

# Framing Features Identified in Netizens' Translations

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## ABSTRACT

This paper studies how framing is manifested in translations by internet users, or netizens, based on framing theories introduced in media and translation studies. Analysis was performed on 100 recent translations by netizens found in one of the biggest netizen translation community websites in Korea, gasengi.com. Unlike other netizen translation communities such as the TED Open Translation Project or Wikileaks Korea where netizens are required to translate STs commissioned by the website organizer in pre-defined formats (typology and colors) according to strict style guides, netizens on gasengi.com have choice in translation material selection as well as presentation. Gasengi.com translators' postings are composed of headline/title, introduction, ST (news articles, videos and other materials as well as international netizens' comments and replies on them), translation of the first part of the ST, concluding statement and the translation of the second part of the ST (international netizens' comments). Both active linguistic and non-linguistic framings are observed across the components. In introduction, issue-specific framing and generic framing are witnessed. Linguistic framing such as labeling, use of noticeable and emotionally charged words and depictions are readily apparent in non-translation parts. Visual framing is performed by differentiating font colors and shapes across all parts. Usage of the pronouns 'we' or 'ours' and the community-specific argot or internet jargon shows that netizens' sense of community also affects their framing.

## KEYWORDS

Netizen, Translation, Frame, Narrative, Web 2.0

# 1. Introduction

The public in cyberspace (or internet users, hereinafter to be referred to as “netizens”) has, as Axel Bruns indicated, become information prosumers (consumer + producer) as a result of the development of IT technology and especially the advancement of Web 2.0 which refers to an internet environment characterized by openness, participation, and sharing. Combined with globalization, Web 2.0 is enabling countless netizens to access virtually any information available on the internet across borders and create new information or express their opinions and share them with others. If translation is needed in such process, they do the translation. Translation was previously considered solely the province of professional translators, but it is now done by general netizens (Cronin 2010, 2013; Fernandez Costales 2012; Lee 2014), so user-generated translations are now common on the internet.

The term “netizens” was coined by Hauben (1997). It means “citizens” of the “Net” and refers to people who are more than just simple internet users. Hauben defines netizens as people who are active members of the network, who contribute towards the development of shared social wealth, and who spread the ideas and values of citizenship. This paper adopts Hauben’s definition of netizens. They act as members of the “Net” and try to share and spread their values as implied by the word “citizen”, but at the same time, they are not geographically confined to a nation - they act on the “Net”, which transcends national boundaries. They post information to share with others who share the same cyberspace and the same or similar interests, and they often clearly express a strong sense of community. “Netizen translators” herein refers to the netizens who translate for such communication.

As information prosumers, netizens actively look for information across borders, translate it and post their translations on blogs and internet communities. In this process, they frame their translations to express their views toward the world. Kang (2012) states, after analyzing netizens' translations of *The Economist's* news texts posted on cyber community websites and blogs, that netizens use framing in accordance with their positions and views toward society, or, in other words, their frames. They framed the source text and added their own opinions before or after translations (Kang 2012: 15). Frame or framework, here, refers to a belief system (Goffman 1974: 27). Following Bateson who first articulated the concept of frame in his 1972 book *Steps to an Ecology of Mind*, Goffman defines a frame as a collectivity of "definitions of situations that together govern social events and our subjective involvement in them", and says that "primary framework renders what would otherwise be a meaningless aspect of the scene into something that is meaningful" (Goffman 1974: 21). In that it governs our subjective recognition of and behavior in a situation, a frame is similar to Baker (2006)'s narrative. Baker defines a narrative as a public and personal story that we subscribe to, and she states that narratives guide our behaviour (Baker 2006: 19). In this paper, the terms "frame" and "narrative" will be used interchangeably. Entman (1993) defines framing:

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation. (Entman 1993: 52)

Along the same line, framing is "a persistent pattern of cognition, interpretation, and presentation of selection, emphasis and exclusion"

(Gitlin 1980: 7; cited in de Vreese 2005: 52) and “emphasizing some elements of a topic above others” (de Vreese 2005: 53).

Communicators make conscious or unconscious framing judgments in deciding what to say, guided by frames that organize their belief systems (Entman 1993: 52). Then, netizens who create postings including translations in order to communicate with other netizens in cyberspace can be said to be communicators. In addition, given that even professional translators are not free from framing (Baker 2006: 105), netizens who perform translation on the internet in order to share it with others can be said to use framing. Based upon this rationale and building upon the findings by Kang (2012), this paper looks specifically into how framing is manifested in netizens’ translations posted on gasengi.com. Gasengi.com is a Korean website where netizens translate and post international netizens’ comments about Korea or neighbor countries such as Japan and discuss them. The cyber community covers wide topics of interest and variety, ranging from politics to economics, society, culture, sports and entertainment.

Gasengi.com is chosen as a subject of study in this paper for several reasons: first, numerous netizens there engage in translation. Gasengi.com is the biggest website of its kind in Korea.<sup>1</sup> Its membership and readership are huge. As of November 2013, it had approximately 80,000 members and over 100,000 visitors per day.<sup>2</sup> On October 15, 2013, when Korean LA Dodgers pitcher Hyun-jin Ryu pitched his first perfect game against the St. Louis Cardinals, netizens rushed to gasengi.com to read foreign news articles on and foreign netizens’ reactions to Rhyu’s accomplishment. They inadvertently crashed the website’s server, and this made headlines in the mass media.

