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TRANSLATION IN NEW FORMS OF JOURNALISM

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Abstract

Translation allows media companies to generate and distribute journalistic material across national and language boundaries. Translating to produce new content is constantly being carried out and is deemed an integrated part of journalistic activity. In addition, media companies use translation to grow, reach new audiences and achieve greater social impact. This article analyses the role of translation in the new forms of journalism that have emerged from the radical change that has taken place in the digital environment. The use of translation in this new journalistic context has multiplied and it is necessary to examine this new reality. Our aim is to present the translation activity in the new journalism by describing and analysing different cases, such as digital media, mobile applications, social media and multimedia platforms.

Keywords: News translation. Digital media. Social media. Multimedia platforms. Mobile applications.

Resumen

La traducción permite a las empresas de comunicación generar y distribuir material periodístico más allá de fronteras nacionales y lingüísticas. Traducir para producir nuevos contenidos es algo que se hace constantemente y se considera como una parte más de la labor periodística. Además, las empresas periodísticas se sirven de la traducción para crecer, llegar a nuevas audiencias y alcanzar un mayor impacto social. En este trabajo se analiza el papel de la traducción en las nuevas formas de



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periodismo surgidas del cambio radical que se ha producido en el entorno digital. El uso de la traducción en este nuevo contexto periodístico se ha multiplicado y es necesario un acercamiento a esta nueva realidad. Nuestro objetivo es exponer la actividad traductora que se está llevando a cabo en el nuevo periodismo mediante la descripción y el análisis de diferentes casos: medios digitales, aplicaciones móviles, redes sociales y plataformas multimedia.

Palabras clave: Traducción periodística. Medios digitales. Redes sociales. Plataformas multimedia. Aplicaciones móviles.

1. Introduction

Today, we are witnessing a continuous transfer of information flows in a complex process of cross-cultural communication that is only possible thanks to translation. Globalisation has only accentuated this trend, which has been accelerated by the advances made in digital technology in recent decades that affect the entire sector of journalism in general, regardless of the technical medium used to disseminate the information (print, audiovisual and digital or multimedia journalism).

Translation enables media companies to produce journalistic material and distribute it across national and language borders. The translation activity carried out in these organisations, known as journalistic translation, has been considered a sub-area of Translation Studies (Valdeón 2015). In recent years, several studies have dealt with the role of translation in the transmission of journalistic messages, how it is used and for what purposes (Cortés Zaborras & Hernández Guerrero 2005; Bielsa & Bassnett 2009; Hernández Guerrero 2009; Valdeón 2010, 2012; Davier 2017; Scammell 2018). Yet, surprisingly, little reflection is carried out in the field of journalism, which, while acknowledging its role as a mediator between events and the public, neglects the analysis of the double mediation that takes place when translating information, with very few exceptions (Wilke & Rosenberger 1994; Hernando 1999; Gallardo Camacho 2005; Palmer 2009; Baumann, Gillespie & Sreberny 2011a, 2011b; Valdeón 2018).

The digital advances made in recent decades have affected the whole communication sector across the board, regardless of the medium used to transmit the information. Communication studies have dealt with the new

forms of journalism arising from technological innovation (cf. Gillmor 2004, 2010; Salaverria 2005; Allan & Thorsen 2009; López García 2010; Rosenberry & St John 2010; Lule 2012), but they have done so without considering the role played by translation. However, the translation activity in these new media has multiplied and continues to grow.

This paper presents a first approach to this reality. It deals with the presence of translation in the new forms of journalism that have emerged as a result of the radical changes brought about by the advances in digital technology. Our aim is to describe and analyse the translation activity carried out in the new journalism by focusing on different cases. We have structured our study as follows. After this first section, we present a brief introduction to journalistic translation and its main features. We then look at the use of translation in the new forms of journalism: digital editions, alternative media, mobile media applications, social media and multimedia platforms.

