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## COVERAGE AND INFORMATIVE TREATMENT OF TRANSLATOR IN PRESS

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### Abstract

The figure of the professional translator as a new has aroused little interest on the part of researchers in information science. However, in the area of knowledge of translation and interpretation, translator's behaviour in and for the media has been considered a field of research. The media coverage projected on a profession is essential for the creation of a public opinion and the way it becomes visible will influence the consideration given to those who practice it. In order to know this consideration, we have compiled all the news including the word "translator" which appeared in the headlines of four of the newspapers with the largest circulation in the Spanish State published in 2017. The quantitative and qualitative analysis of the corpus will enable us to extract data to elaborate a study on the informative treatment of translator in press.

**Keywords:** Translator. Translation. Visibility. Speech. Press.

### Resumen

La figura del profesional de la traducción como noticia ha despertado escaso interés por parte de las personas que investigan en Ciencias de la Información. Este no es el caso del área de conocimiento de Traducción e Interpretación, que si se ha preocupado por analizar el comportamiento traductor en y para los medios. La cobertura informativa proyectada sobre una profesión es fundamental para la creación de un imaginario público y el modo en que esta se visibiliza va a influir en la consideración



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otorgada a quienes la ejercen. Para conocer dicha valoración hemos recopilado todas las noticias que hacen referencia a la palabra “traductor” o “traductora” en los titulares de cuatro de los diarios de mayor tirada dentro del Estado español publicados en 2017. El análisis cuantitativo y cualitativo del corpus nos va a permitir extraer datos sobre el tratamiento informativo en la prensa acerca de la persona que traduce.

**Palabras clave:** Traductor. Traducción. Visibilidad. Discurso. Prensa.

## 1. Introduction

For years, Translation and Interpretation Studies have been interested in the relationship between the discipline and the media, whereas scientific studies dealing with social phenomena linked to communication have been scarcer, as recently echoed by Martín Ruano (2016), Hernández Guerrero (2017) and Valdeón (2018). Communication experts do not appear to have been particularly concerned with linguistic and cultural mediation, although the relationship between translation and the media is very necessary, given the number of written texts that are translated or interpreted involving commercial and ideological interests from communication groups or agencies, among others.

La ubicuidad de la traducción en los medios de comunicación puede relacionarse con su doble invisibilidad en relación con dos factores: por un lado, al predominio de una estrategia domesticadora que privilegia las expectativas del lector y la fluidez, y que vuelve la traducción transparente, ocultando que ésta ha tenido lugar; y por el otro, a la exitosa integración de la traducción en el periodismo, al hecho de que no se percibe en modo alguno distinta a la misma escritura o edición de los textos periodísticos. (Bielsa 2016: 20-21)

The lack of curiosity on the part of communicators is surprising when it is these same people who resort daily to texts produced in other languages (or translated texts) destined for different cultures that they must translate, adapt or rewrite.

[...] si la comunicación aporta poder al periodista que “cuenta” lo que sucede, la traducción ejercida por éste añade más poder si cabe en la “interpretación” de los hechos que rodean a la sociedad de la información. (Gallardo Camacho 2005: 86)

Therefore, we are faced with a necessary phenomenon, carried out in more or less urgent, hidden or not very transparent circumstances (Frías Arnés 2005: 45). Hernández Guerrero has dedicated pages of her research to this topic, and part of the reason behind the study that we propose<sup>1</sup> is inspired by her contributions in which she speaks of these two worlds isolated from one another, as well as the need to move forward to put together a more precise panorama about the translation activity.

[...] se debe prestar una mayor atención a la producción, desarrollo, estructura y recepción de la información traducida, al volumen de traducción en todas las publicaciones y los modos de uso de la traducción en el ámbito periodístico. Todo ello con un claro objetivo: profundizar en la descripción de la función de la traducción periodística en una situación sociocultural receptora concreta. Y es que la prensa escrita española supone un excelente observatorio para el estudio del comportamiento real de la traducción en un ámbito profesional apenas explorado, con interesantes implicaciones desde el punto de vista periodístico, traductológico y sociológico. (Hernández Guerrero 2011: 116)

Translation Studies understand journalistic translation, in a broad and flexible sense, as a process of transculturation that goes beyond the linguistic aspect, including the production of news from information. Researchers in this area of knowledge have written about the importance of translation in the press, its influence and its specific role in the phenomenon of globalization of information. Thus, almost simultaneously, Hernández Guerrero (2009) and Bielsa & Bassnett (2009) each published an individual monograph taking into account the textual approach and also ethnographic observation. Among the recent scientific literature, we have more studies focused on the *how much* (Hernández Guerrero 2015), others on the *what* (Al Duweiri & Baya Essayani 2016; Cedillo Corrochano 2016 or Ruiz de Elvira 2015), on the *who* (Hernández Guerrero 2017; El Islam 2015 or Amela & Cervera 2013) or the *how* (Martín Ruano & Vidal Claramonte 2016; Batista 2016; Hernández