Second, framing is more obvious on this website than other

websites. Unlike other netizen translation communities such as the TED Open Translation Project or Wikileaks Korea where netizens are required to translate what they are commissioned by the website organizer in pre-defined formats (typology and colors) and according to strict style guides, netizens on gasengi.com can choose their translation materials and the ways in which they want to present them. Netizens select what to translate from any materials (newspaper articles, blog postings, or video clips) with international netizens' comments attached to them. Once the netizens decide what to translate, they decide how to translate the text, and how to present it. This freedom gives the translators more room for framing.

Lastly, this website is influential in Korea. It actually affects agenda-setting by the mass media ("internet-mediated reversed agenda setting" as described in Kim and Lee 2006). Traditional mass media outlets such as Asia Today, Money Today, Hankook Daily, Sports Chosun, MBN, and Maeil Daily have produced articles on the popularity of gasengi.com while occasionally quoting contents of the website.

Gasengi.com calls netizen translators "translator reporters" because they perform more than simple translation: they decide what to report and how to report it in addition to translating the information they have gathered. The process of their translation production is very similar to that of news production: information collection, information selection, and presentation (Ward 2002 cited in Kim 2008: 21). The difference between gasengi.com and news agencies in this process is that, unlike reporters/journalists in the mass media, the narratives of netizens on gasengi.com are free from the intervention of or interference from the narratives of editors or institutions.

## 2. Framing Resources, Devices, and Strategies

Studying how framing is manifested requires understanding what sources and devices are used for framing and what kinds of framing strategies are available. Considering the fact that gasengi.com's process of translation production is similar to that of news production, this paper will focus on the framing theories introduced in media studies and in translation studies.

Framing is performed through the placement, displacement or modification of linguistic and non-linguistic elements. Entman (1993: 52) states that framing is done by the presence of "certain keywords, stock phrases, stereotyped images, sources of information, and sentences that provide thematically reinforcing clusters of facts or judgments". Metaphor, exemplars, catch phrases, depictions and visual images are also used for framing (Gamson and Modigliani 1989; cited in de Vreese 2005: 54). Other "framing devices" are headlines, subheads, photos, captions, leads, source selection, quote selection, pull quotes,<sup>3</sup> logos, statistics and charts, concluding statements and paragraphs (Tankard 2001: 101). Additionally, effective framing takes place when "words and images highly salient in the culture, which is to say *noticeable, memorable, understandable* and *emotionally charged*" are employed (Entman 2004: 6, emphasis in original). The usage of such culturally resonant terms have the greatest potential for influence (ibid.).

Baker (2006) presents temporal or spatial framing, selective appropriation, framing by labeling and repositioning of participants as basic framing strategies (Baker 2006: 112). Temporal and spatial framing refers to placing a text in a certain temporal and spatial context to establish links between the narrative of the text and the temporal and spatial context. Considering that this framing strategy is

an attempt to link different events, it can be said that temporal or spatial framing has commonalities with generic framing (or thematic framing) where “frames transcend thematic limitations and are identified in relation to different topics, some even over time and in different cultural contexts” (de Vreese 2005: 54). On the other hand, framing that is limited to a specific topic or event is called issue-specific framing.

Selective appropriation refers to the patterns of adding or omitting textual materials in order to suppress, emphasize, or elaborate particular aspects of a narrative in the ST (Baker 2006: 114). Translators’ adding footnotes or prefaces or not translating a certain part of a text fall under the selective appropriation category.

Framing by labeling involves using a certain lexical item, term, or phrase to identify a person, place, group, event, or other key element in a narrative. Euphemism is one type of framing by labeling. Titles of books are also often used as a framing device. In news articles, framing by labeling can apply to the aforementioned headlines, subheads, stock phrases, photo captions, and concluding statements.

The fourth framing strategy is repositioning participants. Translators can actively reframe the ST by carefully realigning participants in time and social/political space (Baker 2006: 132). Translators can reposition participants in texts and even themselves in paratexts such as introductions, prefaces, footnotes and book covers.

The process of framing can draw on practically any linguistic or non-linguistic resources: from the paralinguistic such as typography, color and image to numerous linguistic resources such as tense shifts, deixis, code switching, use of euphemisms and many more (Baker 2006: 111). This, again, is also in line with the framing resources introduced by communication scientists that encompass not only linguistic elements such as keywords, stock phrases,

sentences, metaphor, headlines, leads, and concluding statements but also non-linguistic elements such as pull quotes, photos, images, and charts.

Table 1 shows the framing resources or devices and framing strategies organized by scholar.