2. Journalistic translation

The translation activity carried out by media companies is governed by the guidelines applied in journalism. The mass media necessarily act upon the information they send out to their audiences, that is, they select it, elaborate it, illustrate it, give it greater or lesser relevance, and so forth. Moreover, each of them has its own differentiating features that respond to editorial principles, a communicative style, a design and a corporate identity. Translating to produce content is something that is carried out on a very frequent basis and is not considered an occupation distinct from journalism, but rather a part of it. The work of editors consists in producing new information and, if they have to use translation to achieve this, they do so in a wide variety of ways that sometimes do not coincide with the traditional concept of translation. Indeed, their aim is often not to reproduce a particular original text, but to produce new information for a very specific communicative framework based on news material in other languages. In the media, translation is carried out with the aim of generating information that meets the expectations of the local audience and the interests (economic, ideological, etc.) of the media group. The priority is informative, and the language work is subordinated to this (Hernández Guerrero 2009: 33). The main objective of journalistic

translation is, therefore, to convey information in a clear way so that it reaches its audience in an effective manner.

Studies conducted to date on the use of translation by media companies have highlighted a series of features that are presented in the following sections.

2.1. Invisibility and transparency

Translation activity in the media is constant. Its presence, however, is not visible, as the incessant flow of translated material is diluted and intermingled in the process of generating new information with the journalistic material produced in the newsrooms to become part of the media's own production. In addition to this invisibility of translation, there is also its transparency, understood as a way of approaching mediation in which texts are adapted to the norms of the target culture, and linguistic and cultural differences are minimised with the aim of achieving greater fluency. Audiences prefer to receive information in their own language and in the way they have conventionally received it.

As Bielsa and Bassnett (2009) pointed out, the invisibility and transparency of translation in the transmission of the global flow of information has led to the feeling that information circulates unaltered between different language and cultural communities, when the real situation is quite different: the double process of mediation it undergoes alters it.

2.2. Transediting

In order to produce new information from journalistic material in other languages, each media outlet follows its own production formulas: it selects what is translated, establishes for what purpose and transmits it with the stamp of its editorial line. The whole process is subordinated to its information needs (Hernández Guerrero 2009: 58).

The professionals involved in this work combine translating and editing in a single process. This is what is known as transediting – a term coined by Stetting (1989: 377), for whom it covers three areas: 1) adaptation to a standard of efficiency in expression, 2) adaptation to the intended function

of the translated text in its new social context, and 3) adaptation to the needs and conventions of the target culture. Transediting involves reorganising information, adding additional information, deleting passages which are not considered relevant for the new target audience, condensing others, introducing titling elements, etc., based on material in other languages. It is a type of task that requires the professional to be more competent (translation and journalism skills) in order to successfully develop and produce the new information material.

2.3. *Recontextualisation*

In the journalistic framework, translation aims to create new information that is generated, wholly or in part, from other texts. The professionals who carry out this work do not seek to reproduce a previous text – that is not their goal. They do not act as mere mediators in the transfer of information, but take on a more active role. They are part of the gatekeeping process (Valdeón 2016), that is, they act as a filter and select which elements of a piece of information are to be disseminated. Vuorinen (1995: 170) considered that, in this process, operations such as omission, addition, substitution and reorganisation are “part and parcel of the normal text operations performed in any translation, and particularly in news translation”.

These interventions involve transformations that go beyond mere language transfer. These professionals’ sights are set on the function that the news must fulfil in its new sociocultural context, and, to this end, they not only filter, translate and edit it, but also recontextualise it for the local media and their audience. They do not remain faithful to the source text, but to the guidelines for the production of information that they receive from their companies. For Verscheuren (2007), “Recontextualization of texts affects their meaning, function and reception: a translated text not only involves linguistic displacement but also contextual/cultural dislocation”. In this process of recontextualisation, the media imposes its criteria on how the information will be processed and presented to the audience.

