

# Double whammy for professional news translators in the digital age: Crisis or opportunity?

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## ABSTRACT

This study aims to investigate the challenges professional news translators are facing from the rise in their non-professional counterparts whose activities are becoming increasingly visible in this digitalized and globalized era and explore ways to better cope with the challenges. By focusing on news translation, one of the areas non-professional translators have been most active and are expected to be more so, this research examines the features and nature of non-professional news translators and then traditional and newly emerging challenges facing professional translators in relation to the competition from non-professional news translators. Based on the examination of the features and nature of the non-professionals and the challenges from them, the study explores ways in which professional news translators can overcome the challenges and ultimately turn them into opportunities.

## KEYWORDS

Non-professional translators, translation in the digital age, news translation, (un)trained translators, participatory translators  
비전문 번역사, 디지털 시대의 번역, 뉴스 번역, 정규 통번역 교육을 받은(받지 않은) 번역사, 참여 번역사

# 1. Introduction

As increasing numbers of non-professionals translate and interpret in a wider range of contexts and in more diversified forms, their work emerges not only as an alternative to established professional practice, but also as a distinctive phenomenon (Pérez-González & Susam-Saraeva 2012: 149). While this distinctive phenomenon causes concerns in Translation Studies and relevant industry over a possible threat by these newly emerging translators to the labour market structures as well as to the identity and livelihood of translation professionals (Pérez-González & Susam-Saraeva 2012: 151), the question is how professionals are affected and can better cope with the challenges. Based on the view that an examination of challenges specific to the most vulnerable areas should precede and can help industry- and discipline-wide discussion, this study will focus on South Korea's news translation where non-professional translators have been most active due to the intrinsic characteristics of the practice, such as possibility of drastic transformation of STs, high accessibility to news text, and are expected to pose a greater threat to professionals because of their competitiveness in this digitalized and globalized age including translations with diverse views. The features and nature of non-professional news translators as well as traditional and new challenges they present to their professional counterparts will be thoroughly examined, which is followed by an investigation into ways for professionals to overcome the challenges and ultimately turn them into opportunities. To achieve the goal, this research seeks to answer the following three questions:

- (1) Who are the non-professional translators in South Korea's news translation?
- (2) How do the non-professional news translators affect their

professional counterparts?

- (3) How can the challenges from non-professional news translators be overcome?

## 2. Non-professional news translators in South Korea

There are many terms used to call this newly emerging group of translators: non-professional or para-professional translators, community translators, crowdsourcing translation, untrained translators, user-translators, amateur, voluntary, participatory translators (O'Hagan 2011; Pym 2011a/b; Dolmaya 2012; Pérez-González & Susam-Saraeva 2012; Díaz Cintas & Muñoz Sánchez 2006). Each of these translators are termed as such based on the features of their activities, motives, and qualification, and specific terms should be chosen to precisely distinguish and accurately explain the distinctive features each group has and the challenges it presents.

Before discussing how to term the non-professional translators in the context of South Korea's news translation, who translate news articles should be briefly looked into. In the country, Korean-to-English news translation is usually done by professional and non-professional translators who work on a freelance or in-house basis for media organizations as an increasing number of the country's media organizations are providing English translation services of their Korean-language news stories.<sup>1)</sup> In the case of Korean-to-English news translation, however, almost all news outlets

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1) For example, 9 out of 30 most circulated national dailies are offering Korean-to-English news translation service of their own news articles. The circulation data, the latest available as of end-August 2017, is from 2015 Daily Newspaper Circulation Report released on 25 November 2016 by Korea Audit Bureau of Circulations.

assign the task to their reporters in the world news department while the Seoul offices of global news agencies such as *Dow Jones*, *Bloomberg*, *Reuters*, and some magazines, including *Dong-A Business Review (DBR)*, a business bi-weekly published by the country's third-largest circulated newspaper *The Dong-A Ilbo*<sup>2)</sup>, hire translators (Hong 2014a/b).

