

“DEUTSCHE WELLE” AS A MASS MEDIA LANGUAGE FOR SPECIALIST PURPOSES: PRAGMATICS, ANALYSIS, AND TRANSLATION

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Abstract

Purpose: Within the framework of the translation studies, the results of research on mass media texts were presented only by individual examples in the professional literature. While, for example, literary texts have developed a variety of guidelines, strategies, and models of translation. There were almost no studies on the TV news translation. We have found only a few references to this topic in scientific works dealing with mass media texts translation in general. There is still no comprehensive analysis of the German mass media translation in Ukrainian.

Methodology: However the language for specialist purposes is a special style, which creates and presents to the viewer the news texts for television. Typically, the TV news services set their own requirements for the TV news language, but there are common rules followed by all TV news editors. The linguistic designing defines the light in which the events are presented and what opinion the recipient will form.

Result: However, in recent years the demand for mass media texts translation has significantly increased. It was influenced by the distribution of audiovisual international information channels such as Euronews, BBC, France 24, DW. Deutsche Welle TV news which is currently being translated into thirty languages of the world, including Ukrainian. To some degree the translation of Deutsche Welle TV news into Ukrainian influences the level of Ukrainian integration into the European space. Due to a well-executed translation Ukrainians can learn about current political and economic events that take place in Europe and in the world, about the latest achievements in medicine, technology, ecology, sociology, etc.

Applications: This research can be used for universities, teachers, and students.

Novelty/Originality: In this research, the model of “Deutsche Welle” as a Mass Media Language for Specialist Purposes: Pragmatics, Analysis and Translation is presented in a comprehensive and complete manner.

Keywords: TV news, language for specialist purposes, translation, public communication, heterogeneous, media linguistics, redundancy, translation transformations.

INTRODUCTION

Every day mass media informs about topical events from around the world. It broadcast information not only between countries but also acts as intermediary between different cultures. Such mediation is primarily due to the translation of foreign language material. In modern globalized world the need for TV news translation has increased (*actuality*).

The task of translators, who are working in this field, is to overcome intercultural barriers and create channels for intercultural communication. The translation activity as the process of overcoming intercultural barriers (*object*) is an important factor in the process of international communication through mass media means. In this study, a particular kind of mass media –TV news – is considered (Bilous, 2013). However, it should be noted that within the framework of translation science, the results of research on the texts of mass media were presented only by individual examples in professional domestic and foreign literature. There is still no thorough analysis of the translation of the German-language mass media texts into Ukrainian (*subject*). German researchers Christina Schäffner and Susan Bassnett point out, “The role of the news translation is often underestimated or not taken into account at all” (Bilous, 2006).

Therefore, this work is devoted to the research of the language for specialist purposes of *Deutsche Welle* TV news and the peculiarities of its translation into Ukrainian (*aim*) because: 1) the TV news produces a significant part of modern vocabulary and grammatical innovations; 2) the TV news translation stimulates borrowing of foreign language vocabulary. Unlike other languages for specialist purposes, the language of TV news not only documents the new elements of the vocabulary but also facilitates their introduction into common use. Language is in dynamic development, it is constantly changing, adapting to the needs of modern society. Mass media contributes to this and accelerates language change.

MATERIALS AND METHODS

The essence of the TV news as a unilateral public communication. TV news plays a significant role in the context of international relations development in different countries of the world. Of course the translation is sought primarily in print publications in several languages, such as *Deutschland*, *National Geographic Magazine*, etc. However, in recent years the demand for **TV news** texts translation has significantly increased. It was influenced by the distribution of audiovisual international information channels such as *Euronews*, *BBC*, *France 24*, *DW*, *Deutsche Welle* TV news which is currently being translated into thirty languages of the world, including Ukrainian. To some degree the translation of *Deutsche Welle* TV news into Ukrainian influences the level of Ukrainian integration into the European space. Due to a well-executed translation Ukrainians can learn about current political and economic events that take place in Europe and in the world, about the latest achievements in medicine, technology, ecology, sociology, etc.

Television is one of three classic mass media, along with the press and the radio. When we talk about television, first of all, it is one-way public communication: the TV service broadcasts the TV news prepared by the editorial staff which is aimed at a broad and diverse number of spectators. It means that the consumer of information is massive, and that is why it is difficult to take into account the particularities of the audience. Viewers cannot interfere with the communication process which is one-sided, interpersonal and interactive, spontaneous. They watch carefully selected and cut news that reflects the most diverse areas of human activity ([Kyjak, 2006](#)).