Table 1 Framing Resources, Devices and Strategies

Framing Strategy	Framing Resource/Devices			
	Type	Entman (1993)	Tankard (2001)	Baker (2006)
-Temporal/spatial framing -Selective appropriation -omission and addition -Framing by labeling -modification -Repositioning of participants -Usage of culturally noticeable, understandable, memorable and emotionally charged words and images	Textual	Keywords, Sources of information, Sentences thematically reinforcing facts or judgment	Headlines, Subheads, Leads, Sources, Quotes, Concluding statements and paragraphs	Translated texts, Paratexts (footnotes, introductions, prefaces)
	Visual	Stereotyped images	Photos, Pull quotes, Logos, Statistics and Charts	Book cover, Colors, Typography

### 3. Analysis

With reference to the aforementioned framing resources, devices, and strategies, this paper will explore, in a qualitative manner, how frames are manifested in translation postings by gasengi.com members. Analysis is done on 100 recent translation postings, covering the period of June 24, 2014 to August 26, 2014, of which, 68 postings contain Japanese to Korean translations, 22 English to Korean translations, five Chinese to Korean, and five from other

languages including French and Russian into Korean. Due to the multiple language composition, the researcher's lack of knowledge in languages other than Korean and English, and frequent absences of STs in netizens' postings, linguistic analysis based on comparisons between STs and TTs will be done only when STs and TTs are available and when they are English-into-Korean Translations.

Figure 1 is the typical structure of a posting by netizens. While only the translation of international netizens' responses and the headline parts are mandatory - there are postings with a headline and translation of comments only - netizens tend to construct their postings as follows, placing more materials surrounding their actual translations. One of the reasons for such a structure is that the translators are in disagreement with the ST's frames. They actively express their disagreement with the narrative of the ST by using the structure in Figure 1. Framing is found across all the parts below.

Figure 1 Structure of Translation Postings by Netizens on Gasengi.com

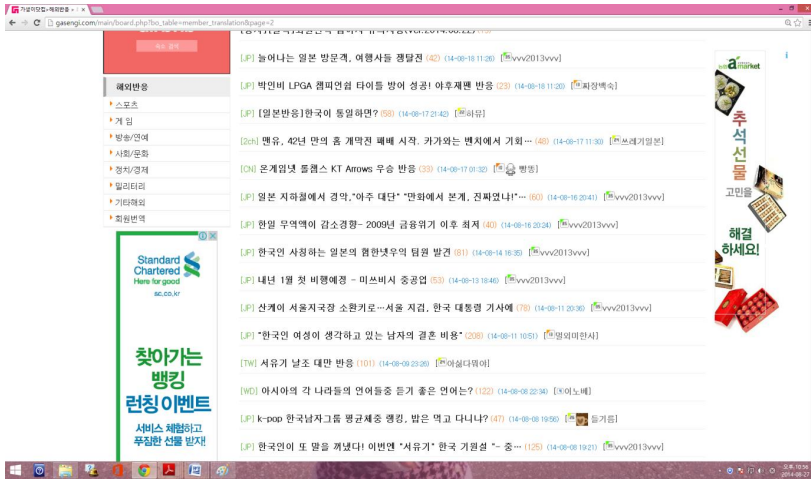
Headline/Title	<ul style="list-style-type: none"> <li>• Mandatory</li> </ul>
Introduction	<ul style="list-style-type: none"> <li>• Optional</li> <li>• Description of topic and other relevant events</li> <li>• Translator introduction</li> </ul>
Source Text (ST)	<ul style="list-style-type: none"> <li>• Optional</li> <li>• Source text for translation</li> <li>• Link or screen capture</li> </ul>
Translation of ST Part 1	<ul style="list-style-type: none"> <li>• Mandatory</li> <li>• Translation of news articles, video clips, and others</li> <li>• Summary or selective translation</li> </ul>
Concluding Statement	<ul style="list-style-type: none"> <li>• Optional</li> <li>• Translator's Comment</li> </ul>
Translation of ST Part 2	<ul style="list-style-type: none"> <li>• Mandatory</li> <li>• Translation of overseas netizens' comments</li> </ul>

The introduction part contains the description of the topic of the translation. This is not a translation of an ST. The ST is divided into two parts: 1) news article, video, or other materials in foreign languages and 2) comments by international netizens on 1). Translation of the second part is mandatory, but translation of the first part is not, as indicated by the official description of the website (“Community to Discuss International Netizens’ Responses (해외 네티즌 반응 커뮤니티)”<sup>4</sup>). The concluding statement usually comes after the translation of ST Part 1 and sometimes after the translation of ST Part 2. If the translation of ST Parts 1 and 2 is viewed as a text, the introduction and concluding statement parts can be considered paratexts. Translators on gasengi.com engage active framing by using a paratext. Each part of the posting will be looked into in more detail in the following sections.

### 3.1. Headline/Title

Translators on gasengi.com are required to create a headline/title of the translation they post. The headline serves as a hyperlink on the first page of the website which leads to the corresponding posting. Figure 2 shows a list of headlines of translation postings by netizens.

Figure 2<sup>5</sup> Headlines of Translations on the First Page of Website



Netizens create headlines similar to those of news articles. In this process, labeling and foregrounding keywords are used as framing strategies. Translators frame their postings by using *noticeable*, *memorable*, and *emotionally charged* words such as “malicious mockery (악의적 조롱)”, “scrambling among travel agents (여행사들 쟁탈전)” and “out of fear (두려워서)”.