The non-professional translators actively involved in the practice are divided into two groups. The first group is those who haven't received formal translation training at post-graduate level and work for media organizations as in-house or freelance news translators to earn money. Indeed, surveys of in-house or freelance news translators working at South Korea's 11 media organizations show that more than a quarter of the 19 respondents have no post-graduate training in translation or interpreting (Hong 2014a: 168-169). They are similar to whom Pérez-González and Susam-Saraeva (2012: 151) describe as professionals without formal training in translation who have traditionally been more willing to work for lower translation fees and therefore erode the social recognition of translators' professional latitude as an asset worthy of appropriate remuneration (Pérez-González & Susam-Saraeva 2012: 151). However, circumstances are a bit different in the country's news translation context. There is no distinction in the remuneration and working conditions between trained and untrained news translators. For example, both of them are hardly allowed to select source texts (STs) - they are usually provided with the STs chosen by the media - and transmit their translations to the public, which means they are excluded from the first and the final stage of gate-keeping in the news production (Hong 2012, 2014a). They seldom communicate with other participants in news translation such as editors or desks (Hong 2012, 2014a). All they do is to render texts in one language into another

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2) Korea Audit Bureau of Circulations (<http://www.kabc.or.kr/>).

language, which limits their role and therefore status within the organizations (Hong 2012, 2014a). The circumstances discussed so far suggest that the only feature that distinguishes between these professional and non-professional translators is formal training in translation at post-graduate level, and therefore this group of news translators can be arguably termed as ‘untrained news translators’ in the country’s context of news translation.

The second group of non-professional news translators uses translation to engage in social activism and their activities are becoming increasingly visible with the development of technology. They will be referred to as ‘participatory news translators’ in this study. They engage in political participation by producing, sharing, and discussing Korean translations of a ST that resonates strongly with their own narrative location through resistant and interventionist forms of mediation in the cyberspace (Kang 2012: 1). These translators work online through blogs, personal homepages or Internet communities which can facilitate collaboration and discussion. One of the most organized activities of these translators is *NewsPro*, an Internet-based news site launched in March 2014 by a group of civil activists called Citizens Fighting for Social Justice, who had been translating and distributing foreign news articles through the country’s online communities and *Facebook*, along with professional translators (*NewsPro* homepage; *Mediatoday*, March 7, 2014). Proclaiming itself as an up-and-coming leader in alternative journalism, the site translates foreign articles on political and social matters related to South Korea into Korean or other languages and distributes them to readers in South Korea and other countries. By doing so, it aims to provide readers at home and abroad with unbiased and uncensored views towards the country’s situation where the freedom of speech is restricted “due to the tight governmental control over the mainstream media outlets” in hopes that its

“contributions will ultimately lead to the making of a stronger, more transparent, and healthier democratic South Korean society” (*NewsPro* homepage). Its server and directors are based in the United States, and the activities and communication of contributors across the world are made possible with the help of the development of Internet and other relevant technology (Song 2014, 43; *NewsPro* homepage).

The same activist group recently launched a broadcasting network called *Justice and Common Sense TV (JNC TV)*, which distributes news articles through YouTube (*Power of Truth*. August 15, 2017). Its recruitment posting for English translation position on *Facebook* (<https://www.facebook.com/CitizensFighting4SocialJustice>) says experience in the field is not required, indicating non-professionals can participate in translation. It stands in stark contrast with the requirement on the same page for television writing and image editing applicants who should have relevant experience.

Another example is *NewsPeppermint*, a news curation service, which translates and summarizes news articles with new perspectives in a wide variety of fields, such as science, economics, produced by foreign media but not covered by the country’s traditional media organizations. The service was launched by a group of non-professional translators who have other jobs as the main profession (*Slow News*. November 26, 2013).

Although untrained or unexperienced translators are active in these activities as indicated in the cases of *JNC TV* and *NewsPeppermint*, it is also noteworthy that the participants are not all untrained or unexperienced. As O’Hagan (2011: 13) stresses, in community translation settings, professional translators also respond to a particular call which they consider worthwhile despite a lack of remuneration. A case in point is *NewsPro* whose translation is done through the voluntary participation of dedicated professional translators with strict adherence to the rules of professional

translation (*NewsPro* homepage). That means what distinguishes them from professional translators is motives rather than formal training unlike in the case of the first group. Given that the main purpose of their activities is not remuneration, but dissemination and promotion of their values, they can be rightly termed as 'participatory news translators'.

Also notably, based on the distinctive features of the non-professional news translators in South Korea discussed so far, the term 'professional news translators' in the present study is defined as those who have a post-graduate degree in translation or interpreting and work for one or more traditional media organizations to earn money.

The next chapter will discuss the particular challenges posed by each of these groups to help professionals more accurately identify their advantages and disadvantages, and ultimately better cope with them. More specifically, discussions will first address the traditional challenges and move on to newly emerging or aggravated ones in the digitalized and globalized era.