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Guerrero 2016, Bielsa 2016 or Valdeón 2016 and 2018). Bielsa (2016: 23) investigates the nature of journalistic translation in a cosmopolitan context, how meanings travel through cultures and how information is communicated through the media. Valdeón (2018) draws attention to the need for contact between the members of the scientific community of communication and those of translation to analyze the institutional role and that of the journalist-translator, taking into account the gatekeeping function of the medium and the “ideological repositioning” (2016: 43) involved in the transfer of stories from one medium to another.

## 2. Objectives and methodology

Translation Studies need to know the role of the person who translates and to decipher the social function of such a figure. The question of the visibility of the person who translates is a topic which has occupied the experts ever since the discipline exists as such, from Von Flotow (1991) to Olshanskaya (2011), passing through Venuti (1995). The works consulted confirm that although the profession of the person who translates or interprets has managed to achieve greater recognition and social visibility, partly thanks to the incorporation of the Translation and Interpretation degree into higher education, the reality is that the media, in general, do not reflect this status (Montero & Luna 2018).

In this article, we will focus on the person who translates as news, as a subject of information<sup>2</sup>. We will not approach the translator-journalist who uses information material or the translation process where the *gatekeeper* who selects the information plays a key role. We will not analyze the result either, the news translated from an argumentative text of declared, rewritten or transedited authorship (Stetting *et al.* 1989), but rather the journalistic coverage and treatment accorded to the professional. We limit the work to the analysis of the press headlines that refer to the “translator” (male and female) when they are the focus of the information. An analysis is conducted of what is said, of whom, where, and a proposal is made on how, that is, whether

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2. We are not addressing here the figure of the interpreter, who is sometimes called a translator.

considered as positive, negative or neutral, on a scale that ranges from adding value to discrediting the professional practice. The time frame was restricted to the year 2017, allowing us to observe changes in communication strategies and thematic coincidences in the same period.

To carry out the study, we have used four of the main newspapers in Spain as a reference corpus: *ABC*, *El Mundo*, *El País* and *La Vanguardia*, based on their circulation. From there, we have selected the headlines that include the term *traductor* or *traductora*, differentiating the person from the machine. We have also cataloged the section (whenever the search engine allows to do so), the modality and the subject (audiovisual, automatic, editorial, etc. translation).

Our main objective is to offer data on the information published regarding the person who translates and contributes to advance results on the journalistic treatment, that is, this investigation seeks to know how the person who translates is presented in the headlines in the press. It is well known that the credibility of the media has been questioned, given their need to impact and sell, to suit ideological interests; but the news, whether true or not, creates a state of opinion (Rodríguez Arcos 2016).

The methodology used has a mixed quantitative and qualitative approach. Initially, an exploratory analysis based on descriptive statistics is performed to then move on to the qualitative side. We started by looking at the terms used in the headlines or subtitles of the news to characterize the person who translates, to distinguish the features and the enunciative positioning that serve to designate the professionals, illustrated by some examples.

The extraction system starts with the simple or advanced search engine of each newspaper by inserting the keywords: “*traductora(s)*” or “*traductor(es)*” and the time frame (from 2017-01-01 to 2017-12-31) and the results are considered without taking into account the relevance. After obtaining the total headlines, not always accompanied by the lead paragraph, they are reviewed one by one without reading the full story, except if there is a high level of ambiguity. A corpus for analysis that takes into account the full text of the news would overcome the space limitations of an article and the capacity of a single researcher. Besides, we rely on the expert criteria that consider the headline an autonomous and multifunctional textual segment, not devoid of

complexity (Fernández Rodríguez 2012: 328), that not only anticipates the information but also values it, highlights it or confers some pragmatic sense on it (Cervera Rodríguez 2014: 70).

The journalistic genres differ from one another by their style and the use of linguistic resources, their purpose and the author's psychological disposition. In addition to the internal textual structure of the different typologies, we know that the image and the writing are fundamental. The perception itself of the journalistic text (location, length, format, etc.) provides additional visual information. All in all, we have left for future studies the iconography that accompanies journalistic material (intersemiotic translation) as an element that carries an informative load that may condition its interpretation.

### 3. The press as a genre

Spanish journalist genres have been widely studied and classified in the academic field depending on the focus. Casasús' & Núñez Ladevéze's (1991: 88) proposals distinguish the informative from the interpretative and argumentative genres. The translator López Guix (2005: 110) differentiates opinion and analysis articles from reports and features or reviews and interviews.

