The battle over language in the press
Why Terminology matters in Journalism

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Academic References

Key Issues

Debate

HANDS-ON
1. Interdisciplinarity

- Journalism/Communication
- Translation
- Terminology
Master in Learning and Communication in Multilingual Contexts
University of Luxembourg

COMMUNICATION
(Companies, NGOs, Journalism)

Clarity
Accuracy  Language

MULTILINGUALISM
(EU context)
24 official languages

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2. Translation is the language of Europe

U. Eco – semiologist (1932-2016)
"Building a European Perspective in News Translation"
How translated information flows across the EU

Jessica Mariani
Interdisciplinary PhD Project

Translation Studies

Methodology

Ethnography

Research Focus

Role of translation in the information flow from EU Institutions to EU media and citizens

Official Agreement with European Parliament Press Unit and TermCoord

Duration

3 Years
3. Ethnography in a nutshell

Malinowski (1922), Levi Strauss (1955)

Traditional anthropology and ethnographic work were originally related to studying foreign and exotic tribes

Linguistic ethnography – Koskinen (2008)

EU Translation: “Method for contextualizing EU translation and understanding the cultural context in which EU translators work”

FIELDWORK: Observation practices, questionnaires, round tables, interviews

Jessica Mariani
“Trans-editors”
common ground for journalists and translators

Speaker: Jessica Mariani
Contact: jessica.mariani@univr.it
Twitter: @MarianiJS
News Translation
30 years of research

“Trans-editor”
Stetting, K. – 1989

“Trans-reporter”
Caimotto M.C. - 2010 (University of Turin)

“Journalator”
van Doorslaer L. - 2012 (KU Leuven)

Jessica Mariani
TS & Journalism Studies


International Conference @University of Warwick
23rd June 2006

Jessica Mariani
News Translation is identified as a collective effort made by media professionals (Kang: 2007)

Three-phase information flow process

Institution/Organization → Press Service

Press Service → Media

Media → Readership
4. Who is the News Translator?

Journalists do not define themselves as translators

They usually identify themselves as

INTERNATIONAL JOURNALISTS
MULTILINGUAL JOURNALISTS

Translator's activity

invisible practice in newsrooms
hardly ever reported
automatic practice

Interaction: journalists, translators, interpreters

Jessica Mariani
Selection
Addition
Omission/Neutralisation
Adaptation
Explicitation
Focalisation
Recontextualization

Jessica Mariani
Europe’s refugee crisis is America’s problem, too

By Adam Taylor  September 4  Follow @mradamtaylor

Syrian refugee children look out from their tent during a visit by U.N. Humanitarian Chief and Emergency Relief Coordinator Stephen O'Brien to their makeshift settlement in Saadnayel in Lebanon's Bekaa Valley on Aug. 17. (Reuters/Mohamed Azakir)

A photograph of a dead Syrian toddler washed ashore in Turkey this week has served as a much needed jolt for the world, stirring outrage that European nations aren't doing more to help those making perilous journeys in the hope of a better life on the continent. An uncomfortable truth, however, is that this isn't just a problem for Europe. It's a global problem, one in which the United States is involved, too.
Migrant crisis is America's problem, too

European nations aren't doing more to help those making perilous journeys in the hope of a better life in the continent.
La risposta americana alla crisi dei migranti

Adam Taylor, The Washington Post, Stati Uniti

Gli Stati Uniti devono accogliere più rifugiati e non nascondersi dietro la distanza dall’Europa, scrive il Washington Post

La fotografia del bambino siriano trovato morto su una spiaggia turca ha scosso le coscienze di tutto il mondo e suscitato indignazione nei confronti dei paesi europei perché non stanno facendo abbastanza per aiutare i migranti. L’International rescue committee (Irc) afferma che gli Stati Uniti hanno accolto 1.541 profughi siriani da quando nel 2011 è scoppiata la guerra civile mostra chiaramente che Washington e Londra non stanno facendo la loro parte. Quattro milioni di siriani hanno abbandonato il loro paese e la maggior parte si è rifugiata in stati vicini come Turchia, Libano e Giordania, vivendo in condizioni spesso terribili perché questi paesi hanno difficoltà ad aiutarli. Il governo statunitense ha dichiarato che nel 2016 intende accogliere tra i cinquemila e gli ottomila siriani, ma organizzazioni come l’Irc sostengono che questo è solo il primo passo e che alla fine gli Stati Uniti dovranno accettarne altre decine di migliaia. Una petizione online chiede a Washington di accogliere almeno 65mila entro il 2016.
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<thead>
<tr>
<th>Language</th>
<th>Term</th>
<th>Score</th>
<th>Full Entry</th>
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<td>BG</td>
<td>бежанец</td>
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<tr>
<td>CS</td>
<td>uprchlík</td>
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<td>DA</td>
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<td>Flüchtling</td>
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<td>pakolainen</td>
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<td>pakolaiseksi tunnustettu</td>
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<td>FR</td>
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Domain: Migration, LAW