2.4. Localisation

Initially, localisation¹ was confused with a specialised type of translation and was associated with computer translation, although a wide variety of products can be submitted to this process. Pym (2004: 4) considered that news texts are also localised products: “The foreign news we read in the local press can legitimately be seen as a localisation of foreign-language texts, at some point transformed by the international agencies, and transformed in ways that go beyond endemic notions of translation”. The news was the first global information product to be localised. Going deeper into this idea, Orengo (2005) noted that the localisation process is tailored to the new social, cultural and political profile of the local audience. The news market implies its translation into other languages as a prerequisite for its global distribution. The process of publishing a text from a news agency corresponds to the passage from a global product to a localised version by a local media organisation (Orengo 2005: 175).

3. Translation and new forms of journalism

In recent decades, we have witnessed the emergence of new forms of journalism resulting from the rise of communication technologies and especially from the development of Web 2.0: digital media, citizen journalism, blogs, websites, social media, multimedia platforms, and so forth.

The traditional relationship between the media and their audiences has been totally transformed, both by the opportunities for participation offered by digital media and by their contextualisation in a cyber-environment in which it is no longer possible to understand the figure of a passive receiver. New forms of journalism have thus emerged that operate in a communicative framework that is very different from that of the traditional media.

With digital journalism, moreover, national and language borders are shifting and blurring. In this new framework, media companies use translation

1. The Localization Industry Primer defines it in the following terms: “Localization is the process of adapting and manufacturing a product so that it has the look and feel of a nationally-manufactured piece of goods. Thus localization is the piece of the global business puzzle that enables companies to do business in markets outside of their home market” (Fry 2003: 3).

not only to produce new information, but also to grow, to reach new audiences and to achieve greater social impact. As has been repeatedly pointed out in the academic field (cf. Bielsa & Bassnett 2009; Hernández Guerrero 2009; Valdeón 2015), in order to study the complexity of this phenomenon, an interdisciplinary methodological framework is needed that combines Translation Studies, Communication Sciences, Social Theory, etc.

The use of translation in this new context has multiplied, but little attention has been paid to it. In the following sections, we propose an approach to this new reality that focuses on different cases to describe and analyse the translation activity carried out in the new journalism.

3.1. Multilingual digital editions

New technologies have provided the media with new supports and channels for them to carry out their functions and, at the same time, have led to the emergence of new media that compete with the traditional media in cyberspace. Some seek a greater impact than that provided by a local audience and turn to multilingual digital editions, which offer a wider reach. The starting point for these initiatives is the realisation that “linguistic difference persists in the face of globalisation, and this difference is a barrier to connection and understanding” (Zuckerman 2013: 134). Multilingual editions do not follow a uniform pattern. Each media company has its own organisational model, its own news and editorial line, its own method of gathering and searching for information, etc. For this reason, the casuistry is very broad. There are traditional media that migrated to the web, where they relocated their paper editions and then went on to promote their electronic editions. A familiar example of this is the case of the newspaper *El País* and the evolution of its digital edition, which dates back to 1996. At the end of November 2013, a few months after the launch of the America edition, it added its Brazilian edition to its well-known English edition, where, as Paula Batista (2016: 205) pointed out in her analyses, “translation plays a crucial, but at the same time invisible role”. In 2014, it launched its website in Catalan (although *El País* had included information in Catalan in its print edition since 1982), which translates the most important news items from the *El País* website as well as

generating its own exclusive topics for *elpais.cat*, with the idea of making it a “global and local” media channel.

Another very different case is that of *Huffpost* (formerly *The Huffington Post*), a journalistic project born on and for the Internet. Launched by Arianna Huffington in the United States in 2005, it was acquired by American Online in 2011 and began an international expansion that has led to the launch of editions in French, Spanish, Italian, German, Japanese, Arabic and Portuguese, amongst others. Its global expansion process is underpinned by local alliances with traditional media outlets aligned with its editorial line. These are generally influential media groups that allow the US company to anchor itself in the new societies it wants to reach and enable its different editions to be written directly in the language of the target community, without the need to resort to translation. With its audience blogs (one of the basic pillars on which it is based), this cybermedia offers spaces for bloggers to generate written opinions and uses translation so that some of these opinions achieve greater repercussion by reproducing them in its different international editions (Hernández Guerrero 2015).