### **3. Challenges from non-professional news translators**

#### **3.1. Traditional challenges**

Professional news translators have suffered challenges from the competition with their untrained counterparts due to the intrinsic features of news translation, and the challenges are becoming more serious in this globalized and digitalized world.

First of all, news translation norms often require translators to actively intervene in STs while professional news translators tend to adopt an inflexible approach, producing poor-quality translations

(Hong 2014b). This is partly because the formal training they receive tend to focus on the fidelity to STs, which indicates formal training in translation makes little difference or even a disadvantage in ensuring the quality of translated news. News articles are informative texts and transmission of referential content is the focus of target texts (TTs) (Reiss 1971 as cited in Munday 2008: 73). Also in news translation, authorship and status of STs is likely to be disintegrated, and therefore fidelity to STs is not given absolute value, possibly allowing translators more discretion to intervene in and transform STs than those in other fields (Stetting 1989; Bassnett 2006; Bielsa 2007; Bielsa & Bassnett 2009; van Doorslaer 2010; Song 2012). This suggests that in news translation the need to drastic transformation of STs for target readers can often outweigh the fidelity to the form of STs unless it undermines key content and message. This view has been supported in a large volume of previous research which indicates that news translation allows and even encourages or requires translators to actively intervene in STs to meet the expectations and demands of target readers who tend to see the TTs as news articles *per se* (Bassnett 2006; Bielsa 2007; Chen 2008, 2009; van Doorslaer 2010; Hernández Navarro 2005; Orengo 2005; Valdeón 2005a/b; Vuorinen 1997). However, as found in Hong (2014b), trained translators with post-graduate degrees often stick too much to the form of ST, failing to meet these expectations and demands, and therefore producing unsatisfactory or poor-quality TTs. Interviews with news translation participants outside translators, such as editors, suggest that this tendency may be partly because formal training programs usually focus on the fidelity to original authors and STs (Hong 2014a). That may explain why a post-graduate degree in translation or interpreting is cited as the least important requirement for news translators, followed by a journalism degree, news reporting or translating experience in surveys of news



translation participants, including untrained and trained translators, editors and reporters (Hong 2014a: 214-217). In the same vein, the survey results mentioned in the previous chapter showing more than a quarter of news translators have no post-graduate translation or interpreting degree suggest formal training is not a requirement for getting a job as a news translator in the country's media companies (Hong 2014a: 168-169). The same remuneration and working conditions provided for trained and untrained news translators discussed in the previous chapter also support the view that untrained are recognized as competent as trained or trained are not perceived to have exclusive knowledge which is one of the major conditions for the social recognition of translating and interpreting occupations as professions suggested in Tseng (1992 as cited in Pérez-González & Susam-Saraeva 2012: 150). Whichever the case may be, trained translators are not positioned better than the untrained non-professionals in terms of service quality and competence in the country's news translation context. This view supports what is indicated in Jaaskelainen (2010: 214):

. . . formally trained professional translators are over-reliant on routine approaches to problem-solving and therefore occasionally fail to exhibit a consistently superior performance which constitutes expertise while inexperienced bilinguals are able to achieve high standards of expertise when executing complex translation tasks that require non-routine mediation approaches . . . (as cited in Pérez-González & Susam-Saraeva 2012: 151)

Another feature of news texts, i.e. easy accessibility as mass media, can make STs in news translation are not exclusive to translators and the quality of their products are subject to public scrutiny in terms of facts, figures and languages. This places trained and untrained translators at the level playing field in the quality assessment.

Thirdly, news translation processes and training systems in the country's media organizations hardly give benefit to trained translators. News translation is a collaborative and multi-stage process where many participants including translators, editors, reporters and desks, involve in usually four stages: selecting a ST, translating the ST or producing the first version of TT, editing the first version of TT, and supervising and transmitting the final version of TT. In this process, a lack of specific competence from the part of any participant can be compensated unless it is too a critical shortcoming such as poor source or target language proficiency. In addition, education or training programs are seldom dedicated to news translation or news production, particularly focusing on news reporting and writing principles, one of the two most important expectations and demands to be met in news translation along with drastic intervention in the STs (Hong 2014b). Instead, translators are asked to learn on their own relevant background information or genre knowledge by, for example, reading translated or original news articles produced by senior colleagues. Here too, whether translators have formal training in translation or interpreting, which often focuses on language proficiency and text processing skills, may not make a significant difference. What matters more is translators' active attitude and sense of responsibility as indicated in the interviews with reporters and editor who complain that trained translators often fail to stay up-to-date with the latest background information or lack basic knowledge of news writing and reporting principles which can be easily acquired by reading news articles (Hong 2014a: 63-64).