The German researcher Ulrich Schmitz states that before making the news journalists and editors process and filter tons of information from various sources: press services, unions, information agencies, etc. 99 % of global events are not covered in the news just because TV services do not know about them. But that is not all: more than 99 % of the news, which television service still knows, will never be presented to viewers because they are not important enough, fragmented or too polemical. It is called a rigorous selection of material for TV. Typically, the TV news covers events of national and international significance in various spheres of human activity. Although local TV channels usually do not follow this tendency, covering events that are relevant in their region ([Korunets, 2008](#)).

There are two central functions of the TV news: informing and forming public opinion. The function of informing is to provide the mass audience with up-to-date information on events in various spheres of human activity. The German scientist, Hermann Meyn, defines it as follows, "The mass media must be kept informed as comprehensively as possible so that citizens can have an opportunity of critical perception of the events in different spheres of public life" ([Ohui, 2007](#)). The importance of the information function is indisputable because personal knowledge of people is not more than 20 % of their own experience. Most of the information is learned from the media. The German sociologist Niklas Luhmann formulates the following idea, "Everything we know about the society and about the world we live in is from mass media" ([Stasiuk, 2009](#)). Furthermore, many people do not have any ability to check the accuracy and reliability of the news translated from other languages.

Under the function of forming public opinion, one should understand the influence on the formation of public consciousness and social norms, so that the function of social control is realized. Based on the news function, the following communication tasks of the TV news are distinguished: a) to provide objective information, i.e. to focus on facts and b) to purposefully influence the viewer's opinion. The TV news text is carefully thought out, so the viewers usually do not feel obvious influence on their personality and thoughts.

The broadcasting of information in the TV news is determined by three principles: 1) the principle of information completeness; 2) the principle of information objectivity; and 3) the principle of comprehensiveness/accessibility ([Bassnett & Bielsa, 2009](#)). The quality of the news content depends on compliance with these principles.

The TV news language for specialist purposes. The creation of TV news texts. Television is a combination of image and sound, so the **TV news language for specialist purposes** is part of a multimodal process that involves interaction of oral/written text, moving/static images, music, tonality, and other sounds. These factors, along with the subject and purpose of the news, create the language of television ([Emsel, 2007](#); [Jüngst, 2010](#)).

Taras Kyiak – an outstanding Ukrainian researcher in the sphere of language for specialist purposes, terminology studies and translation problems – points out that in a broad sense language for specialist purposes can be called a set of linguistic expressions that are used in professionally closed sphere of communication with the aim to provide the understanding for people, who work in this sphere ([Pirazzini, 2012](#); [Plümer, 2000](#)). This definition almost coincides with the opinion of Nadine Scherr, who states that language for specialist purposes is a set of linguistic expressions that serve to provide the communication of specific groups of people who usually represent a particular profession ([Qi, 2018](#)).

However, **the language for specialist purposes** is a special style, which creates and presents to the viewer the news texts for television. Typically, the TV news services set their own requirements for the TV news language, but there are common rules followed by all TV news editors. The linguistic designing defines the light in which the events are presented and what opinion the recipient will form. In the translation process the pragmatics of the original text and its transfer to the target text by means of the target language acquires a significant value ([Scherr, 2013](#)).

RESULTS

The notion of **the TV news language for specialist purposes** has a specific nature. It is understood not as the TV language or journalistic professional language. The TV news language is a specific way of using the language taking into account the communication requirements of specific TV channels. Because of its heterogeneity, the TV news language is sometimes marked by the notion of the mixed language (Schmitz, 2015). The TV news language for specialist purposes is not a closed system. Its peculiarity is being focused on the general masses. And this requires a high level of the TV news text clarity for its full perception by viewers. Messages for the TV news should be clear, concise, and understandable. The sentences should be simple. Editors should avoid complicated constructions or obscure words. The viewer must understand the news instead of paying attention to obscure words. Therefore, it becomes obvious that TV news language should not be significantly different from the language of everyday communication. If you overfill the news text with terminology, viewers will not perceive the information in full and will badly remember it. It is important to remember that the main purpose of TV news and television, in general, is to inform the listener and/or to influence his opinion (Schreiber, 2017).

That is why, despite the fact that the TV news language is not a homogeneous language system, it nevertheless has its own distinctive features. It is typical for the TV news language to use the verbal style for a better perception of the text by viewers, as in everyday life the communication takes place precisely in this way. At the lexical level the remarkable features are socio-political vocabulary, economic and political terminology, sometimes scientific terminology, English loan words, active use or creation of neologisms, emotive vocabulary, proper names, use of complex words characteristic of the German language (Volodina, 2013).