These two cases are examples of media companies belonging to large global media groups. But the web is also the place for the so-called independent media and alternative media. The first include new journalistic formulas that are not financed by advertising or by the capital of large corporations; they maintain their independence through the financial contributions made by their subscribers or by some foundations. One example is *Mediapart*, a French news platform created in 2008, which has become an international benchmark as a profitable formula for independent and quality journalism using the tools provided by the digital revolution. It is a paid newspaper that began making a profit in its third year of operation. *Mediapart* offers essentially investigative journalism in a dual structure comprising articles written by its own team (*le Journal*) and those of its subscribers or partners (*le Club*). *Mediapart* uses translation to give its project a wider reach. In 2010 it created an English edition and in 2013 another in Spanish – *Mediapart English* and *Mediapart Español* – where the translation of articles from the French parent company is combined with content produced in those languages by *Propublica* and *Infolibre*, two independent research media that share similar

aims, with which exchange networks have been woven that seek to expand and interconnect their proposals (Hernández Guerrero 2017).

We must not overlook the importance of the economic factors in this whole process:

Media companies pursue profitability in a changing and highly competitive market. Generating information from material that has already been produced reduces business costs, as does sharing content with other publications by establishing partnership agreements. This business policy involves translating, as translation is economically more advantageous than producing new content (Hernández Guerrero 2009: 80).

The second case – the alternative media – have emerged from the public's loss of faith in the mainstream media. Their aim is to achieve freedom of the press. They are far less visible and infinitely less powerful, but they resort to translation as a weapon that multiplies the repercussion of their messages and gives them greater projection on the web. In the words of Talens (2010a: 124125), "the backbone of the alternative media is translation. Without it, they would have very little impact". Very few studies have addressed the translation activity in these electronic publications (*cf.* Juris 2004; Salzberg 2008; Pérez González 2010; Talens 2010a, 2010b; Baker 2012). Like traditional media, these media have their own organisational model, as can be seen in the following cases.

Independent Media Center, better known as *Indymedia*, is one such activist initiative. It began in Seattle in 1999 and has since spread to Europe, South America, Africa and Asia. *Indymedia* is organised in a decentralised horizontal way. Each local website is autonomous, but connected to a wider network, thus facilitating the exchange of ideas, resources and information. As Juris (2004: 166169) noted, these activists use an open publishing programme, which is adapted to local needs on each of the different sites (in Barcelona, for example, it operates trilingually in Spanish, Catalan and English). For transnational communication and coordination, they use email, mailing lists, translation software and forums.

Another very different case is that of *Rebelión*, a non-profit initiative operated by a group of Spanish journalists since 1996. It was created to promote another model of communication: news that is not considered important by the mainstream media. It publishes translations of work by various authors

and disseminates articles from other media. *Rebelión* has a team of approximately fifteen people translating into Spanish from other languages.²

The most studied case to date is that of *Tlaxcala*, the international network of translators for linguistic diversity (Talens 2010a, 2010b; Baker 2012). The peculiarity of this media outlet, which was founded in 2005 and currently disseminates information in fifteen languages, is that it was created by translators, although with the voluntary collaboration of journalists, writers, academics, and so on. This media initiative translates articles that run against the single way of thinking that appears in the alternative media,³ thus helping to disseminate the work of unknown authors or those who are limited to their language areas. Without these translations, local denunciations would never go beyond being local.

3.2. *Mobile media applications*

The digital revolution has succeeded in transforming the way information is produced and consumed. The number of readers accessing the media via mobile devices is growing steadily. With the aim of increasing the number of users, as well as increasing their audience and the dissemination of their brand, media companies have developed applications for these devices and, nowadays, practically all media outlets have their own app.

