

## AUDIOVISUAL TRANSLATION IN ROMANIAN TV NEWS PROGRAMMES

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### **Abstract**

This paper proposes an investigation into the place of audiovisual translation in Romanian television news programmes. Although news translation has attracted a lot of attention in recent years, the same cannot be said about the various forms of audiovisual translation used in news programmes, which might range from interlingual subtitling and voice-over to media interpreting and signed language interpreting. The present paper attempts to highlight the contexts in which these types of translation are used in Romanian broadcast news, their features and functions. We will begin by discussing the concept of news translation and contrast it with audiovisual translation in the news. This will be followed by an overview and short description of the different forms of audiovisual translation encountered in the news. Based on this framework, we will then conduct a small-scale survey of several news broadcasts of the Romanian public television service in order to identify the situations in which a particular type of audiovisual translation tends to be used, as well as the reasons for resorting to it and ensuing results.

**Keywords:** *audiovisual translation, news translation, television news, subtitling, voice-over, signed language interpreting*

### **1. INTRODUCTION**

According to the classification of countries based on the predominant audiovisual translation modality they employ proposed by Gottlieb, Romania belongs to the group of subtitling countries: “small European countries with a high literacy rate, where subtitling is preferred to dubbing” (244). However, despite the general preference for subtitling, other methods of language transfer

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are also used<sup>1</sup> in Romanian television programmes, as aptly illustrated by news bulletins. This paper focuses on news translation in TV programmes, more specifically on the forms of audiovisual translation (AVT) that can be encountered in this kind of programmes, in view of their nature. In Tsai's words, "television news is a moving glass mosaic window that is rich in color and dynamics and that opens the eyes of viewers to a kaleidoscope of information, stories and excitements through verbal and audio-visual channels" (Tsai 1065). We will attempt to investigate the specific roles of the types of AVT used in Romanian news bulletins, starting from the premise that their overarching purpose is to ensure accessibility either in terms of message transfer, especially from a foreign language into Romanian, or from the perspective of viewers with special needs, in particular the deaf and hard of hearing.

The paper will start by dealing with the issue of news translation in TV bulletins, comparing it with AVT according to several criteria, such as their role in the broadcast news, their visibility, or their faithfulness to the source text. It will also provide an overview of the various AVT forms that can be found in news programmes; then it will focus on a small scale survey of the translation types used in Romanian TV news programmes, using the national television (TVR1) as a point of reference. The aim of the analysis is to identify how a particular type of audiovisual translation tends to be used, as well as why it used the way it is and what effects it may produce on the audience's perception of the news. Although it might be rightfully argued that the ultimate aim of all translation is to ensure accessibility, this does not explain the variety of translation forms present in the news or their different uses, a thing that needs a more detailed analysis.

## 2. NEWS TRANSLATION VS. AUDIOVISUAL TRANSLATION

The starting point of this paper is that today translation is vital to news reporting, be it on television, radio, or online, considering that the coverage of world events relies heavily on the reports issued by international news agencies and then translated into various languages. In recent years, news translation or media translation has increasingly been the topic of research in translation studies, journalism, or communication studies, as shown by an array of perspectives adopted and concepts put forward in connection to this activity. Analyzing the relationship between news translation and globalization has prompted Kang (qtd. in van Doorslaer 1047) to introduce the concept of *entextualization* in reference to "the process in news translation in which the *original* text is made subordinate

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<sup>1</sup>Varga states that, inspite of the dominance of subtitling, since the beginning of the Romanian television in the 1950s, other AVT methods have been used systematically for the linguistic transfer, such as voice-over, free commentary, narration.

to the journalistic purpose of recontextualization". Also, it has been argued that journalists use one or several translated texts as the basis of their story, making it difficult to identify source and target texts in the traditional sense (Orengo qtd. in van Doorslaer). In fact, Stetting (qtd. in Schäffner 867) talks about *transediting*, a combination of translation and editing, to highlight the special nature of translation in the news. This is related to Vuorinen's view of news translation as a *gatekeeping* process, which refers to "controlling the quantity of the message, message transformation, message supplementation, and message reorganization" (62). In addition, it has been claimed that translation for the news is mainly performed by journalists themselves (Schäffner, 2012), which made van Doorslaer propose the label of *journalator*: "a newsroom worker who makes abundant use of translation (in its broader definitions) when transferring and reformulating or recreating informative journalistic texts" (1050).