All of the conditions in South Korea's news translation have placed trained translators in a position that is no better than untrained translators so far, and these are expected to be reinforced as non-professional translators become more active in the digital and globalized age, which will be addressed in the next section.

### 3.2. New challenges

As the conditions surrounding news translation become more digitalized and globalized, professional news translators are expected to see these traditional challenges growing and new challenges emerging while their non-professional counterparts will likely enjoy a more favorable environment.

First of all, the traditional demand for active intervention in STs is further increasing, requiring trained translators to adopt a more flexible approach to translation, which they are found to lack in as discussed earlier. The internet encourages a shift from steady, cumulative, linear reading to a form of accelerated power browsing (Cronin 2013: 100). Due to the force and speed of globalization, texts and words are now measured quantitatively and gauged against their usefulness for other products' usability and marketability (Orengo 2005: 172). Translation today is increasingly acquiring the mere function of information to the detriment of its function of mediation and cultural exchange (Orengo 2005: 171). In the case of news translation, the translated versions of texts such as official speeches, interviews, witnesses' accounts of facts are systematically disassembled bit by bit and re-used, through the process described as 'embedding', as raw material for the construction of news stories (Bell 1996: 41; Orengo 2005: 173). All of the circumstances further disintegrate the authorship and status of STs in news translation which was already weaker than that in other fields of translation. This will in turn encourage and require translators to more actively intervene in STs than they were advised in the past. However, given trained news translators tend to faithfully reproduce the form of STs largely because post-graduate translation and interpreting programs usually focus on the fidelity to STs or cultural and linguistic mediation (Hong 2014b), meeting this increasing demand for more

intervention can be by no means an easy task.

Demand for news articles with more diverse perspectives is also growing as the competition in the media industry intensifies due to the globalization and digitalization, posing another challenge to professional translators. On the other hand, the flexible approaches of untrained translators as well as the diverse or peculiar views of participatory translators are more likely to be well received by readers who are fed up with mundane or uniform stories churned out by ever-increasing media companies. In an interview with reporters and editors, there is a growing demand for translators to play the role as a reporter who not only produces impartial and objective news articles but also presents in-depth analysis and diverse views instead of just as a linguistic expert who transfers STs in one language into another language (Hong 2014a). This is particularly where participatory translators can outstand since they use translation to bring their personal narratives to bear on the public ones or introduce views not covered by traditional media (Kang 2012: 1; Song 2014: 44, 47).

Their objectives, specific activities and roles, and approaches to translation clearly show what distinguishes them from professional translators as well as where the challenges are created. As mentioned earlier, the main goal of *NewsPro* is offering its readers with an uncensored and unbiased view on the political and social struggles that South Koreans are facing. Specifically, the translators provide their own news analysis in an effort to present diverse viewpoints (*NewsPro* homepage). In the introduction about the site on its homepage, *NewsPro* refers to its translators as writers, which also indicates that their translators are expected to play the role as a more active news producer rather than just rendering STs into another language. Such activities and roles are in line with what news readers in this globalized and digitalized world increasingly demand as well as what professional news translators have been criticized as lacking in

(Hong 2014a).

The approaches to translation embraced by these participatory translators also give clues to their competitiveness compared to professionals. Yi Hyoseok, the founder of *NewsPeppermint*, stressed on November 26, 2013, in an interview with *Slow News*, another alternative internet-based news service, the site aims at adopting free translation in order to accurately transmit the intention of authors to readers by summarizing STs rather than rendering full texts into Korean language. The liberal approaches can help them better deal with the situation where dramatic intervention in STs are required which is often the case in news translation as discussed earlier. This can also satisfy the growing demand of news readers in the global and digital era.