Initially, when smartphones first became popular, the media launched apps that were little more than a mirror image of their website. Over time, they have evolved and now many of them open up a range of new options to their users, such as alerts with breaking news; new technologies such as virtual reality; special applications for events; choice of content that can be downloaded for offline reading; dark version for better readability in dark environments; personalised home page with the reader's topics of interest organised in order of preference, and so forth.

Information companies have therefore made use of technological advances and have adapted their products to the new ways of both consuming and

2. Information on the emergence of this medium and its components can be found at the following link: <https://www.rebelion.org/nosotros.php>

3. Its ideology can be found in the "Manifiesto de Tlaxcala": <http://www.tlaxcala-int.org/manifieste.asp>

offering information. Some are also making use of these media in their internationalisation process by translating their content.

This is the case of BeSoccer, a specialised football information site. It is a Spanish company that started operating in 2009. Livescore is one of its most successful products. As Torregrosa (2017) explained, “it is an application that gathers all the matches and data on planet football. With this ‘app’ we can know everything from the live scores of matches in the Russian Third Division to those of the Venezuelan Second Division, as well as the big leagues and all the national youth teams”. In addition, “BeSoccer has an editorial department that reports to the minute all the news happening in world football. Both the application and its website contain reports, live news, transfers and all the latest news”.

The success of this initiative led to the creation of editorial departments in French, English and Portuguese, which started out by translating content. Subsequently, they went on to produce their own news and create new content in these languages. García Alarcón (2017: 107), based on her experience as a translator in the French edition, listed the different jobs that translators carry out in this company:

- Translating news items: news items created in Spanish are usually taken as the source text. In most cases, news items are usually translated in whole or in part and news items are selected that may be of interest to the French-speaking public, such as those relating to important teams in the main European leagues.
- Translating audiovisual content: graphics, interactive images or videos are translated, which later need to be typeset and proofread again.
- Writing news related to the French or African leagues. In many cases, there is no English version of these news items, and translators must then essentially act as journalists and search for information to create a news item from scratch.
- Editing and proofreading agency news. News items from the French news agency AFP reach the editorial office, but they often contain errors or orthotypographical mistakes that are not accepted by AFP. Therefore, all these news items must pass through the linguistic and

orthotypographical filter of the translator. This reviewer must also judge whether these contents are of interest or not.

- Editing and reviewing news from contributors. As we have said earlier in this work, one of the fundamental characteristics of the new media is that they are nourished by other users. In this case, the company works with some external collaborators, simple football fans, who are given the opportunity to write some news about what is happening in their country. This article must be reviewed and edited by the in-house translator.
- Quality control and review of the website and mobile application.
- Keeping social media updated. Like any digital media, it also has official accounts on the main social media.

In addition to these activities, the translator–journalist is also required to have certain skills in order to carry out this translation work:

- Bilingual knowledge of the two working languages (in our case, French and Spanish).
- Knowledge of football. When translating, not only is it important to know the terminology of this sub-language, but it is also relevant when we have to rank this information in order of importance.
- Computer and social networking skills.

With the advent of smartphones, a set of needs has been created that must be filled by media groups. Many news companies have carved out a significant niche in the app market and have achieved success thanks to their knowledge of their users, which allows them to manage the needs affecting their audiences and their differences within the market. In addition to editors in other languages, these media are nourished by other professional profiles: content creators and managers, web and app developers, etc. In addition to journalism and translation skills, new technologies must also be added.

3.3. *Social media*

We are not stating anything new if we say that social media have transformed newsrooms by streamlining the process of gathering news and increasing the number of sources and the amount of material available. These platforms have

entered the news arena with new formats and millions of readers, competing with other digital media. In addition, the creation of news sites by these networks positions them as channels for the distribution and dissemination of journalistic material.

The case of FB Newswire, the Facebook page that functions as a news agency, is quite illustrative. It was launched in April 2014, with the idea of serving as a tool allowing journalists and newsrooms to find, share and embed confirmed news from Facebook. This service puts information created by both individual users and organisations through their press and communications offices into circulation. FB Newswire works as an information intermediary (Casero-Ripollés 2015: 174): “Its activity is halfway between publishing, aggregation and dissemination, but its distinguishing feature is that it does not produce its own content, but rather packages and distributes other people’s content”.