Thus, it can be argued that the process of news translation is more complex than the traditional view of translation as linguistic transcoding: "Information that passes between cultures through news agencies is not only 'translated' in the interlingual sense, it is reshaped, edited, synthesized and transformed for the consumption of a new set of readers" (Bielsa, Bassnett 2). We can see that news translation is not understood as literal translation, but as part of journalistic work, which is considered more creative (Schäffner 874). Moreover, the traditional view is too limited to describe news translation adequately, and as such "it is of little interest to journalists and journalism/mass communication scholars" (Vuorinen 63).

We will therefore define news translation as the process (usually performed by journalists) aimed at obtaining new content from foreign language sources, either in the written press or in the audiovisual one. The latter represents an "inadequately explored" field, in Tsai's (1061) opinion, partly because TV news archives are more difficult to access and analyze:

It is a fact that very few case studies deal with the analysis of TV news data (...). This is remarkable, yet understandable, since (spoken) TV or radio news texts are much harder to retrieve and to compare than written texts in newspapers, magazines or on the internet. Even more so than in written media, translation seems to be absent in TV news. (...) Nevertheless, in TV news translation is also omnipresent, especially in international reporting. (van Doorslaer 1053)

While news translation is used in the creation of televised news reports, AVT is employed in the presentation of the news content. As such, both of them have to take into account the visual and the audio channel, which makes the translation task even more challenging (Tsai 61). Moreover, news translation and AVT are constrained types of translation. On the one hand, "in news translation there are enormous constraints of time and space to which translators of other text types

may not be subject: twenty-four hour breaking news is now a global expectation, and the succinct, brief item of news rather than an extended account is what twenty-first century consumers demand” (Bielsa, Bassnett 6); on the other hand, AVT is also subject to various constraints: limited time and screen space in subtitling, synchronization in dubbing and interpreting, etc.

These types of translation differ considerably in terms of their role, visibility, and faithfulness to the source text. As mentioned previously, the two processes fulfill different roles in TV news programmes: news translation lies at the basis of news writing, whereas AVT is a tool in news reports, used to increase access or credibility. Moreover, unlike news translation or transediting, which is not visible most of the time, AVT is an explicit type of translation, because the audience is aware of the presence of two languages. Another important difference between news translation and AVT in TV news stems from the translators’ attitude towards faithfulness to the source text: “The news translator, unlike the literary translator, does not owe respect and faithfulness to the source text but is able to engage in a significantly different relationship with an often unsigned piece of news, the main purpose of which is to provide information of an event in a concise and clear way” (Bielsa, Bassnett 65). Although fidelity does not apply to news translation, it is relevant in AVT, especially when the audience has access to both the source and target language, like in the case of subtitling.

### 3. AVT IN TELEVISION NEWS

When we talk about audiovisual translation in TV news programmes we may refer to a wide range of forms including intralingual and interlingual subtitling, media interpreting, voice-over, signed language interpreting (in-vision signing) or subtitling for the deaf and hard of hearing (SDH), each with its own particularities and functions. According to Jakobson’s (114) classification of translation, in the audiovisual context we encounter types of *interlingual translation*, for example media interpreting, voice-over and (interlingual) subtitling, of *intralingual translation*, e.g. intralingual subtitling, live subtitling, and of *intersemiotic translation*, e.g. signed language interpreting. We can also talk about spoken, written and signed forms of AVT, live or pre-recorded, or of forms whose aim is either to convey a foreign language message or to increase the accessibility of the message for certain categories of viewers or in certain conditions. The following paragraphs provide a short description of each of these types of AVT.