### 3.2. Introduction

This introduction part is not witnessed across all postings. This is optional. There are three basic components: description of what the readers are about to read or watch, linkage to other events, and translator introduction, meaning explanation of how the translator reached the decision to translate the ST or what his/her translation history or strategy is.

One or two components appear at the same time. As for the description of contents, both issue-specific framing and thematic

framing are observed. As aforementioned, a description of an event without linking it to others is issue-specific framing. Example 1 is an example of issue-specific framing.

### Example 1<sup>6</sup>

[2ch] 중국 국가 주석이 관례 깨고 먼저 한국 방문 일본과 북한보다 중시

등록일 : 14-06-29 19:53 스크랩 글자확대/축소 | 댓글프린트 (조회 : 6,636)

트위터 페이스북 미투데이

중국 국가 주석(대통령) 시진핑이 북한 - 한국 방문의 관례를 깨고 한국에 먼저 방문한 내용입니다.

(Translation: The following is about Xi Jinping, President of China, visiting Korea first, breaking the established custom of visiting North Korea first.)

In addition to the issue-specific framing, thematic framing and temporal framing are also observed. In example 2 below, the translator mentions the recent move by Japan and describes Mitsubishi's manufacturing a commercial jet plane (key topic of the ST) as part of the nation's recent efforts. In other words, the translator links the Mitsubishi topic with other events, placing the narrative of the ST in another temporal space.

### Example 2<sup>7</sup>

[JP] 미군도 두려워서 "제로센과 공중전을 해서는 안 된다"

등록일 : 14-08-19 11:53 스크랩 글자확대/축소 | 댓글프린트 (조회 : 15,744)

트위터 페이스북 미투데이

\*\* 일본은 새로운 먹거리와 방위산업 강화를 위해 항공산업을 적극 육성하고 있습니다. 미국과 유럽이 영위해온 제트 여객기에도 도전장을 내미는데 우경화에 편승한 제로센 열풍과 더불어 한창 띄워주기 중입니다. 그 중심에는 전범기업 미쓰비시가 있으며, 여전히 일본이 옛 영광을 그리워하며 군국주의를 미화하고 있죠.

(Translation: Japan is actively developing its aviation industry for new business opportunities and defense industry development. Challenging European and US' commercial jet airliners, Japan, caught in Zerosen fever, is aggressively promoting the industry with support from the right wing. In the center is the war criminal, Mitsubishi. In reminiscence of past glory, Japan is beautifying militarism.)

In addition to temporal and thematic framing, framing by labeling is also observed. As seen in example 2, the term “war criminal” is used to describe Mitsubishi. While the following ST in the posting sheds a positive view on the plane manufacturer and the term “war criminal” is not mentioned anywhere in the translation, the netizen frames the introduction by labeling to express his/her distaste for the company.

Example 3 below is an example of the component of self-introduction by netizens. This particular example employs issue-specific framing, getting the readers ready for a video, and explains the translator’s personal reason why he/she has decided to translate. He/she introduces himself/herself as a first-time translator and asks others to correct typos and awkward translation.

### Example 3<sup>8</sup>

[WD] Nell '유령의 노래' 유튜브 반응  
 등록일 : 14-07-21 12:00 | 스크랩 | 글자확대/축소 | 댓글 | 댓글프린트 (조회 : 13,044)

트위터 | 페이스북 | 미투데이

넬의 1집 타이틀 유령의 노래 오피셜 라이브입니다. 멜론이나 벅스같은 음원사이트에 오피셜 라이브 버전이 없어 항상 여기 들어와서 보다가 번역하게 되었습니다. 번역은 이번이 처음이라 조금의 부자연스러운 문맥이 있을 수도 있지만 최대한 노력해서 자연스럽게 번역해봤습니다~ 오타나 문맥이 이상한 부분 지적좀 부탁드립니다~(한글로 된 댓글은 옮겨적지 않았습니다~)

(Translation: The following is an official live video of “Song of Ghost” from Nell’s first title. I have been using this website for official live versions since they are not available on music websites such as Melon or Bugs. This translation is my first, so some parts would be unnatural. But I did my best. I would appreciate it if you let me know typos or unnatural translation. (I did not translate comments in Korean)).

Netizens engage in active framing by using *emotionally charged* words in the introduction. See example 4 below.

### Example 4<sup>9</sup>

**\*\* 열이 좀 많이 받기에 정말 영상에 나온 그대로 우리입장에선 기분나쁠 뉘앙스와 내용까지 다 풀번역 요약해서 풀어쓰겠습니다.**

(Translation: I am very steamed! But I will completely translate all the contents and summarize them even though they might hurt our feelings.)

The netizen strongly expresses his/her disagreement with the frame of the ST by using emotionally charged terms such as “steamed” and “hurt”. Other postings also contain this type of framing. Netizens express their strong distaste or even abomination for the subjects of the ST (in most cases, Japan) by using terms such as “radioactive monkeys (방사능 원숭이)”, “country in fantasies (망상대국)”, “total nonsense (어이가 없어서)”, “desperately (처절하게)”. In example 4, the pronoun “our” is used. Similar pronouns such as “we” and “us” are found in other posting as well. This indicates that netizens’ sense of community is affecting their framing.