The nature of participatory translation process can also work to the advantage of the relevant translators. As discussed in the previous chapter, news translation is a collaborative and multi-stage process, which is very similar to the work environment of participatory translators. Their familiarity to such a process and willingness to communicate with other participants during the process of translation can help them better adapt to news production environment. Moreover, the autonomous nature of news production system adopted by participatory translators requires a strong sense of responsibility which professional translators have been found to lack in. In the interview mentioned earlier, Yi said that each participant has to take the full responsibility of his or her selection, translation and publication of news articles because he or she has another job as the main profession and therefore no one can undertake quality assurance such as editing or verification of content (*Slow News*, November 26, 2013). This can not only help them take a strong sense of responsibility but become sensitive to news value or develop competence to judge it. The fact that they start engaging in

translation out of their own motives also suggests these translators are likely to have a more active attitude and stronger sense of responsibility which trained news translators are found to lack in as discussed in the previous chapter. Given professional news translators are passive or not allowed to select news articles to be translated as suggested in the previous studies (e.g. Hong 2014a/b), these distinctive features of participatory translators' work process can benefit them in the competition with their professional counterparts.

The advancement of technology including machine translation and Internet can help untrained translators overcome their lack of competence in a variety of areas including where trained translators have been deemed better at. For example, machine translation and translation memory can cover their insufficient linguistic competence (Km 2017: 76), such as language proficiency or text processing skills, which can be better developed from formal training programs in translation or interpreting and therefore are considered one of the most important competitiveness of trained translators. The lack of such competence could be critical in the past, but now becomes something that can be overcome to a certain degree with the help of machine translation and other related technology. The development of Internet and digital devices can help participatory translators, who usually have digital literacy, easily access relevant background information and subject knowledge by making encyclopedia, archive and documents in a wide range of fields available online. It can also allow participatory translators who often work at a distance to have frequent and convenient communication and discussion to consult with each other, and therefore can help them efficiently fill in the gap of specific competence.

The increasingly commercialized or institutionalized activities of participatory translators is another and more serious challenge to

professional translators. So far, participatory translators have not posed a huge threat to professional news translators who engage in the practice as the main profession and for living because the biggest motive of their activities is not remuneration. However, their practice, which has been individual, voluntary and open for the purpose of social participation and public service, is now becoming more commercialized led by institutions in a wide variety of fields including news (Kim 2016: 13). Kim (2016) points to the commercialization of non-professional translators, their collaboration with traditional professionals, professionalism in the digital age as signs of the newly emerging group's professionalism as translators. Businesses view crowdsourcing as a means of leveraging the potential capacity of the burgeoning number of Internet users who participate *en masse* in various online activities in the spirit of openness, sharing and collaboration (O'Hagan 2011: 14). Since the most high-profile early example of *Facebook* Translations began at the end of 2007, the concept of crowdsourcing has been applied by different organizations as a means to obtain translation by reaching out to the vast resources of Internet users (O'Hagan 2011: 14).

Against this backdrop, there is growing criticism among professional translators that the exploitation of these translators to obtain translations for free particularly by 'for-profit' entities could threaten their livelihood (O'Hagan 2011: 14). Professional translators may well raise concerns on the grounds of the likely threat to their jobs and the risk that such movements may lead to a further devaluation of what is involved in translation work (Kelly, 2009 as cited in O'Hagan 2011: 15). While the ethical question of profit-making enterprises exploiting free labour also remains no matter how willing the volunteers are (O'Hagan 2011: 15), further discussion about the ethical aspects will not be provided here since it is beyond the scope of the present study.

In the context of South Korea's news translation, which is the focus of the present study, some of participatory translation communities are now highly influential and produce high-quality translated news stories to the extent that they are comparable to traditional media organizations (Song 2014: 45). A case in point is *NewPro* whose articles are often cited in traditional media companies' news stories and service languages range from English, Japanese, Chinese, French, German to Russian (Song 2014: 45-46, 48; *NewPro* homepage). Although being a very rare case, there are some participatory translators who are employed by traditional media organizations and paid for their services. *DBR* hires a couple of volunteer translators who render one or two articles published in *Harvard Business Review (HBR)* for each issue while most of other freelance translators are professional translators who have a master's degree in translation or interpretation. They are not professional translators, but full-time office workers at companies outside the translation and interpreting industry. As members of a study group of *HBR*, they volunteered to translate the articles out of interest. Since they start translation out of their own motives, they are likely to have a more active attitude which trained news translators often lack in as discussed earlier. They are also likely to have better knowledge of relevant subjects, background information, or terms and concepts because the STs are from the fields of their interest.