**Media interpreting** (or *live interpreting*) “emerged with the need for simultaneous interpretation for live TV broadcasts” (O’Hagen, Ashworth 94-95). One of the most important features of media interpreting is its immediacy; it can

be described as “a translational activity in which a first and final rendition in another language is produced on the basis of a one-time presentation of an utterance (or text) in a source language” (Pöchhacker, “Issues in Interpreting” 133). This type of translation is used mostly in “the live broadcasting of exceptional events allowing people all over the world to take part in fact arousing particular public interest” (Mack, “Conference Interpreters” 126). In the context of news programmes, Pöchhacker and Chiaro (207) distinguish between *simultaneous interpreting* which can occur in previewed news broadcasts, and *live broadcast interpreting* of televised communication events, such as press conferences, speeches by international dignitaries, sporting events, festival ceremonies, etc.

It is also worth mentioning that translation is not always carried out by professionals, i.e. “officially recognized as interlinguistic mediators” (Mack, “New Perspectives” 205). Moreover, the same author talks about a “hybridisation of roles” (205), as journalists and newsreaders take over the role of interpreter as well, or even translator: “The ambiguity of the television interpreter’s role is further increased by the fact that this function can also be performed by non-experts playing a double role, e.g. as presenter and interpreter.” (207)

Related to interpreting, **voice-over** is also a spoken form of translation, and can be defined as “a technique in which a disembodied voice can be heard over the original soundtrack, which remains audible but indecipherable to audiences. Voice-over consists of a narrator who begins speaking in the target language following the initial utterance in the original and subsequently remains slightly out of step with the underlying soundtrack for the entire recording” (Chiaro, “Issues in Audiovisual” 152). In this type of AVT, the audience can usually hear two voices: one voice in the background (the original speech) and the translator’s voice (Orero 134). However, “the underlying original language will be slightly noticeable, apart from the initial and final utterances of the original narrator and the insertion of the odd sound bite, i.e. a short piece of footage of the original soundtrack which is not covered by the new TL audio” (Chiaro 239).

The use of voice-over can be seen as an attempt to convey the authenticity of the message, while also preserving the speaker’s voice and accent. In news bulletins, media interpreting and voice-over may sometimes be used for the same news item, as a translation can be voiced over at a later stage: “it is not at all unusual for there to be more than one translation of the same event, namely an initial live interpretation and a subsequent tidier, voiced-over version normally based on a written translation.” (Pöchhacker, Chiaro 208). The most important difference between the two forms of translation remains the immediacy of conveying the message which is a feature of media interpreting, but not of voice-over.

However, the most widespread form of AVT in the news is, beyond any doubt, **subtitling**, with all its forms, intralingual, interlingual, live subtitling, or subtitling for the deaf and hard of hearing (SDH). As a mode of AVT, subtitling can be defined as “presenting a written text, usually along the bottom of the screen, which gives an account of the original dialogue exchanges of the speakers as well as other linguistic elements which form part of the visual image (inserts, letters, graffiti, banners and the like) or of the soundtrack (songs, voices off)” (Díaz Cintas 5). This definition is wide enough to encompass all the types of subtitling mentioned above. Nevertheless, each of them has its own features.

The most frequently used is **interlingual subtitling**, which involves the transfer of a message from the source language to the target language(s), in addition to the transfer from speech to writing. **Intralingual subtitling** occurs in the same language, the spoken dialogue is rendered into written text. Gottlieb (247) believes that intralingual subtitling applies in two cases: to domestic programmes for the deaf and hard of hearing, and to foreign language programmes for language learners. However, certain authors make the distinction between intralingual subtitling and **SDH**: the former “is aimed at L2 learners and people with slight listening disabilities, and does not involve extralinguistic features” (Hernández Bartolomé, Cabrera 94), whereas the latter “complements the verbal dimension with additional information, such as doors slamming or birds chirping” (97). Moreover, SDH can also be interlingual, because standard interlingual subtitles can prove insufficient in catering for the needs of this special audience. As Neves (“Interlingual Subtitling” 163) points out, they might offer more information than deaf viewers can process, or they transfer inadequately the whole semiotic message.

