com/en/	
43.	https://www.gulf-times.com/	
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66.	https://montrealgazette.com/	
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Appendices

Appendix 1. The list of selected news reports from English and Lithuanian language news portals is rendered in a CD and attached at the end of the Master's thesis.