Traditionally, the content of the news is structured following the inverted pyramid method, which involves placing the most important informational material at the beginning and the least relevant at the end. This technique is still applied today, although it coexists with others, such as the chronological structure or natural narration of events.

The purpose of the news is to reflect as accurately as possible the reality (though not necessarily the truth) to which the journalist has had access. Martínez Albertos (2000: 263) highlights the sober and concise, rigorously objective style. The main features of this textual type are simplicity (use of short sentences with a simple structure), economy (saying things as briefly and concisely as possible) and the continuity that the discourse must achieve (organized according to importance, story and style). Such features are culturally marked. It is all about a series of conventions that communicators know and the receiver expects to find. Hernández Guerrero (2011: 106) defines this textual variety of the informative genre (in Spanish from Spain) as a conventional structure in which she highlights the following:

- longer headlines which inform the reader of what is happening without the need for the reader to use the rest of the information;
- the lead paragraph which includes the most significant information;
- the body of the news that explains, expands and supports what the lead paragraph says.

The starting point for our task is any news story that mentions professional translators, though we do not analyze the argument as a subject of study given the difficulty of determining the editorialist's point of view by focusing only on the headlines (Andújar Moreno 2009).

#### 4. The headlines

Classic scientific literature (Alarcos Llorach 1977 or Van Dijk 1989) fundamentally agrees that headlines consist of two essential functions: the designative one, which allows identifying a text, and the metalinguistic one, which speaks of the text.

Los titulares expresan la información más importante, más pertinente o más “sorprendente” del relato de la noticia. Al mismo tiempo son una interpretación de los acontecimientos o acciones desde el punto de vista del periodista (o del periódico) [...] son el lugar preferido para las opiniones implícitas: el resumen exige una valoración de lo que es “importante”, “interesante” o “pertinente”, y tal juicio depende, naturalmente, de la interpretación y valoración que hace el periodista de los acontecimientos, de modo que el resultado puede ser la “parcialidad”. (Van Dijk 1983: 85)

The headline is a discursive genre with linguistic and semiotic dimensions that help shape its meaning. It is the most read element of a newspaper:

Lorsqu'il est informatif, il apporte une information précise et répond à deux ou trois des cinq questions fondamentales (qui, quoi, quand, où, pourquoi). Lorsqu'il est incitatif, en le lisant, on ne connaît pas forcément l'information principale de l'article, mais il « séduit » le lecteur qui a envie de poursuivre la lecture. (Duchêne 2017: 14)

Without entering into the distinction on the different types of headlines (informative, appellative, expressive, thematic, etc.) or what kind of text they accompany (news, story, report, etc.); the headline usually condenses the news into a very short space that captures the attention of the audience

and encourages them to continue reading. In general, headlines have a triple function: they encourage reading the text, provide a succinct view of the content and have a clear identifying function.

Los textos periodísticos siempre van precedidos por un conjunto de diferentes tipos de títulos que reciben el nombre de cabeza o encabezamiento. Una cabeza de titulación puede llevar un cintillo, un antetítulo, un título, un subtítulo y un sumario, aunque no necesariamente ha de poseer todos estos elementos a la vez, ya que la presencia de unos u otros elementos viene determinada por el tipo de publicación, el género periodístico, la superficie disponible, etc. (Hernández Guerrero 2004: 271)

The headline determines how an event is seen by the writer and editor and obliges the audience to interpret the news from such a point of view. It may act as a summary, but also as an example of more important information that appears in the lead paragraph and later in the body of the news. The informative density of the headline is useful to reveal the topics covered. Lozano Ascencio *et al.* (2010) share this idea when they assert that “the analysis focused on headlines places us in the most accessible and careful discursive environment of written journalism” (2010: 8). The headline contains the summary of the content of the document and its reading and assessment could replace that of the entire text (Vella & Martínez 2012: 187), although it cannot always be interpreted without the context. In our study, in some cases, we have had to resort to the full story to find out its more or less implicit content and infer whether the translator is the protagonist of the event.

Headlines in Spanish are characterized by being quite long and elaborate, so that not only does *the what* of the news matter, but also how it is transmitted and what may be found in the subtitle. The recourse to more “playful” headlines varies according to the sections and the type of publication: level of formality, cultural conventions and journalistic usage (López Guix 2005: 112).