The last type of subtitling we address here is **live subtitling**, which is “done in real time for live broadcasts (e.g., sporting events, TV news)”, requires technical support, such as voice recognition software, and “the quality of the end product can be questionable, because there is little time, or resources, to proofread the output of the software before it is broadcast” (Gambier, “Rapid and Radical Changes” 897). Although it was initially created to provide intralingual subtitles for the deaf and hard of hearing, now it is also used for interlingual subtitling in many countries, according to Chiaro (“Issues in Audiovisual” 154), who describes the process of live subtitling as follows: “real-time subtitles are produced with a speaker/interpreter who reads and reduces and, in the case of interlingual subtitles, translates speech flow in the original language while a stenographer creates the subtitles”.

**Signed language interpreting** or *in-vision signing* usually refers to interpreting between a spoken and a signed language (Leeson, Vermeerbergen 324). Like other forms of interpreting, signed language interpreting is “essentially a real-time (live) performance” (Pöchhacker, “Interpreting” 154), where the “focus is on immediacy, with neither the interpreter nor the other

participants being able to look (listen) ahead or refer back” (154). However, in signed language interpreting, the interpreters “are physically visible and must be seen in order to be ‘heard’ by signers” (Leeson, Vermeerbergen 326), and they “make use of their head, face, torso, arms and hands in order to express themselves in three-dimensional space” (326), whereas spoken language is expressed and received through the auditory channel.

#### 4. THE ROMANIAN CONTEXT: A SMALL-SCALE SURVEY

Having examined the use of AVT in broadcast news in general, we will now turn our attention to Romanian TV news programmes. The focus will be on one of the channels of the Romanian national television, namely TVR1<sup>2</sup>, which in recent years has become news oriented, and continues to have the best reception across the country. The main reasons for choosing it are, firstly, the fact that we can access on its online platform<sup>3</sup> an archive including its main news bulletins, called *Telejurnal*, and, secondly, its wide coverage of international events. For comparison purposes, we will sometimes refer to two other Romanian TV channels, namely Digi24 and B1TV, which were selected based on the fact that they allow access to their full or partial news archives.

We looked at TV news programmes produced in Romania, without considering the situations in which foreign news coverage is broadcast by Romanian TV stations with Romanian translation. This occurs in the case of documentaries or TV magazines. We surveyed two daily TVR1 news bulletins broadcast at 2 p.m. and 8 p.m. on 6, 9, 11, 12, 15 and 19 June 2017, with a duration of 38 to 41 minutes, with the exception of the 2 p.m. bulletin on 11 June (weekend edition), which lasted around 20 minutes. We have tried to avoid surveying news bulletins from consecutive days because of the repetitive nature of this programme, and because international events can take place over several days and be reflected daily in the news over that period, which might mean the same form of translation is recurrent. The news bulletins under investigation include a variety of AVT forms woven into the fabric of the news reports covering both international events and national events/campaigns with foreign participants, in the political, economic and socio-cultural fields. The duration of the translated material within an individual news item ranges from 3 to 230 seconds. All languages were taken into consideration, because our aim was not to evaluate the quality of the translation.

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<sup>2</sup> Romanian public television (TVR) is represented by the Romanian Television Corporation. It broadcasts via five channels: TVR1, TVR2, TVR3, TVRi, and TVR HD, and six regional studios in Bucharest, Cluj-Napoca, Iași, Timișoara, Craiova and TârguMureș.

<sup>3</sup> Available at [www.tvrplus.ro](http://www.tvrplus.ro) (last accessed in October 2017)

In what follows we will discuss some of the findings of our small-scale survey first referring to the translation from a foreign language (4.1), represented by the use of interlingual subtitling, live interpreting and voice-over; second, we will consider the translation focused on accessibility for certain types of audience (4.2), encompassing intralingual subtitling and signed language interpreting; third, we will make other observations concerning the use of AVT forms in the news (4.3).