The process of the TV news text production involves meeting the requirements for the content of the news itself, namely: covering the main event with the indication of the event chronotype, i.e. its interrelated temporal and spatial characteristics. The TV news is characterized by the combination of text and image. So the viewer hears the text that is supported by the corresponding images. Therefore, the potential of the linguistic impact of TV news is extremely high. In the majority of cases the TV news is carefully prepared in writing, even if it seems that the broadcast is spontaneous. The range is very wide – it may be an electronic scoreboard from which the newscaster reads the news text, roles partially or fully learn by heart (e.g. during an interview with politicians), key-phrase cards, which are given to the moderators. Therefore, despite the modal oral form, viewers mostly deal with conceptually different writing forms.

The majority of the TV news is not made as a story, the information is provided in separate sentences or sentence blocks. This avoidance of coherent structures is explained by the fact that the TV news is modularly composed of different types of the text: broadcasts of the newscaster, correspondent messages, interviews, etc. In addition, each new semantic part can be completely unrelated to the previous one. The TV news is modularly fragmented structures at the **macro-level** (partial lack of cohesion and coherence between the parts of the TV news, i.e. the connection between the parts is incomplete and there is no clear interference pattern) and at the **micro-level** (partial lack of cohesion and coherence between separate parts of the text and individual sentences).

When we talk about the TV news language, the relationship between the five main modes acquires significant importance: oral/written text, moving/static images, audio tracks/music, tonality, and other sounds. The quality of these modes combination determines the quality of the TV news semiotics. That is, the verbal text and images of the TV news undoubtedly become an integral whole text. Verbal text and visual images are represented in semantic-semiotic relations. However, it should be emphasized that while making the TV news the text itself is created first, and then the corresponding video is mounted. This research is interested precisely in the TV news text.

The peculiarities of Deutsche Welle TV news. *Deutsche Welle* TV news format has its own peculiarities. The news transmitted online is stored in the archives of the *Deutsche Welle* library. Accordingly, the news gets its own title, by which it can be found on the site. When a particular news page opens directly, a short summary of the news (3-5 sentences) is placed under the title. The news in the video format is placed under the title and short summary. The duration of the news varies from 1 minute 30 seconds to 6 minutes, depending on the amount of information reported. Thus, the viewer can first familiarize himself/herself with the main purpose of the message based on the content and summary, adjusting to the perception of certain information, and then directly view the news.

The news structure consists of the following blocks:

- Broadcast of the newscaster off-screen which is accompanied by video;
- Broadcast of the reporters from the venue;
- Interviews of political, scientific figures, ordinary citizens, etc.

The full text of the news, including the title and summary, is modularly fragmented because each new semantic part of the text may not be related to the previous one. Grammatical means of cohesion are sometimes absent between parts of the text and separate sentences.

The language features of *Deutsche Welle* news texts have their own peculiarities. The syntactic level is characterized by the use of mostly verbal style. Verbs and nouns are distributed proportionally. Their lexical meaning is preserved fully. A

verbal style is used for a better perception of the text heard by the viewers since in everyday life communication takes place precisely in this way. In the TV news texts the statements of politicians, other influential people, citizens are quoted quite often. The next characteristic feature is the prevalence of using simple sentences. It should also be noted that there are one-member sentences that are not typical of the German language, but in the TV news texts this syntactic structure is present. At the lexical level the peculiar features are socio-political vocabulary, economic and political terminology, sometimes scientific terminology, English loan words, active use or creation of neologisms, emotive vocabulary, nationally biased lexis, proper names. Taking into account the fact that in the TV news structure the interviews take place, the presence of auxiliary words – the particles – should be mentioned. The specificity of the German language is also presented by the saturation of texts with complex words.

DISCUSSION

The TV news translation. Difficulties. Requirements to the translator. Each translated text transmits certain information from the source text. The task of the target text is to convey a certain influence on the recipient. The influence is due to the communication process between the addresser and the addressee and has certain consequences. Therefore, the translator is required to have the ability to adequately convey the events described in the news, while maintaining the communicative purpose of the source text because each piece of TV news has the purpose of influencing the viewer.

Understanding, i.e. a complete perception of information and an intuitive understanding of its essence, lies at the core of the communication process. This is also **topical** for the translation which is to some extent interpreted as communication, especially in mass media (Bahremand, 2015; Akkuzova, et al. 2018). The text translation is a process of reformatting the source text into the target one, a process of implicit information understanding and forming it in accordance with the linguistic means of the target language. The translator does not have the right to skip incomprehensible information; s/he must understand the message and clearly formulate its essence. The TV news text contains only the most important information, so the omission of certain elements of the content is unacceptable.

The **translators** of mass media texts are subject to the following requirements:

- High linguistic competence of both native and foreign languages;
- Translation competence;
- General comprehensive knowledge and awareness;
- Subject knowledge, observation of the actual socio-political, economic, scientific, and cultural events in the world;
- Ability to independent dynamic thinking, establishing causal relations.