Specialists such as Aştirbei 2011 or Fernández Rodríguez 2012, among others, have studied the translation of headlines. Their research has shown that multiple factors influence the translational process: linguistic, cultural, economic, ideological, etc.; and this phenomenon is also seen in the translation of other formats such as blogs (Hernández Guerrero, 2015: 12). When

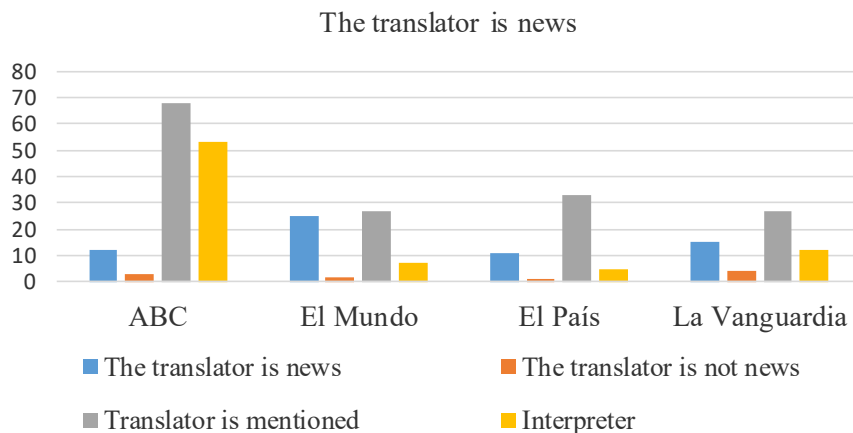


Baker (2006) deals with translations, she refers to guidance and selective appropriation (the one that is set on adding or issuing of elements). Although this is not the core theme of this work, and despite the principle of impartiality, we know that the same news may have a different headline depending on the editorial line of the source, which in turn may be a translated text (Valdeón 2016)<sup>3</sup>.

## 5. Presentation of results

From the total of the results obtained (486), 150 headlines were selected, 61 from the newspaper archives of *ABC*, 26 from *El Mundo*, 33 from *El País* and 30 from *La Vanguardia*. The data was processed to prepare the following graphs<sup>4</sup>.

### 5.1. *The translator is news*

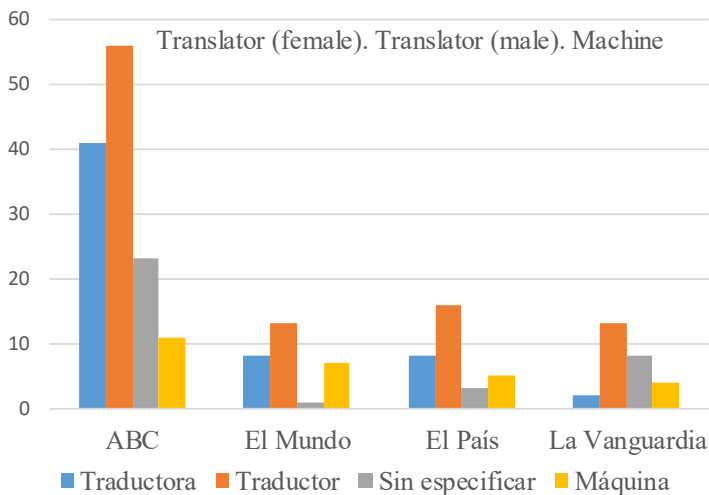


3. On the ideological component of translation in the press cf. Carbonell i Cortés 2010; Hernández Guerrero 2012 and 2015, among others.

4. Graph prepared by the author.

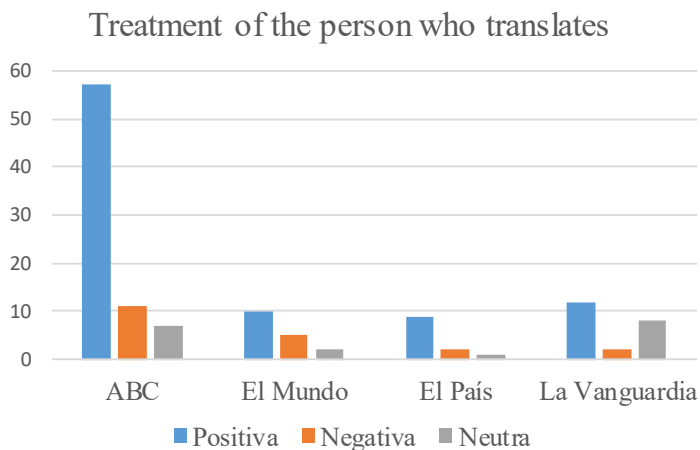
The selection was carried out taking into account that the term translator (male or female) mentioned in the headline refers to a translation professional and that this individual is the subject of the news. We make the distinction between whether or not the translator is news, because although the professional may be mentioned in the headline, he or she is not always the main subject of the news. Besides, sometimes a translator is mentioned but actually refers to a professional interpreter, who, as we have already pointed out, is not the object of study in this work.