#### **4.1. TRANSLATING FROM A FOREIGN LANGUAGE**

According to our survey, we can state that the most widely spread form of AVT in the news bulletins under investigation is subtitling, more precisely interlingual subtitling from a variety of languages into Romanian. Interlingual subtitling is generally part of news reports dealing with international events, which, we can assume, are based on translations of foreign language materials (interviews, press releases, statements, etc.). The decision to use foreign language material in the news, which requires a visible form of translation such as subtitling, rests with the news writers. They decide on the statements to preserve in the original language and on their length. It is also worth mentioning that interlingual subtitling may be used in the case of national events with international participants; for example, there is the intervention of a foreign nutritionist in a campaign by TVR concerning children's weight. In our survey the parts with interlingual subtitles range from 3 to 88 seconds, which means that they may be either marginal or central to the news piece which may last several minutes.

Drawing a parallel with the written press, the news fragments with interlingual subtitles resemble direct quotes. Vuorinen (75) mentions that direct quotes from sources represent "a stylistic feature related to the reported speech character of news", and, at the same time, "a rhetorical device contributing to the credibility of news". Thus, listening to foreign language speakers while reading the subtitles is meant to persuade viewers of the "plausibility, truthfulness and accuracy of what is being said" (75). In other words, it reinforces the story, making it more trustworthy for the audience.

The source language is very often English, but there are also translations from French, German, Spanish, Russian, etc., depending on the event reported on. The news bulletins we looked at include fragments from official statements made at press conferences or at other events, opinions of participants in the events, information offered by witnesses, etc. They feature diplomats, politicians, but also workers on strike, trade union representatives, military personnel, actors, passers-by, etc. As for the purpose of the interventions, they may (a) corroborate information already given, especially in the case of official statements; (b) suggest a state of mind, or offer an opinion, when, for example,

several foreign tourists are interviewed about an action of the Romanian Railways, or French citizens are asked about the French legislative elections; or (c) offer expert advice, e.g. when nutritionists, IT experts, etc., give their professional opinions.

Interlingual subtitling, as well as voice-over, can also be used as a second form of translation. For instance, on 19 June, the 2 p.m. news bulletin offered live coverage with live interpreting of the joint press conference of the German chancellor Angela Merkel and the Romanian president Klaus Iohannis, in Berlin, organized during the official visit of president Iohannis to Germany. For the 8 p.m. news bulletin, twopieces of news were aired covering different aspects of the conference, one used voice-over, the other interlingual subtitles for Angela Merkel's statements.

As for media interpreting and voice over, unlike subtitling, both are oral forms of translation. What separates them is the context in which they occur: whereas voice-over may also occur in pre-recorded programmes, live interpreting is always done on the spot. In conference interpreting, the interpreter might have access to the material beforehand, but this is not the case in media interpreting. Live interpreting is illustrated in two different situations in the corpus: in news programmes broadcast on 11 and 19 June 2017, in both cases it can be assumed that we are dealing with the interpreting services provided at the event. On 19 June, in the case of the above mentioned joined press conference, the audience hears two different interpreters during the live coverage: one interpreter for Angela Merkel's statements and answers to questions, all uttered in German, and another interpreter for Klaus Iohannis' answers in German, given that the president answered in German to questions by German journalists. We can state that this is the official interpreting of the press conference because the same voices can be heard during the live broadcast of the same event by B1TV, another Romanian television station, whereas on Digi24, the audience hears a different translator.

The second example of live interpreting is from a cultural event, namely the gala of *Transilvania International Film Festival 2017*. Unlike the previous case, this is a recording of the original live interpreting available for the spectators of the gala, which means that the original translation could have been replaced by voice-over or subtitling like in the case of reports concerning the above mentioned press conference. During the translation into Romanian of Alain Delon's acceptance speech, the actor's voice is more audible, although at a low volume, than the voices in the previous example.