**Definition**

Third-country national who, owing to a well-founded fear of being persecuted for reasons of race, religion, nationality, political opinion or membership of a particular social group, is outside the country of nationality and is unable or, owing to such fear, is unwilling to avail himself or herself of the protection of that country, or a stateless person, who, being outside of the country of former habitual residence for the same reasons as mentioned above, is unable or, owing to such fear, unwilling to return to it.
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<td>Domain</td>
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<tr>
<td><strong>Definition</strong></td>
<td>Person who moves to another country or region to better their material or social conditions and improve the prospect for themselves or their family. [INT]</td>
<td></td>
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<tr>
<td><strong>Definition Ref.</strong></td>
<td>International Migration Law Glossary, <a href="http://www.iom.int/jahia/web...">www.iom.int/jahia/web...</a>, [Modified definition] [15.04.2013]</td>
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Licia Corbolante: Terminologist - "Terminologia etc."
Asylum and Migration
Glossary 3.0
a tool for better comparability
produced by the European Migration Network
October 2014
<table>
<thead>
<tr>
<th>Domain</th>
<th>Migration, LAW</th>
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</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>Third country national or a stateless person who has made an application for asylum in respect of which a final decision has not yet been taken.</td>
</tr>
</tbody>
</table>
**MIGRANT** = one who **moves**, either temporarily or permanently, from one place, area, or country of residence to another

**REFUGEE** = A person who has been **forced** to leave their country in order to escape war, persecution, or natural disaster

**ASYLUM SEEKER** = A person who has left their home country as a **political refugee** and is **seeking asylum** in another
Media Responsibility?

The Lexicon of Global Migration. (Thanks to @trillilingual for coming up with the idea.)

The Lexicon of Global Migration

émigré  global nomad  expat  immigrant  asylum-seeker  migrant
United Nations
High Commissioner for Refugees

https://www.youtube.com/watch?v=SCYmz1fXOiU
Refugee or Migrant?  
Word choice matters.
Data Journalism Project
https://vimeo.com/97210043

From 2000 to 2013
more than 23,000 migrants have died
trying to reach Europe
+ 3,000 from January to September 2014

Each bubble is a shipwreck and its size is proportional
to the number of dead and missing
Why Al Jazeera will not say Mediterranean 'migrants'

The word migrant has become a largely inaccurate umbrella term for this complex story.
WorldViews

Is it time to ditch the word ‘migrant’?

By Adam Taylor  August 24, 2015

Mind your language: the semantics of asylum

Special report: refugees in Britain
It is time for the European Union to redefine what it means to be a ‘refugee’

EU member states will hold a meeting on 14 September to discuss Europe’s escalating migration crisis. As Christopher J. Ayres writes, the crisis has prompted discussions over whether individuals seeking to enter the EU should be classified as ‘refugees’ or simply ‘migrants’. He argues that in light of these debates it is time for the EU to drop the requirement for an individual to have a ‘well-founded fear of persecution’ to be labelled a refugee, noting that this definition is 65 years old, antiquated, and was articulated by the United Nations Refugee Agency before the EU existed.
Migration in the News

A Study from the University of Oxford
http://www.migrationobservatory.ox.ac.uk/reports/migration-news

58,000 UK newspaper articles

“ILLEGAL”
the most common descriptor for the word IMMIGRANTS and MIGRANTS

“FAILED”
the most common word associated with ASYLUM
'No human being is illegal': linguists argue against mislabeling of immigrants

Illegal immigrant' phrase called neither 'accurate nor neutral' as activists turn up volume on call for candidates and media to stop using phrase

Hi @FrontexEU, the majority of arrivals to Greece are #refugees from #Syria. Please stop calling them migrants, it is factually incorrect.

— MSF Sea (@MSF_Sea) 15:09 - 1 Set 2015
Don Flynn: director of Migrants Rights Network

"The term is dangerous. It's better to say irregular or undocumented migrants. Calling someone an illegal immigrant associates them with criminal behaviour, he adds."

Zoe Grumbridge: Refugee Action

"Once you've entered the UK and claimed asylum, you are not illegal. Even if your asylum claim is refused, you still can't be an illegal migrant."

Other critics of the phrase say that it gives the impression that it's the person that is illegal rather than their actions.
“Alien was used regularly in the UK press before World War Two”, says Panikos Panayi, professor of European history at De Montfort University.

"The first major immigration act [in the UK] was called the Aliens Act 1905," he says.

But in the US, alien remains official terminology for any person who is not a citizen or national
Why Researching **News Translation**?

**Translation strategies**

might mitigate or reinforce **political or ideological tensions**
They are influenced by **ideologies** and **values** upheld by the media

**Translation takes place across linguistic and socio-cultural patterns that can alter the semantics of words and provoke fact distortion**

**Sapir (1956) Theory about linguistic difference:**

“No two languages are ever sufficiently similar to be considered as representing the same social reality. The words in which different societies live are distinct worlds, not merely the same world with different labels attached”
Push the botton!
Ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha.

No.
Should **Translation** be visible in the Information flow?

Should journalists **be trained** to translate?
Semiotic triangle

Object – Concept – Term

Concept, an abstract idea of the concrete object, which is designated by the term.

Relationship between concept, object and term.

term: grand piano
4. Why is **Terminology** so important?

UNDERSTAND TO BE UNDERSTOOD

LANGUAGE REFLECTS SOCIAL CHANGE
REDUCES MISUNDERSTANDINGS
SPECIFIC LEXICON vs COMMON LEXICON

It improves COMMUNICATION, especially in MULTILINGUAL CONTEXTS
Thank you.
ANY QUESTIONS
DO YOU HAVE?
Bibliografic References


Schäffner, C., (2001), Translation and the EU. *Meta* (9), 4:247-261

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