### 3.3. Source Text

Source texts are presented as a screen capture, video insertion, or a link, or no link or contents of the source texts are posted. In example 5 below, readers can access the ST by pressing the play button on the video inserted or clicking the link to the video and comments.

#### Example 5<sup>10</sup>





## Example 7<sup>12</sup>

### STORY HIGHLIGHTS

- China's president Xi Jinping to meet with South Korean President Park Geun-hye
- Visit breaks tradition of Chinese leaders meeting first with North Korea
- China and South Korea enjoy closer relationship

**(CNN)** -- When President Xi Jinping arrives in Seoul this week, the Chinese leader will have passed over North Korea in favor of its arch rival.

Although Beijing remains North Korea's strongest ally, Xi is breaking with tradition by visiting South Korea first, rather than Pyongyang.

"It's clearly a rebuff to Kim Jong Un," said David Kang, professor of international relations and business at the University of Southern California, referring to North Korea's leader.

Xi is expected to be in South Korea for two days to discuss trade and regional security issues, including North Korea. Trade between the two countries surpassed \$270 billion in 2013. And China remains South Korea's main trading partner.

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(CNN)- 시진핑 주석이 이번 주 서울에 도착하면, 중국인 지도자가 북한의 속적 편을 든다는 의견을 넘어야 할 것입니다.

비록 중국이 북한의 가장 강력한 동맹국으로 남아있지만, 시 주석은 한국을 먼저 방문하여 평양을 먼저 방문하던 오랜 전통을 깨뜨렸습니다. "이것은 김정운에 대한 명백한 거절이다." 데이비드 강, 남부 캘리포니아 대학의 국제 관계 및 비즈니스 교수가 북한의 지도자에게 언급했습니다. 시 주석은 북한 문제를 포함해서 무역과 지역 안보 문제를 논의하기 위해 한국에서 이를 정도 머물 것으로 예상됩니다.

한편, 양국간 무역은 2013년 2,700억달러를 넘어섰으며, 중국은 한국의 주요 무역 파트너로 남아있습니다.

Full translations of ST Part 1, including the example above, seem to be loyal to the ST with no linguistic framing where the translator frames the text by using noticeable or emotionally charged words, at least in the English-into-Korean translations examined in this paper.

Example 8 and 9 are examples of summary translation and partial translation, respectively. The red rectangles, which are inserted by the researcher, refer to "summary" and "omission" respectively in this order. Translators use selective appropriation to frame the ST. By omitting certain parts of the text, netizens foreground a certain narrative and focus the readers' attention to it.

### Example 8<sup>13</sup>

Record China 8月25日(月) - 기사요약

2014년 8월 25일 중화 최근국제정세에 따르면 "중국 미국 러시아 한국의 드문 협조, 일본의 죽음은 가까운"로 기사를 게재했다. 한국과 일본은 미국의 식민지이지만 한쪽은 현명했고 한쪽은 어리석다. 일본은 미국의 말에 휘둘리는 한편, 중국·러시아와 관계는 악화될 뿐. 일본에 미래는 있을까. 끔찍한 처신하다 다른 나라를 바보라고 생각하고 있다. 전혀 어리석은 것이다. 아무래도 일본의 임종이 가깝게 보인다. 미국의 지도자는 몰래 적인 중국, 러시아, 한국과 협력을 추진중. 일본에 활로는 있는가. (번역 편집/AA)

### Example 9

毎日新聞 8月12日(火)

미츠비시 중공업은 방위성의 위탁을 받고 연구개발을 추진중인 스텔스 전투기 시제품을 내년 1월 첫 비행할 예정이다. 방위성은 성능과 비용을 확인하고 실용화 여부를 2018년도까지 최종판단할 방침이다.[아시아 히로유키]- (중략)- 개발비는 5000억~8000억엔 정도가 필요해 자체 개발의 필요성에 의문이 나올 가능성도 있다. 정부는 국제공동개발 가능성도 검토중이다.

In addition to textual framing strategies, visual framing strategies are also observed. Example 10 frames the text by using different colors and underlines. Interestingly, the translator accentuates the part that he/she is not in agreement with.

### Example 10<sup>14</sup>

친구들이랑 클럽갈때나 나가놀때 힐을 신지 않아. 힐신는걸 좋아하긴 하지만.

왜냐면 나보다 작거나 같은키인 남자랑 같이 나가 놀 순 없기 때문이야.

난 나보다 작은 남자랑 데이트 할 수 없어. 완벽스러운 키라면 180cm나 그 이상이 되겠지.

(Translation: I don't wear heels at a club or when hanging out though I do like heels.

It is because I don't want to hang out with a man the same height as me or shorter than me.

I can't date a man shorter than me. A perfect height would be 180 cm or more.)

The example below frames by a bold font style. Again, the translator emphasizes the part he/she disagrees with.