The last form of interlingual translation we discuss is voice-over. It seems to occur almost in free variation with interlingual subtitling: this can also be seen in one of the previous examples in which, when reporting on the press conference mentioned above in the 8 p.m. news bulletin, the news writers chose to translate Angela Merkel's statements first by voice-over, and then by

interlingual subtitles. A possible explanation might be the fact that the statements are grouped into two different news reports based on material extracted from the press conference: the first one discusses the relationship between EU and the USA, and the role of Romania, while the second one presents the position of the two political leaders with respect to the Brexit process. In the former case, the two interlocutors use different languages: president Iohannis speaks Romanian, so no translation was needed, while Angela Merkel speaks German, and voice-over was opted for. In the latter report, the two speakers use German, and their statements are subtitled into Romanian, which makes the report cohesive from the point of view of translation, as written translation is used for both interventions.

We have also noticed that interlingual subtitling and voice-over are never combined in the same news report, although they often occur in the same news bulletin. In addition, interlingual subtitling is used much more frequently than voice-over: it is present in all the news reports we examined, usually more than once, whereas voice-over is found only in five instances, i.e. five different news reports.

According to the news reports under investigation, other than this preference for interlingual subtitling, we could not establish any reason for choosing between interlingual subtitling and voice-over. From the point of view of length, voice-over covers short interventions, ranging from 7 to 13 seconds in our corpus – the duration would make it difficult for the viewer to read subtitles, whereas interlingual subtitling may occur in short segments, but also in longer ones, exceeding 30 seconds and sometimes one minute. The distinction is more blurred content-wise, as both types of translation were used in reports on political events, cultural events or for semi-official statements. In terms of the language used, voice-over was applied in the case of English, Greek, and Croatian, which does not indicate a preference for a particular language. The choice of a specific type of translation may also be subject to the internal policies of the television station/news department, or may be imposed by working conditions, such as the unavailability of the necessary equipment, shortage of personnel, or tight deadlines. However, since these policies/conditions are not a matter of public record, it was impossible to consult them, and thus factor them in. More light might be shed on the topic through interviews with the TV journalists directly involved in news production.

## **4.2. TRANSLATING FOR ACCESSIBILITY**

According to Gambier (“Introduction” 179), the key word in AVT – be it subtitling, dubbing, voice-over, or commentary – is accessibility, because any

form of translation mediates between (at least) two languages and two cultures. Nevertheless, in this section we will define accessibility from the point of view of the efforts to make audiovisual texts available to hearing impaired audiences.

As a form of AVT in the news, signed language interpreting, when present, appears consistently throughout the news bulletin, being performed live, just like media interpreting. In fact, on TVR1 signed language interpreting is used during the news report broadcast at 2 p.m. from Monday to Friday. Its purpose is clear: to give access to the news for the deaf and hard of hearing. According to the Romanian Audiovisual Law no. 504/2002, modified in July 2014,

In order to ensure the right to access audiovisual services for hearing impaired persons, the television stations with national coverage: a) will provide signed language interpreting and live subtitling for at least 30 minutes of their news bulletins, analysis and debate programmes on current political and/or economic issues, on a daily basis; b) will provide full or partial signed language interpreting and live subtitling for major programmes. [our translation]

However, the law stipulates that television stations should comply with the legislation based on their technological endowment, which might explain why only 6 national channels use signed language interpreting, i.e. Digi24, Kanal D, ProTV, Prima TV, TVR1 and TVR2<sup>4</sup>. The last two channels being part of the public television service. It should also be added that even some channels of the national television, including local stations, provide this service for other programmes they broadcast.

Everything uttered in Romanian is rendered into signed language in the news bulletins surveyed. This means that the only time the interpreter is not signing is during the subtitled parts, when s/he disappears completely from the screen (as illustrated in Image 1). This means that signed language interpreting has the longest duration, considering that subtitled interventions are generally rather short. In addition, signed language interpreting can be used at the same time as live interpreting, when it openly becomes the translation of a translation.