### 5.2. Translator and machine



The headlines often distinguish between persons and machines when they mention the word translator, but it is not always specified whether there is a tool or a human being behind the name and whether the latter is male or female.

### 5.3. Treatment of the person who translates



Regarding the consideration of the person who translates, as we will see in the examples, we have classified the results as positive, negative or neutral depending on the tone used by the writer: neutral, formal, relaxed, ironic, critical, etc. Thus, the headline is positive when the linguistic mechanism used is formal and the intention in the treatment of the person who translates is respect for the work carried out, adding value to it. We have understood as negative such headlines that discredit the profession in a more or less explicit way and that usually account for the presence of the person who translates to disgrace his or her work through an expressive or conative discourse. A negative headline insists on the use of suggestive or striking resources to achieve a sensationalist effect, exposing the consequences of infelicitous translations, etc. The headline tries to persuade, that is, it seeks certain complicity with the reading public from an expository position. The first two classifications are subjective, based on opinion; whereas a neutral headline is accounted as such because the author just describes the subject objectively and impartially, that is, without interpreting nor making any value judgements.

## 6. Assessment per medium

The headlines in each medium differ by tradition or by editorial line. The position of the news in the newspaper also determines the style. The news in which the person who translates is portrayed is fixed by certain conventions, albeit ever less rigid, such as interest, the standard at each newspaper and its orientation, which also varies depending on socio-political circumstances.

### 6.1. *The headlines in ABC*

In *ABC*, a conservative newspaper, of the 223 results found by the search engine, we have selected those that include the word *traductor/a* in the headline or subtitle (61)<sup>5</sup>. Only 5 mention the translator in the headline and 4 of them refer to a machine:

ARAGÓN

La UE financia la creación de un traductor automático aragonés-castellano  
14/11/2017 17:45:31

REDES

Twitter busca traductores que no cobren a cambio de «puntos de karma»  
17/08/2017 8:30:40

If we take into account the lead paragraph, the number of occasions in which the translator is quoted in *ABC* news is directly related to also counting the cultural supplement, a section that brings together most of the references to the person who translates (43) and such references are almost always positive. However, the fact that the word translator appears in the lead paragraph of the story does not always imply news about translation (12), except in the cases where awards are mentioned. Negative or neutral positioning news is scarce (18) and most news speak of editorial (especially literary) translators or audiovisual translators. The professional dedicated to the translation of pragmatic texts is anonymous. Many of the news items in which the translator appears in the lead paragraph refer to an automatic translation machine (23) (but not assisted translation).

5. In: <<https://bit.ly/2ITmHAU>>.

Most of the news is located in the book section or the supplement, followed by the IT, social media or mobile telephony sections (11). There are occasional stories in which the word translator appears in the television (2), music (2), theater (2) or consumer (1) sections (1).

Very rarely (11), it is not specified whether it is a male or female translator<sup>6</sup>, although we have also recorded a case in which the female translator appears as the spouse of an intellectual:

CASTILLA Y LEÓN

Pilar Gómez Bedate: una mujer libre

04/10/2017 14:36:56

ANTONIO PIEDRA El pasado 13 de agosto falleció en Zaragoza -hospital Miguel Servet- la escritora, traductora y profesora universitaria Pilar Gómez Bedate.

TEATROS

Fallece a los 52 años el director teatral Moisès Maicas

14/06/2017 19:31:30

ABC/EFE. Nacido en Mataró (Barcelona), Moisès Maicas era hijo del también director teatral y dramaturgo Carles Maicas y compañero de la traductora Anna Soler Horta

## 6.2. *The headlines in El Mundo*

In the digital edition of *El Mundo*, a conservative newspaper, we have carried out an advanced search that has yielded 113 results for the year 2017. The search engine extracts all the news that deals with male and female translators, but as in the previous case, it does not discriminate if the word translator is found in the headline (1), which as we see in the example, is a machine:

¿Estamos más cerca del traductor universal?