The same is true of Twitter, which has become a veritable news provider – so much so that it is now unthinkable for the media to ignore or dismiss these networks. They depend on them to provide real-time information, reactions and opinions while the event is actually taking place. Moreover, the role of the media has changed significantly with the emergence of citizen journalism: a person on the scene can report what is happening instantaneously. Plaza Écija (2013) pointed out that, in the new journalism, Twitter is becoming one of the most important media:

Although Twitter is not considered a media outlet as such, in places where the traditional media do not report properly, it sometimes becomes the most important source of information. Twitter has proven its usefulness as a source of real-time news on numerous occasions, but in most cases it is just another medium competing for audience and the public’s attention.

In fact, a study by a team from the Korea Advanced Institute of Science and Technology (Kwak et al. 2010) showed that the current use of Twitter is more in line with the definition of a media outlet than with what we know as a social network. Users sign up to receive information and tend to talk about current affairs, which fits the broad definition of news. The impact of this platform is especially visible in breaking news. Examples of notable events reported by researchers include the crash of the US Airways plane into the

Hudson River in January 2009. The first reports of the crash were reported on Twitter by eyewitnesses.

Twitter is also an attractive source for journalists, who follow discussions on topical issues and scour tweets for interesting quotes for their articles. Sometimes it is the tweets themselves that become news. We have become accustomed, for example, to finding Donald Trump’s ubiquitous tweets reproduced in all the media, sometimes as quotes inside quotation marks, sometimes in the form of screenshots. Jordi Soler said in one of his articles that “...when he wants to shake the planet, Donald Trump does not call a press conference: he posts a tweet” (Soler 2017). This case is highly eloquent for the topic at hand, since Trump writes them in English. When his tweets become news for the international media, they are usually published as an original with their translation (see Figure 1), bringing journalistic translation out of its invisibility. The widespread proliferation of these uses, which have not yet been studied, only highlights the presence of translation in the media.

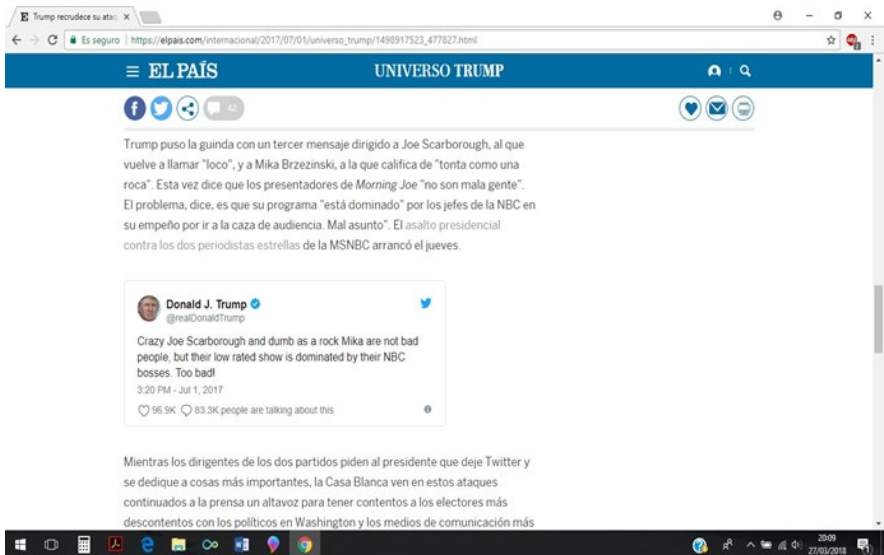


Figure 1. https://elpais.com/internacional/2017/07/01/universo_trump/14989127523_477827.html

3.4. *Multimedia platforms*

More and more media companies are transforming themselves into multimedia platforms, as creating and delivering content from these portals affords them greater impact. News items are now conceived in such a way that they can be told on radio, television and the web. This implies the development of new informative languages that allow the three codes of text, image and sound to be properly integrated and presented in a single news product.