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<sup>4</sup> According to <https://www.paginademedia.ro>, accessed on 5 June 2015,



Image 1: Signed language interpreting and subtitling

Neves (“Interlingual Subtitling” 257) highlights the influence of the constraints that the medium imposes on signed language interpreting:

In the case of signers being ‘boxed’ into a corner, the signing becomes confined to the space provided and takes on a screen format, removing amplitude to arm and hand movement and placing all signing at an unnatural chest level. This situation is less noticeable when interpreters are presented in medium or long shots, but in that case it is the facial expression that may be lost. In both situations, for those who are familiar with and use sign language, sign language interpreting on television is a genre of its own, where encoding and decoding are shaped by the medium through which the language is being conveyed.

We have noticed that signed language interpreting is the only form of AVT used for accessibility purposes in Romanian TV news bulletins, as live subtitling and SDH are absent from the Romanian context. According to Neves (267), several factors contribute to the slow introduction of accessibility services in countries without a tradition in this field: “Whereas live subtitling has been practised for a

number of decades in countries such as the US and the UK, its introduction has proved particularly challenging to most European broadcasters”(267), as they have to invest in broadcasting equipment or in specific software for the production of subtitles, as well as to hire professionals for subtitling, a situation which might improve as a result of the development of voice-recognition solutions. Another contributing factor is the legislation adopted in each country and the way it is implemented. Although the Romanian legislation stipulates the broadcasters’ obligation to ensure accessibility, many have delayed its implementation in the absence of punitive measures.

Another explanation for the lack of investment in SDH is related to the nature of this type of translation. Neves lists the advantages and disadvantages of verbatim subtitling. In the first category, it allows deaf viewers access to all the information that is given to hearing viewers; subtitles are easily placed in any type of programme, and compete less with other elements of the audiovisual text, unlike signed language interpreting which occupies a larger part of the screen, and “they come across as more neutral and flexible than sign language interpreting, and may even carry more information than their signing counterparts” (Neves 272). As for disadvantages, verbatim subtitling contradicts a basic principle of subtitles, that of keeping the text short and simple, easy to read and to decode, while leaving the viewer time to focus on the other elements of the audiovisual text to which the subtitles are added (272).

### 4.3. THE MELTING POT

In this section we would like to add a few other remarks concerning the features of AVT in Romanian news programmes. For example, the fact that, just like news translation in general, it is anonymous. No information is provided in the programme about the author of the subtitles or about the voices we can hear during voice-over or live interpreting fragments. Anonymity is preserved even in the case of signed language interpreting where the signer can be seen on the screen, but she<sup>5</sup> is not credited at the end of the programme, an aspect which is also noticeable with the other TV stations. This might indicate that signed language interpreting is not seen as part of the news bulletin. We should also add that voice-over is often performed by the journalists themselves, whose voices are easily recognizable by the regular audience of the news bulletins. For them, the translation seems to be an accessory part of the news report.

Another remark refers to intralingual subtitling, whose role is to ensure accessibility, not so much for certain categories of viewers, such as the hearing impaired audience, but to news reports which make use of low sound quality

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<sup>5</sup>For example, Laura Ioana in the case of the 2 p.m. news bulletin on TVR1.

recordings, in order to maintain or increase the authenticity of the news. Thus, we have noticed that intralingual subtitles are used for:

a) amateur films/audio recordings (e.g. filmed altercation between an inebriated former member of the Romanian Parliament and police officers);

b) hidden camera material or illegal recordings released to the press (e.g. illegal phone recording of a meeting at the Romanian Anti-Corruption Department), which are quite frequent in Romanian news bulletins;

c) unscheduled interventions in official contexts (e.g. spontaneous intervention of a trade union representative in a government meeting); or

d) material filmed against a background of loud noise (e.g. coverage of ICEE Fest – voice from the off during a virtual reality demonstration), or from a distance (e.g. inhabitant of an isolated Romanian village talking to the postal worker).