06/10/2017 BRUNO TOLEDANO

Google anunció el pasado miércoles un móvil, otro móvil más grande, un ordenador, un altavoz y unos auriculares

6. To a much lesser extent in the case of female translators.

From the total, we obtained 26 mentions in the lead paragraph<sup>7</sup> to the professional who translates. This selection allows us to check that there are several mentions to translators as interpreters (7). The male translator or female translator is named, but they are rarely the news (10). If the translation is literary, it is usually accompanied by a positive comment and sometimes the subtitle praises the professionalism. There are (16) titles in which a male translator is mentioned compared to (8) in which a female translator (or interpreter) is named, which in this newspaper is also usually news because she is the partner of an intellectual:

Miguel Sáenz: “Nada es menos respetuoso que tratar a los niños como niños”  
23/09/2017 NADAL SUAU

Académico de la RAE, jurista, escritor, y el mejor traductor del alemán al castellano de las últimas décadas, Miguel Sáenz es casi una leyenda gracias, entre otras cosas, a la tarea inverosímil de haber traducido la obra completa de Thomas Bernhard (y añadan a Grass, Kafka o...

Milena Jesenska, mucho más que una novia de Kafka  
10/06/2017 JUAN BONILLA

Un libro recupera la figura de quien fue escritora, valiente, amiga y traductora al checo del autor de ‘La metamorfosis’ y de quien se publicaron las memorables ‘Cartas a Milena’

There are few instances in which the news about the profession is negative and we highlight an example in which plagiarism is denounced, accompanied by a vindication of the profession.

7. In <<https://bit.ly/2qxhxD7>>.

Yolanda Morató reprocha a Impedimenta y Mercedes Cebrián un supuesto plagio en la traducción de 'Me acuerdo', de Perec

11/03/2017 LUIS ALEMANY

La polémica entre la traductora literaria, Yolanda Morató, y Mercedes Cebrián sobre el libro de Perec llega en pleno debate sobre la indefensión de los derechos de autor de los profesionales del gremio

LITERATURA Legislación

El páramo de la traducción en España

11/03/2017 P. UNAMUNO

Nueve de cada 10 no pueden vivir de su trabajo y exigen un marco legislativo claro para el libro digital

### 6.3. *The headlines in El País*

The newspaper *El País*, with a social-democratic and liberal line, has a search engine that also obliges to locate the data by date<sup>8</sup>. The search has yielded 83 results, but there are very few occasions in which the person who translates is mentioned in the headline (6). As in other headlines, the fact that the word translator (male or female) appears in the headline or lead paragraph does not mean that the news is about the person who translates. In fact, out of the 33 occasions in which they are mentioned, only 11 are contained in the news. As in other media, there are headlines after which further reading reveals that the translator is actually an interpreter (5). Besides, machines also usually appear when speaking of translators (3), but the newspaper emphasizes that automatic translation is not always a reliable tool.

13/03/2017

Pilot: el traductor instantáneo que nos hace más tontos

IÑIGO DOMÍNGUEZ

El aparato, que permite la comunicación en todas las lenguas, hará que todo gire aún más en torno a nuestro propio mundo

8. In <<https://bit.ly/2GZlbfT>>

The inquiry does not allow identifying in which section the story is published, although there is a thematic classification that may serve as a guide. Thus, filed under culture, there are headlines vindicating the role of book translators. The news is positive in that it entails vindication, though in our opinion pessimistic if we take into account the social consideration that the profession has yet to reach. Here, it is necessary to distinguish the stories by the newspaper's contributors from readers' opinions, although apparently there is a direct relationship between public opinion and what is published (Gómez Patiño 2011: 121).

02/07/2017

Siete de cada 10 traductores editoriales necesitan otro trabajo para vivir

TOMMASO KOCH

El primer informe exhaustivo sobre el valor económico del sector muestra a una profesión precaria y desprotegida

27/08/2017

El oficio de traductor

CARTAS AL DIRECTOR

El oficio de traductor es un trabajo oscuro.

In general, the discourse that emerges from the headlines of *El País* contains a clear intention to contribute to dignifying the professional, whose competences are hardly criticized.

26/03/2017

Traducir al vuelo

CARTAS AL DIRECTOR

Creo que a muchos traductores deberían asesorarles biólogos.

14/04/2017

El traductor que convirtió Sefarad en España

ANTONIO PITA

La traslación al arameo de la palabra, que aparece una sola vez en la Biblia, dio origen a la confusión



Female translators (8) are mentioned on fewer occasions than male translators (16). All in all, it is necessary to insist that this newspaper is positively biased towards gender, placing the female translator in the headline with names and surnames and adding the value of ideological commitment.

15/11/2107

Malika Embarek: “Rechacé una traducción porque no me caía bien el autor”  
EL PAÍS

La traductora Malika Embarek jamás aceptaría trabajar en obras integristas, machistas, fascistas o racistas

15/06/2017

La traductora de David Grossman dona su parte del Man Booker a una ONG pacifista israelí

JUAN CARLOS SANZ

Jessica Cohen, que comparte el premio con el escritor, apoya a un grupo que denuncia los abusos de la ocupación de Palestina

#### 6.4. The headlines in *La Vanguardia*

*La Vanguardia* is a conservative catalanist daily newspaper. It lacks an advanced search option, so data must be obtained by dates (67)<sup>9</sup>. Another added difficulty is that we cannot locate the section.