If what is sought is a global reach, these platforms must be multilingual in addition to multimedia and therefore use translation. Examples abound, but for the sake of topicality, we will focus on RT (formerly Russia Today), a multimedia information service that functions as a multilingual television and news platform. Funded by the Russian state and linked to the Kremlin, it broadcasts information in German, Arabic, Spanish, French, English and Russian to facilitate the dissemination of what Margarita Simonián, the channel's director, called an "alternative reality" (Alandete 2017).

Information is a strategic global product, controlled in all its manifestations – for commercial but also ideological purposes – not only by the media industry but also by other entities. In this context, translation is a key element in the worldwide dissemination of media discourses and, in particular, in the emergence of a global public opinion. The translation policies applied by the media are at the service of ideological objectives, as has been made clear in different studies (Hernández Guerrero 2012, 2016; Martín Ruano & Vidal Claramonte 2016). The phenomenon of disinformation has only highlighted the need to translate, with cases such as the Russian platform RT, which broadcasts in six languages; China Central Television (CCTV), with editions in English, Spanish, French, Arabic and Russian; the Russian news agency Sputnik, which operates in 33 languages; the Iranian channels PressTV in English and HispanTV in Spanish; the Venezuelan channel Telesur, followed in Latin America, which recently began broadcasting in English for the US public.

RT's foreign language information web service is a good example of using translation to spread news to a transnational digital audience. Each newsroom organises and presents its content independently. The common denominator of all of them is a small part that is produced in-house, to which translated

and edited news from the parent channel or from any of its portals in other languages is added. The formula is quite simple and effective, as the news on this website is very brief, goes unsigned and bases its impact on the information contained in the headline. Then, thanks to the viralizing capacity of platforms such as YouTube, Facebook and Twitter, their distribution via the networks allows them to reach a wider audience.

4. Conclusions

With a communications industry that controls the international flow of information for commercial but also ideological purposes, information has become a global product. In the machinery of journalistic production, translation is the basic pillar that makes it possible to expand its dissemination and impact. It is the mechanism of mediation, the *sine qua non* that allows the global information flow to continue incessantly, and yet little attention is paid to its importance and, in particular, to its specific role in the new forms of communication of the 21st century.

In this paper, we have carried out a first approach to the role of translation in the production of information in the new forms of journalism of the digital era. To do so, we have stressed the fact that translation is an integral part of media production: translating to produce content is a common task in newsrooms and forms part of the work of journalists. The need for media groups to grow and reach new audiences has only intensified its use.

Electronic media companies seeking to grow and increase their area of influence create digital editions in other languages that allow them to monetise the information they produce through translation. Alternatively, they use mixed models where translation is combined with alliances between related media groups: there are numerous formulas for association and production in the digital environment. In the case of the alternative media, translation has always been the basic pillar on which they have been based, as it allows their information to transcend the local sphere and provides them with visibility.

Technological advances have brought with them new habits in media consumption. Browsing via mobile devices is growing exponentially and will soon surpass internet connection from computers. Media companies are seeking to capture this new user of information via smartphones or tablets by offering

information instantly through their own apps. Editions in other languages based in whole or in part on the translation of their own content allow these platforms to make their information production profitable and expand their markets. The new forms of journalism that are taking hold in the digital environment (including social media and their use as information providers and distributors) have reinforced this trend.

This panorama that we have sketched out here requires further study. In the previous section, we mentioned how translation is playing a role in the configuration of the discourses disseminated by the media and in the emergence of a global public opinion. Further analysis of this reality is needed, as well as an examination of the translation policies applied and the power relations in the transmission of journalistic messages. But, in addition, the translation activity carried out in the new forms of journalism requires studies that analyse how this practice is integrated into the work of professionals, what profiles it requires and what skills are needed. Both Translation and Communication Studies will benefit from this work.

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BIONOTE / BIONOTA

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