The TV news text should be as clear as possible. In the majority of cases, translators encounter translation difficulties that are the result of the difference between cultures and world outlook. Translators deal with various information, different subjects and fields of human activity, they must transmit the content of the news skillfully and as close to the source as possible while adhering to the time frame of particular news, as each TV news has strict time limits. When translating the TV news text it is important to maintain the relevance of specific segments of the text to the specific visual accompanying images. It is extremely important to convey not only the news content but also the form.

The TV news translation is performed in three stages:

1. *Establishing the communicative task of the target text (Skopos).* For example, an analysis of important elements of influence, a communicative goal, ways of its achievement.
2. *Analysis of the source text.* The translator determines whether there are words, phrases or sentences in the source text that will cause difficulties during the translation and whether it is possible to carry out an adequate translation while complying with the form of the source text.
3. *Transfer phase.* The process of the news translation, applying the necessary translation transformations and changes for the target text to follow us and meet the time constraints imposed on this text within a certain video.

The process of the TV news translation depends on a number of extra-linguistic and linguistic factors, i.e. external factors that influence the production of the target text and their linguistic expression. In addition, the notion of mass media translation is somewhat different from the traditional notion of translation which is followed by the reproduction of the source text by means of the target language with the preservation of the form and content unity. The amount of the source text and the target one may vary greatly as some parts of the source text can be omitted. This is due to the need to avoid the redundancy of information, provided that its reduction does not lead to the loss of important facts that have the main sense of the text.

In order to analyze the source text, it is appropriate to use the communicative model of the American communication theorist Harold Lasswell. The researcher believes that the most convenient way to describe the process of communication is to answer the following questions: Who (says) What (to) Whom (in) What Channel (with) What Effect? That is, *extralinguistic factors* are the addresser, the addressee, the communicative goal, the communication channel, place, time,

intention, and message function. The *linguistic factors* include the following: message content, subject matter, presupposition, form of text, non-verbal means, vocabulary, syntax, tone. This scheme enables a thorough analysis of the source text and simplifies the translation process.

CONCLUSION

The difficulties of professional translation are considered on the basis of separate components of the language system, namely grammar (syntax, morphology) and vocabulary. Practically all syntactic and morphological categories can cause difficulties during the translation, as the source and target languages may have significant differences. The most important syntactic phenomena that create difficulties during the TV news translation are participial constructions, impersonal constructions, passive voice, conditionals, reflexive verbs, tense forms, frame structures, word order, compound, and complex sentences.

As for the vocabulary, the difficulties can occur during the translation of various types of the German complex words that are typical of the German language, but in the Ukrainian language, they are translated into several ones. The complexity of the lexical units' semantic value transfer is the difference in the world view in two comparable languages. The TV news informs about the latest events and developments in various spheres of life. That is why the issue of *neologisms* appears. Therefore, quite often, the translator faces a problem when the target language does not have an equivalent of the word. Therefore, such translation transformations as loan translation or transcoding are used. In addition, in the TV news translation it is impossible to use translation footnotes which could explain a neologism, and this creates additional translation difficulties. It should also be noted that the translator deals with *partial equivalents*. The denotative meaning of the source lexical unit may be indicated by the sum of lexical units of the target language having only partial equivalents in the target language or no equivalents at all. This is topical, i.e. during the translation of the nationally biased lexis that denotes specific cultural features. Political and legal terminologies have their own specifics with each culture, so it requires special attention during the translation. *The translation of proper names including personal ones* (Antúñez & Contreras, 2016) also occupies a significant place, as the TV news texts are full of names of influential people in the political world. The next typical problem when translating from German is auxiliary words whose function is to express the speaker's attitude to the message.

The difficulties of the translation process studying occur not only in theoretical modeling but also in the empirical study of individual processes that take place "in the head of the translator" and cannot be directly observed.

The perspectives of the research. In the translation studies there are no clearly defined classifications of translation transformations related to the TV news translation of news. There are at least two main reasons for this: firstly, little research of this branch of translation, namely the TV news translation, and secondly, the fact that the TV news language is not homogeneous. This work is focused on various aspects of the TV news texts translation, such as: *translation at the text level* (comparison of the source and the target text volumes, the ways of coherence transferring, in particular, redundancy and repetition, translation of the TV news titles), *grammatical peculiarities of the translation* (syntactic transformations, translation of complex words), *lexical peculiarities of translation* (ways of nationally biased lexis, proper names, economic and socio-political vocabulary, abbreviations translation). In the analysis of the specific TV news texts one should rely on existing classifications of translation transformations and develop their own classifications of translation techniques for each aspect of the TV news translation research.

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