6 stories include the word translator in the headline and not all of it is translation news. Another characteristic that sets *La Vanguardia* apart from previous newspapers is that it devotes more space to new technologies and artificial intelligence (8).

La empresa de traducción Parlam quiere conectar a traductores y ...

18 Nov 2017 ... Madrid, 19 nov (EFE).- La empresa barcelonesa Parlam, habitualmente dedicada al servicio de traducción de contenidos digitales para grandes compañías, ha lanzado una plataforma para que los traductores autónomos puedan conectar con las empresas y recibir más encargos gracias a su reputación ...

9. In <<https://bit.ly/2vc7EQC>>.

Only 15 stories have to do with people who translate and 12 of them with interpreting. It is important to point out that despite the anecdotes (the clichés about mistakes), in general, the subject matter of the person who translates is positive: translation is beneficial, generates cultural wealth and adds values to the person who translates. The prizes awarded are highlighted and prominence is given to the cultural outreach abroad through translation. This newspaper is usually critical of the negative vision of the profession and claims to improve the conditions to be able to practice the profession accurately. On the other hand, the female translator is almost absent from the headlines, but gender discrimination stands out as news, for example, speaking of awards:

La serie Fargo traduce por error “cien mil pavos” por “cent mil gallos ...  
25 May 2017 ... Algunas veces la traducción puede dar malas pasadas. Es el caso de la serie Fargo, que se puede consumir en Movistar con subtítulos en catalán, y que está generando mucha indignación por el bajo nivel...

El 86% de los premios literarios del ministerio se conceden a hombres  
16 Ago 2017 ... Obra de un Traductor.

## 7. Interpretation of data

Although more progress is necessary for the analysis of other media and formats, this first approach has revealed that the headlines that mention the person who translates in the written media vary depending on the editorial line of each newspaper. To carry out a study of this type, we must take into account the weight of the economic and ideological criteria of each newspaper when deciding what is news and how to write the headlines. Lozano Ascencio *et al.* (2010: 21) assert that the headlines that most refer to the facts are *La Vanguardia* and *ABC*, compared to *El Mundo* that focuses more on what is known and that *El País* refers more to truth or falsehood.

Although the number of results obtained by the search engines of each newspaper analyzed is different in volume, the selection made from the headlines and lead paragraphs in which the person who translates is news is very similar in number in the four newspapers analyzed.

We have found a few stories in which the person who translates is in the headline of the news, so we have also considered subtitles as a subject of analysis. Moreover, the fact that a female or male translator appears in the headline is not always the reason for such professionals to be part of the news.

Most of the news refer to literary translators. This is partly because we have included in the corpus the cultural supplements of *ABC*, *El País* and *El Mundo*. The three newspapers (and in that order) are also the ones that devote most space to the figure of the person who translates. The professional profiles are usually given an adequate treatment as agents that foster or hinder the dissemination of literary works. However, in most cases, the overall creator-translator coupling is valued as a decisive link in the translation chain to ensure that a translated book offers quality and is well received.

El maravilloso desafío de Henry James

ABC 20/11/2017

ALEJANDRO DÍAZ-AGERO ...un privilegio. Lo explica: «Cuando uno lee a James, lo que aprende es infinito. Más cuando la lectura se da en un contexto de traducción. Nadie lee como un traductor. Éstos leen como en una especie de cámara lenta, como un mecánico desarma un motor

Translation in general, and translation for publishing in particular, is an industrial sector that generates significant turnover and yet lacks the necessary media presence to position it where it deserves, beyond cultural supplements where it is often restricted to reviews. We note that the headlines are interested in the awards intended to recognize professional work in Spain, but they fail to mention the prizes for co-official languages or international accolades. The absence of news on the field of humanities and the treatment of the same by the media in general usually contributes to its social discredit.

We find that the four newspapers agree in the news about the entry of new technologies in the translation process and the incorporation of machine translation as a useful tool to learn languages or replace the professional who translates. This type of information is presented as positive insofar as it implies cost reduction and time-saving (economic capital) in delivering the product. The news ignores the need to resort to human reviewing to achieve greater quality. When the machine does not ensure communication, headlines

are questioning such bad practices, that is, stories that report the mistakes and refer only to the problems derived from the exclusive use of such tools.