### Example 11<sup>15</sup>

한국에서 인기 있는 버블밀크티 top5래

1. 공차
2. 퀵클리
3. 차타임
4. coco
5. 버블퐁

<http://cafe.daum.net/ok1221/6yIR/1026081>

의외로 대만에선 유명하지 않은 곳이 포함되어있네

더 유명한 곳이 한국으로 진출하면 시장을 잡아 먹을수 있겠지

(Translation: Top 5 Bubble Milk Tea Brands in Korea)

1. Gongcha
2. Quickly
3. Chatime
4. Coco
5. Bubble Pong

<http://cafe.daum.net/ok1221/6yIR/1026081>

**I didn't expect to see that the list has brands that are unpopular in Taiwan.**

**If the brands more popular in Taiwan enter the Korean market, they will swallow it.)**

Example 12 uses both footnoting (textual framing) as well as colors (visual framing) to tell the readers that the ST is relevant to Koreans as well. Noticeable or emotionally charged words such as “ignorant” and “absolutely” are also used to strengthen the framing effect.

### Example 12<sup>16</sup>

“중국인이랑 데이트해-? 하하하하”

(\* 꽤 많은 무식한 서양인들은 모든 동양인=중국인 이라는 생각을 압도적으로 하고있음)

(Translation: Do you date Chinese? Hahaha.

(\* A considerable number of ignorant western people absolutely think all Asians are Chinese))

In translating ST Part 1, netizens use the selective appropriation strategy. Textual as well as visual framings are observed. Paratextual devices such as footnotes are used to frame without intervening the ST. Unlike the introduction part, emotionally charged words are not observed in translation itself unless the ST contains one.

### 3.5. Concluding Statement

The concluding statement is one of the framing devices used by the mass media. Translators on *gasengi.com* also use concluding statements to appeal their own narratives and make sure their translations serve their intended purposes. Example 13 is a concluding statement following example 11.

#### Example 13<sup>17</sup>

##### Concluding Statement

ps : 제발 버블밀크티 마시지 마세요, 타피오카가 비싸서 제대로 된 버블 만드는곳 몇군데 없습니다. 전부 중국제나 대만제 화학약품 발암물질 덩어리로 써요...

(Translation: I beg you not to drink bubble milk tea. There are only few stores that brew good quality bubble teas because tapioca is very expensive. They all use chemicals and carcinogenic materials made in China or Taiwan.)

In this example, after presenting a translation of the list of tea brands in Korea that says some brands are not even well known in the country of origin (see example 11), the translator adds a concluding statement, reinforcing his/her frame, in this case *recommending a treatment* (see Entman 1993: 52).

Example 14 is a concluding statement by the translator following a German news clip that shows Japan's national flag with its sun at the center has been replaced by the well-known symbol for ionizing radiation.

Example 14<sup>18</sup>



일장기가 저렇게 까지 조롱당하는데 일본 넷 우익들은 매우 조용합니다.

일본 언론이나 넷 우익들은 정말 조용합니다. ㅋㅋㅋ

만약 한국이나 중국에서 저랬다면 정말 일본 전체가 난리가 났었을 텐데

넷 우익들은 독일이 일장기 조롱하는 것은 신경쓰지 않습니다. ㅋ

**하어튼 일본 넷우익 놈들은 입만 살아 있는 겁쟁이들 ㅋㅋㅋ**

이 독일 영상 니코동애 올려 주실분 안계신가요? ㅋ

(Translation: Japan's Net Right Wing<sup>19</sup> remains silent despite the severe mockery of their flag like that. hhh. If the same thing were done by Korea or China, the whole nation of Japan would have risen. But Net Right Wing doesn't care about Germans mocking the Japanese flag. h. **Coward Japanese Net Right Wing is all mouth with no action, hh. Will anyone post this video on Nicodong<sup>20</sup>?**)

Here, framing by a noticeable and emotionally charged term, “coward” along with visual framing by differentiating font color and thickness is observed. With the framing, the translator reinforces his/her anti-Japanese frame. In addition, the translator uses internet jargon such as “Net Right Wing”, “Nicodong”, and “hh”, which shows that the translator targets netizens like himself/herself as readers and attests to a sense of community here. The usage of such terms are often witnessed in other postings as well.

### 3.6. Translation of ST Part 2

Comments made by foreign netizens on ST Part 1 are translated and posted. In some cases, translations of comments are accompanied by the ST as shown in example 15 and in some cases, they are not, as shown in example 16. It is entirely the translators' decision whether to put forward the ST or not.

#### Example 15<sup>21</sup>

Raph  
I love bomil! <3  
보미를 사랑해요!<3

H??ng Giang  
What the show 0:25?  
25초에 나오는 장면은 무슨 프로그램인가요?

Terri Yoo  
I love 3:24  
3분 24초 장면 좋아

#### Example 16

mat\*\*\*\*\*  
이것 또 "한 네티즌"이 말했다고? 단지 자신의 희망과 꿈을 어떤 사람이 말한 것처럼 써대네. 최근 중국발 기사는 정말 이렇게 많죠. 취재도 하지 않고 망상으로 써대네. (공감 2508 비공감 39)

spi\*\*\*\*\*  
그렇게 말한대처도 전혀 아무렇지 않다. 콕콕 찌르는것은 중국쪽 아니야?? (공감 2257 비공감 46)

nmw\*\*\*\*\*  
최근 레코드 차이나의 「소망 기사」, 여기까지 치달는 느낌이랄까? (공감 1814 비공감 34)

lef\*\*\*\*\*  
중국인이 그렇게 생각한다면 일본에 기대지 말고 스스로 해보지? (공감 1599 비공감 23)

dou\*\*\*\*\*  
미국의 힘은 부족함이 없다. 아무래도 좋으니 신경쓸것 없어. (공감 1497 비공감 23)

Translators change the orders of comments according to the

number of “likes” or recommendations, or choose comments at their own discretion (see example 17). In that the temporal<sup>22</sup> and spatial places of the comments are changed and rearranged by the translator, it can be said that temporal and spatial framing is used. At the same time, since comments are selected, the selective appropriation strategy is also used. Comment selection criteria are sometimes presented as in example 17.