The last thing we would like to mention refers to the two news bulletins broadcast on 11 June. Each of them contains four different forms of AVT, namely intralingual subtitling, interlingual subtitling, voice-over, and live interpreting, which is the highest number of forms of all the news bulletins we investigated. This seems to enforce the idea that audiovisual translation, under its many forms, is very much present in news programmes, at least on TVR1. At the same time, it highlights the specific use of certain forms of AVT. For example, media interpreting is associated with live coverage of events, although one of our examples presents interpreting recorded during the event and broadcast later on.

## 5. CONCLUSIONS

This small scale survey has shown the use of a variety of AVT forms, which mirrors the diversity of translation forms in general. In our analysis they have been grouped as illustrated in Table 1.

	<b>written</b>	<b>oral</b>	<b>signed</b>
<b>Translating from a foreign language</b>	Interlingual subtitling	Media interpreting Voice-over	
<b>Translating for accessibility</b>	Intralingual subtitling SDH		Signed language interpreting

**Table 1.** Forms of AVT in TVR1 news bulletins

To conclude, we can state that Romanian news reports display cohesion at the level of audiovisual translation: no two different forms of AVT are used in

the same news report. There is only one exception to this apparent rule, i.e. intralingual and interlingual subtitling occur together in the same news report on 15 June 2017, but, given that both of them are forms of subtitling, although they fulfill different functions, there is no breach of cohesion at the level of translation, the audience being exposed to the written rendering of an oral message.

Moreover, there is an important distinction to be made between translation from a foreign language and translation for accessibility purposes: the former occurs at the level of individual news reports and is part of them, whereas the latter applies to the news bulletin as a whole, as it is a means of offering access to news for certain categories of the audience. Mainly, signed language interpreting in Romanian news broadcast is a way to ensure accessibility for the hearing impaired audience. The same could be said about live subtitling or SDH if they were used by Romanian television stations.

Although the news bulletins under investigation include media interpreting, as mentioned in section 4.1 above, the circumstances in which it occurs suggest that this is not genuine media interpreting, performed in-house as is the case with Digi24 channel. The two examples in the corpus are performed by translators outside the television context involved in the translation of the press conference organized during the official visit of President Iohannis to Germany, and the translation of the film gala in Cluj, for which TVR was a media partner; these events were subsequently broadcast on TVR with the same live translation. This might explain why the news report did not resort to voice-over or subtitling.

We have also mentioned the anonymity of AVT translators in news programmes: even the visible ones like signed language interpreters are not credited in the news. This anonymity can also be linked to the ambiguity of roles noticed in news translation, most often journalists are also the translators of the foreign language material used in the news. Even in the classical format of news programmes we can still find instances of presenters who act as interpreters. In addition, it is also confusing to hear the reporter's voice during the voice-over segments.

As for the uses and functions of the various types of AVT, we can notice that intralingual subtitling accompanies statements, mostly in reports about domestic events or international events organized in Romania, which are unclear because of technical conditions, in order to help the readers understand or confirm what they heard. It may also be seen as a way of underlining the colloquial, unofficial, or illegal nature of the subtitled material. Interlingual subtitling, on the other hand, is almost always associated with reports about international events, being featured quite frequently in situations when foreign language statements are used to restate and give credibility to the ideas presented in the news report.

Although Neves (“Of Pride” 258) claims that “audiovisual texts, and television in particular, have helped to make Deaf culture better known and to bring visibility to sign language as a means of communication specific to those belonging to the Deaf world”, it can be argued that for most Romanian television channels accessibility for the hearing impaired is not a priority, as shown by the very few TV stations that are willing to invest in signed language interpreting.

Overall, Romanian news programmes make extensive use of AVT, mainly to convey foreign language messages, and, only to a certain extent, to provide accessibility for the hearing impaired. Despite being accessory to news programmes, the forms of AVT, unlike news translation, are quite visible, which makes them more vulnerable, as their quality is easier to assess, especially in the case of subtitling or signed language interpreting.

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