The change in the work process facilitated by commercialization or institutionalization presents another threat to professional news translators. To ensure quality of the products, an increasing number of institutions have professional translators to help non-professionals (DePalma & Kelly 2011; Dolmaya 2011; Jiménez-Crespo 2011). *Facebook* adopts a hybrid approach where users produce and vote on translations and professional translators are hired to supervise and address potential issues for supported languages (Jimenez-Crespo



2011: 136). This hybrid model can extract the subconscious framework of expectations of users while maintaining a professional overview of the entire cycle (Jiménez-Crespo 2011: 136). During the cooperation, a lack of specific competence of non-professional translators, which can already be compensated thanks to the collaborative and multi-stage nature of news translation process, will further be addressed even if it is a critical one such as poor language proficiency (Kim 2017: 76). This collaborative model has been already adopted in some of the country's media organizations. In the English translation team of *The Chosun Ilbo*, South Korea's most circulated newspaper<sup>3)</sup>, freelance translators without a degree in translation or interpreting engage in the second stage of news production - translating the ST or producing the first version of TT - while editors, most of whom are translation or interpreting post-graduates, edit and supervise these translators' products in the third and final stage (Hong 2012, 2014a).

This can provide a picture of what is happening and will happen to professional translators when the newly emerging group of non-professionals becomes commercialized or institutionalized, and this is where the real threat is created. The next chapter will explore the question of whether and how these challenges can be overcome based on the features of traditional and new challenges explored so far.

#### **4. Ways for professional news translators to overcome the challenges**

As discussed so far, professional translators in the context of South Korea's news translation are witnessing the traditional challenges

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3) Korea Audit Bureau of Circulations (<http://www.kabc.or.kr/>)

aggravated and the new challenges created in this global and digital era which places them at a considerable disadvantage compared to their non-professional counterparts. More specifically, the country's professional news translators have been already placed in a no better position than untrained translators and are now facing added challenges due to the increasing competition with participatory translators. Untrained news translators are more flexible in transforming or intervening in STs and participatory translators are equipped with strong interest, online collaboration, and digital literacy, and genre knowledge (Kim 2016: 13). These characteristics are of great help in meeting the demands and expectations of news readers in today's globalized and digitalized world while having been found to be insufficient among professional news translators as suggested in previous research (Hong 2014a/b).

While the challenges discussed so far are substantial and will likely become more serious, they can also provide clues for professional news translators to what they can and should do in order to win or at least survive in the growing competition with non-professional news translators. Specifically, professional translators are advised not only to fill the gap of what they have been lacking in but also to further develop what they are considered more competent compared to non-professional translators.

First of all, professional news translators should take a more flexible approach and view to translation since their struggle in the traditional challenges, including daunting competition with untrained translators, mainly come from their lack of flexibility in transforming or intervening in STs. And the change should be preceded by relevant education and training programs because their inflexibility is largely attributed to their passive attitude and lack of sense of responsibility and more fundamentally to insufficient knowledge and awareness of news translation norms, such as dramatic intervention in STs when

necessary and compliance with news writing and reporting principles (Hong 2014a/b). While such knowledge and awareness can be developed by translators' own efforts, dedicated education and training can teach more systematic and accurate translation norms which can in turn help produce high-quality articles to meet the expectations for conventional news texts as well as the increasing demand for stories with diverse perspectives.

Secondly, professional translators should pay more attention to what non-professionals lack in. As discussed earlier, professional translators are at a disadvantage in the newly emerging challenges from the rise and commercialization or institutionalization of participatory translators with strong interest and motive, online collaboration, digital literacy and genre knowledge. Strong interest and motive can lead to an active attitude and sense of responsibility while online collaboration and digital literacy can help their prompt adaptation to work environment and acquisition of background information and subject knowledge. These features are intrinsic to the practice of these translators, suggesting professionals can hardly catch up with them in developing these competence within a short period of time. Still, there is one competence that professional translators can better cultivate which is related to genre knowledge. In the context of news translation, the genre knowledge non-professional translators have more is likely to be subject knowledge, background information or terms and concepts as briefly mentioned in the example of *DBR's* volunteer translators. While such knowledge is important, there is another significant genre knowledge news translators should have: news writing and reporting principles in the source and target cultures. Since readers of a translated news view what they are reading is a news article *per se*, news translators should have a full understanding of news writing and reporting principles in the relevant culture to make their translations look like

original news articles which are very familiar to the eyes of readers. Given participatory translators do not necessarily have this genre knowledge because they are not professional reporters or journalists, this is what professional news translators can focus on to have more competitiveness than non-professionals. Indeed, professionals can better develop this knowledge since they are exposed to various text types in the formal translation training programs. A few classes or dedicated courses in the graduate-level programs can be designed to help them better cultivate this genre knowledge. The knowledge can be acquired by the efforts of professional translators themselves, but more effectively by systematic training and education programs since the scant attention to teaching translators journalistic conventions often results in their failure to comply with news writing and reporting principles (Hong 2014a/b).