#### Example 17

(1) 추천 수 많은 댓글만 번역합니다.




(Translation: I translated only the responses with many recommendations.)

(2) 그 아래에는 호주, 베트남 등 온갖 이상한 나라들끼리 분쟁이 일어나서 기사의 요점에서 멀어져버리는 것 같아 여기서 마칩니다.

(Translation: I will translate no further comments from here because people from many different countries including Australia and Vietnam are fighting one another, moving away from the key message of the article.)

Similar to the translation of ST Part 1, netizens do not seem to care about the selective translation. They rather appreciate the translators’ provision of information and base their debates on that information. Example 18 shows Korean netizens’ comments after reading a translation of foreigners’ comments made on a video clip about Japanese military’s massacre of people of the Philippines. Most of the readers expressed their opinions based on the translation although there was one person criticizing about the translator’s selection of the comments and choice of wording in the headline.

## Example 18

 @숨세 14-09-23 19:04 잘 봤습니다..	(Translation Thank you for the posting.
 @강원금동 14-09-23 19:09 정보였습니다. 댓글은 영상들가서 보내요	Thank you for your posting. I read the (foreigners') comments on the original site.
 @500원 14-09-23 19:14 그럼에도 필리핀은 친일국가라는 아이러니한 현실.	The irony is that the Philippines still Japan-friendly.
 @진진 14-09-23 19:19 일본이 동남아 국가(필리핀 해국 인도네시아 등)에게 상부 지원 금액이 필리핀 같은 국가들에겐 엄청 난 도움이나네요. 돈 때문에 아깝수 없음.	It is because Japan's financial aid is of great help for those Southeast Asian countries (the Philippines, Thailand, Indonesia and others).
 @계택 14-09-23 19:54 동남아인들은 국가 발전에 관심있고 경제발전에만 관심있기때문에 누가 돈을 많이주느냐가 중요할 뿐입니다.	Southeast Asians are not interested in history. They only care about economic development, so who gives more money is what matters to them.)

## 4. Conclusion

Active framing is observed in the postings by netizen translators on gasengi.com. Unlike other translation cyber communities such as the TED Open Translation Project and Wikileaks Korea where netizens are required to work on STs provided by the organizers, gasengi.com's framing process starts with ST selection by netizens. They look for information that can best highlight their narratives before translating and presenting them.

Gasengi.com translators' postings are composed of headline/title, introduction, ST, translation of the first part of the ST, concluding statement and the translation of the second part of the ST, or international netizens' comments. Netizens use paratexts (titles, introductions and concluding statements) to better deliver their narratives.

On gasengi.com, netizens do more than simple translation. In addition to the translations of STs, they organize their own headlines, introductions, and concluding statements to appeal and reinforce

their own frames. They employ this structure because the frames of the selected ST (news articles, videos and comments on them) usually conflict with their own.

For ST (ST Part 1 and Part 2) translation, they use spatial and temporal framing, selective appropriation including summary translation, partial translation and footnoting, and visual framing such as differentiating colors and fonts.

In contrast to the ST translation, active linguistic framing including the use of labels, metaphors, depictions, keywords, as well as noticeable, memorable and emotionally charged words are observed in the surrounding parts - headlines, introductions and concluding statements. The netizens also use non-linguistic framing devices such as colors and typography, and they express a clear sense of community by using the pronouns “we” and “our” and community argots such as “radioactive monkeys”, “radioactive Japs”, and “net right”. This more clearly delivers the narrative of the translator and enhances the framing effect even in cases where the ST delivers different, or even opposing narratives to those of the translators.

This research is significant in several respects. First, it has widened the scope of translation studies beyond those of professional translations and off-line translations. This study examines the procedures and methods of translation production and also analyzes how netizens use translations in order to present and reinforce their perspectives of the world. They have considerable freedom in selecting items to translate and presenting the resulting translations: they engage in active framing by using textual as well as visual methods enabled by Web 2.0, and this departs from the traditional concept of translation.

Second, this paper has explored netizens’ perceptions toward their peers’ translations. While they strictly insist on what they think

should be the translation standards of professional translators (see Kim 2012 and Kang 2013), they are very generous toward their peers' translations. They highly value the information other netizens provide through translation. They rarely inquire about the authenticity of the sources of STs and hardly question the accuracy of the translation. This, however, gives rise to concerns about the possible malicious use of translations (see the November 2012 issue of *Shindonga* magazine<sup>23</sup>). This is something that requires netizens to be educated by translation experts and researchers regarding the ethics of translation and the implications that their translations might have.