Other modalities that are usually given less coverage are audiovisual translation, and the topics on legal or tourist translation are usually news (covered by different newspapers) when they cause a conflict or outrage:

Una traductora del FBI lo deja todo y se casa con el terrorista del Daesh que tenía que investigar  
ABC 03/05/2017

La traductora del FBI que se fugó para casarse con un terrorista del IS  
El Mundo 02/05/2017 BEATRIZ JUEZ

Una traductora del FBI que se casa con un terrorista del Estado Islámico podía ser perfectamente el argumento de uno de los capítulos de la serie de televisión Homeland

In our starting corpus, searching for the word translator in the headline leads us to find the interpreter in many. Russo (2013) states that the interest of the press for interpreters has shifted its focus as the profession spread and left the prestigious headquarters of international organizations to meet the needs of mediation in less glamorous areas. Russo's thesis may have a similar effect on non-literary translation.

On the other hand, the image that *El País* and *La Vanguardia* portray of the person who translates, about their rights and their claims is the most visible and positive one overall. Both agree in publishing news vindicating decent professional conditions, always focused on the field of editorial translation. The cultural, social and symbolic capital (Bourdieu 1979 and 1992) of this kind of translation is the most respected and recognized. Getting an award is newsworthy, but exclusive dedication to the profession is not enough to present the winner. The presence of the person who translates is usually in the background and if she is a woman, her actions are anecdotal or as a consort; although there is also vindicative information in which the translator acquires the deserved prominence.

El País 19/03/2017

Época prosaica

JAVIER MARÍAS

Hasta nos discuten los derechos de autor, que fueron una conquista social que evitó la explotación cuasi esclavista de escritores y traductores.

26/10/2017

Salvador Peña Martín y Malika Embarek, Premios Nacionales de Traducción 2017

EL PAÍS

El docente recibe el galardón a Mejor Traducción y la filóloga a la Obra de un Traductor

Experta denuncia los techos de cristal y los sesgos machistas ...

La Vanguardia 15 Feb 2018 ... Otro ejemplo de esa orientación machista lo aporta el traductor de esa misma compañía cuando, al introducir una frase en español sin el sujeto explícito (“Dijo que...”), traduce al inglés incluyendo por sistema un sujeto masculino (“He said...”). Una de las tendencias más potentes del actual panorama ...

## 8. Conclusion

In this paper, we wish to emphasize the importance of the media when it comes to granting visibility and dignifying the public image of the profession of female and male translators.

As an initial approach, we have undertaken to analyze the coverage given to translation professionals in the headlines of four nationwide Spanish newspapers over a year, as the headlines are a summary of the news prompting us to read the full story. We have limited ourselves to the headline because it is “the expression of the highest level of the information macrostructure” (Van Dijk 1990 [1980]: 83).

Considered as an independent text (Núñez Ladevéze 1991: 240), the selection of the headline and the lead paragraph has allowed us to delimit a significant corpus for the subject of study. From a total volume of 486 results, we have selected 150 headlines as the first research approach to the treatment of the person that translates as the subject of the news. Denotative and connotative aspects were analyzed to delimit the prominence and some

metatranslational elements are brought forward that may lead to a first approach to the study of the treatment of the person that translates as news.

Given the stated objectives, we may confirm that each newspaper dedicates a different space to the figure of the person who translates based on its editorial line. The treatment of the professional that translates as news in the headlines (preferred place for opinion, more or less explicitly) corresponds in part to the reality offered by market studies on the de-professionalization of the sector<sup>10</sup> and two of the media analyzed (*El País* and *La Vanguardia*) echo these claims, positioning themselves in favor and this could be considered a change in the most current communication strategy.

Naming the professional does not always make it news, but in general, the four headings agree in maintaining greater interest by accounting for their presence in the sections reserved for the modality of literary editorial translation (anonymous in the other cases) and by the entry of new technologies as substitutes for the human mind.

We are aware that the case analyzed does not allow to extrapolate the conclusions to the media as a whole. We consider that it is necessary to research further into this field to cover a representative number of media, formats and companies, in different periods and different cultural spaces. Perhaps it would be advisable for said examination to be carried out by several researchers who would assess the content of a news corpus with similar criteria, a project that exceeds the limits of individual work.

The most current Translation Studies focus on reflection on what is an original text and a translated text in the field of communication, on how the person who translates is (re)presented, what is said about them when they are news (valuation, bias) or what is the role of the translator in the media production chain. We believe that with this first contribution we may help to reinforce the much-needed cooperation ties between two research areas that have rigorous and proven communication as the cornerstone of their work. The people in charge of drafting the news do not seem to be aware that, despite being surrounded by translated texts and taking part in journalistic translation, a very specific modality, it is necessary to reflect on the concept of translation itself and its limits.

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10. In: <<https://bit.ly/2LeRgmq>>.

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