Last but not least, the challenges from the collaborative model with non-professional translators can turn into opportunities for professionals if they turn their eyes to the work exclusively assigned to them: editing and supervising. As mentioned earlier, one of the major obstacles for the social recognition of translating and interpreting occupations as professions is the public perception that translators and interpreters lack a systematic body of 'exclusive' knowledge (Tseng 1992 as cited in Pérez-González & Susam-Saraeva 2012: 150). That means having 'exclusive' knowledge can help professional translators and interpreters gain social recognition, which in turn can benefit their status. In the collaborative translation process, 'exclusive' knowledge would be related to editing and supervising since the work is assigned only to professionals. In the *Facebook* crowdsourcing model, users, i.e. non-professional translators, work at the segmental or microtextual level while potentially more serious errors or inadequacies at the macrotextual level are controlled by experts, i.e. professional translators

(Jiménez-Crespo 2011: 136, 138). Given the crowdsourced quality evaluation in the form of voting by active community of users has been successful with small strings of text but not with entire paragraphs or pages, the macrotextual aspects such as coherence, consistencies, still need to be dealt with by professionals (Jiménez-Crespo 2011: 138). It should also be noted that professional translators' complete evaluation is the last step in the quality evaluation process which follows the voting by users (Jiménez-Crespo 2011: 136-139). While they check and verify all the translations, making sure that they are globally coherent and consistent, they can correct any potential shortcomings (Jiménez-Crespo 2011: 139). This suggests while translations with the highest quality are determined by the voting of active users in the initial stage of the quality evaluation, the last participant who holds the key is likely to be professional translators. In the context of news translation, this is very similar to the role of editors and desks who intervene in the third and last stage, i.e. the last two stages of gate-keeping, and therefore have a huge influence on the content and form of final TTs. This change in the role calls on professional translators to be more active and responsible as editor or supervisor. It also requires formal education and training programs to focus more on editing and supervising since such skills, as part of linguistic and text processing competence, can be better developed from formal training and therefore are considered one of the most important competencies of trained translators compared to the untrained. Indeed, the interviewees, including translators and editors in South Korea's media organizations, agree that trained translators are excellent in terms of completeness of sentences, accuracy and diversity of expressions, which suggests news translators with formal training are recognized as experts in terms of linguistic and text processing competence (Hong 2014a: 62-63, 248). While the development of translation related technology

can cover a possible lack of linguistic competence of untrained translators to a certain degree as discussed earlier, there is still a place where the human element comes in because even the most advanced machine translation software can hardly meet all the client's needs and therefore, at the very least, human post-editing will kick in (Anderson 2016). This is where professional translators can stand out. Their active and responsible role as editor or supervisor with formal training focused on relevant skills can help them gain a solid foothold in the competition with non-professionals and even benefit the changing working environment.

All of these imperatives are nothing new but echoes the calls on the participants in news translation which have been strong due to the intrinsic features of news texts and production and are now further growing in this global and digital age: news translators should play almost the same role and competence as a reporter or journalist, and educational institutions and media organizations should train them as such. (Goldscheider 2004; Gambier 2006: 15; Bielsa & Bassnett 2009: 81-82; Hong 2014a: 62-63). As Bielsa and Bassnett (2009: 81-82) stress, in many global news agencies where translation for news production is very important, only people with journalistic training are considered to have the specific skills needed to produce the required sort of translations, which always include a degree of transformation and rewriting to suit the needs of specific audiences. That is why translators wishing to work in global news should also train to be journalists (2009: 143). More specifically, translators need to be trained in a more common syllabus with journalists because both professions must have the skills for documentary and terminology retrieval, the aptitude to get contacts and to work with other experts, and a socio-cultural responsibility which goes beyond the production of immediate and short-life texts. (Gambier 2006: 15). However, professional news translators as well as media organizations

and educational institutions in South Korea have turned a blind eye to these calls (Hong 2014a: 208-214). As professional news translators are now facing the traditional challenges further aggravated in the digital and global era, now is the time for all participants involved in news translation to initiate the much-needed change.

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