Third, this paper has laid a foundation for comparative study on the behaviors and framing activities of translators in other cyber communities. Different cyber communities pursue distinct values and purposes with various degrees of collaboration and types of information they cover. For this reason, the roles netizens are expected to play are different, and the ways they behave in terms of framing, which includes the information they frame and the devices and tools they use to frame their translations, are different as well. Hopefully, the framework provided in this study will serve as a good starting point for such comparisons.

Despite these findings, however, it is unfortunate that in depth ST-TT comparative framing analysis could not be done since netizens do not question the sources of information and the researcher lacks proficiency in multiple languages. However, this paper should help facilitate the development of netizen translation research, which is still in its infancy, by prompting further debate on netizens' translations.

## NOTES

1. Data from rankey.com, a traffic analysis engine.
2. <<http://sunday.joins.com/article/view.asp?aid=31982>>, visited on August 25, 2014.
3. An excerpted line or phrase, in a larger or display typeface, run at the top of a page or in a mid-column box to draw attention to the text of the article or story from which it is quoted (dictionary.com)
4. <<http://www.gasengi.com>>, visited on August 25, 2014.
5. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation](http://www.gasengi.com/main/board.php?bo_table=member_translation)>, visited on August 25, 2014.
6. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=245467&page=6&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=245467&page=6&w10=)>, visited on August 25, 2014.
7. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=250750&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=250750&w10=)>, visited on August 25, 2014.
8. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=247323&sca=&sfl=wr\\_subject&stx=%EC%9C%A0%EB%A0%B9%EC%9D%98+%EB%85%B8%EB%9E%98&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=247323&sca=&sfl=wr_subject&stx=%EC%9C%A0%EB%A0%B9%EC%9D%98+%EB%85%B8%EB%9E%98&sop=and&w10=)>, visited on August 25, 2014.
9. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=245279&page=6&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=245279&page=6&w10=)>, visited on August 25, 2014.
10. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=245279&page=6&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=245279&page=6&w10=)>, visited on August 25, 2014.
11. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=244974&page=6&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=244974&page=6&w10=)>, visited on August 25, 2014.
12. <[http://gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=250744&sca=UK&w10=](http://gasengi.com/main/board.php?bo_table=member_translation&wr_id=250744&sca=UK&w10=)>, visited on August 25, 2014.
13. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=251417&sca=&sfl=wr\\_content&stx=%EC%B5%9C%EA%B7%BC%EA%B5%AD%EC%A0%9C%EC%A0%95%EC%84%B8&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=251417&sca=&sfl=wr_content&stx=%EC%B5%9C%EA%B7%BC%EA%B5%AD%EC%A0%9C%EC%A0%95%EC%84%B8&sop=and&w10=)>, visited on August 25, 2014.
14. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=245279&sca=&sfl=wr\\_content&stx=%EC%A4%91%EA%B5%AD%EC%9D%B8%EC%9D%B4%EB%9E%91&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=245279&sca=&sfl=wr_content&stx=%EC%A4%91%EA%B5%AD%EC%9D%B8%EC%9D%B4%EB%9E%91&sop=and&w10=)>, visited on August 25, 2014.
15. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=246615&sca=&sfl=wr\\_subject&stx=%EB%B2%84%EB%B8%94&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=246615&sca=&sfl=wr_subject&stx=%EB%B2%84%EB%B8%94&sop=and&w10=)>, visited on August 25, 2014.
16. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=245279&sca=&sfl=wr\\_content&stx=%EC%A4%91%EA%B5%AD%EC%9D%B8%EC%9D%B4%EB%9E%91&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=245279&sca=&sfl=wr_content&stx=%EC%A4%91%EA%B5%AD%EC%9D%B8%EC%9D%B4%EB%9E%91&sop=and&w10=)>, visited on August 25, 2014.
17. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=246615&sca=&sfl=wr\\_subject&stx=%EB%B2%84%EB%B8%94&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=246615&sca=&sfl=wr_subject&stx=%EB%B2%84%EB%B8%94&sop=and&w10=)>, visited on August 25, 2014.
18. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=243668&sca=&sfl=wr\\_content&stx=%EC%9D%BC%EC%9E%A5%EA%B8%B0&sop=and&w10=](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=243668&sca=&sfl=wr_content&stx=%EC%9D%BC%EC%9E%A5%EA%B8%B0&sop=and&w10=)>, visited on August 25, 2014.
19. Loosely organized group on the internet who gather for anti-foreign demonstrations.

20. Niconico Douga. A UCC website in Japan.
21. <[http://www.gasengi.com/main/board.php?bo\\_table=member\\_translation&wr\\_id=245418&sca=&page=6&w10=>](http://www.gasengi.com/main/board.php?bo_table=member_translation&wr_id=245418&sca=&page=6&w10=>)>, visited on August 25, 2014.
22. The oldest comment is displayed on top of the comment list.
23. Anti-Korea sentiment was prevalent among the Chinese and the Japanese around 2008 due to malicious rumors sparked by the translations of a few Korean netizens' criticisms of their nations in which the translators presented minor voices as if they represented the voice of the whole population of Korea.

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Received: August 30, 2014

Revised: September 22, 2014

Accepted: September 30, 2014