

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is a branch of applied linguistics that significantly facilitates the dissemination of information across linguistic boundaries on a global scale. Catford (1965) characterizes translation as an operation performed on languages: a process of substituting a text in one language for a text in another. Nida and Taber (1969) explain that translation involves creating the most accurate natural equivalent of a message from the source language in the target language, focusing initially on its meaning and then on its style. While Newmark (1988) describes translation as the process of conveying the meaning of a text in a different language while preserving the author's original intent. Thus, translation can be understood as the way of individuals (translators) convey information from the source language (SL) to the target language (TL).

Translation is highly needed in various sectors, including journalism, tourism, marketing, education, and many more. Beyond merely disseminating information internationally, journalistic translation helps shape or influence the global audience's perception on the respective social event based on how the translator delivers the information. It serves as a reinterpretation of reality that aligns with the perspectives of the various institutions it represents (Liu, 2013). In the process, news translators also play a vital role in navigating cultural nuances, references, and idiomatic expressions, ensuring that the target audience grasps the cultural context. They are essential agents who skillfully bridge linguistic and cultural gaps, transforming text while fostering understanding and collaboration in diverse global environments (Asadova, 2024). In other words, news translators serve as cultural mediators when transferring information from the source text to the target text. The translator is a mediator because of their "bi-cultural vision" and also serves as a critical reader who is fluent in cross-cultural communication (Katan, 2014).

The pivotal role assumed by the translator-journalist is that of a cultural mediator, who is responsible for mediating and controlling their readers' encounters with foreign concepts and cultures (Tabrizi & Mair, 2025).

Technological advancements enable a swifter translation process, enhancing the circulation of information on a global scale. Nevertheless, the translation process requires supervision to maintain the quality of the news, to ensure the essence of the information is accurately conveyed in the translated output. Naveen and Trojovský (2024) state that machine translation has significantly influenced the dismantling of language barriers, promoted multicultural awareness, and facilitated collaboration on a global scale. However, there are some challenges in utilizing such technology. One key area is culture and sociolinguistic norms. Translations need to be culturally aware and consider sociolinguistic elements to ensure they are suitable for the context, which is something that machine translation lacks of.

Autila (2024) argues that good news must answer 5W+1H (What, Who, When, Where, Why, and How), and good translations are able to recreate the information and nuances conveyed in the source text. The more accurate the information conveyed, the higher the quality of the translation. Especially when combined with natural phrases and sentence structures that resonate with the target language audience.

CNN, a prominent cable news organisation from the United States, holds significant recognition among international audiences. First broadcast on June 1, 1980, from Atlanta, CNN pioneered the television's 24-hour news service. Along with the development of the internet, CNN expanded its reach by establishing CNN Digital, one of the largest digital news platforms worldwide. Furthermore, CNN International is available in more than 200 countries and territories, while CNN Newsource stands as the most widely used news service globally, collaborating with over 1,000 local and international news organizations (*About CNN Worldwide*, 2024).

Each news agency has distinct characteristics in processing and delivering news. According to Selenić and Penezić (2024), news agencies primarily consist

of central office and correspondents network. They are categorized based on the type of news they provide (either general or specialized) and the regions they cover (global, national, or local), which, of course, results in viewpoints and writing styles differences. CNN, as a prestigious news platform, certainly has its own editing procedures and rules regarding the use of translation techniques. This makes CNN news interesting to be studied further. By studying and understanding the translation techniques used by CNN, this study aims to deepen understanding of how CNN translators convey and preserve the information from the SL (source language) to the TL (target language), particularly in the context of CNN Indonesia translating news from English to Indonesian. Additionally, this study aspires to provide valuable insights and inspiration for journalistic translators and those beginning their careers in this field.

1.2 Problem Formulation

- a. What translation techniques does CNN Indonesia use in its translated news?
- b. How is the translation quality (readability, acceptability, and accuracy) of the translated news?

1.3 Objective of the Study

- a. To analyze the techniques applied in translating CNN's news
- b. To know the translation quality (readability, acceptability, and accuracy) of CNN Indonesia's translated news

1.4 Significance of the Study

This study offers theoretical and practical significance that can be attained as follows:

- a. Theoretically, this study is to contribute to the understanding of how various translation techniques are applied in journalistic translation. By linking these techniques with measurable indicators of translation quality, this study provides a deeper insight into the interaction between techniques and outcome in professional news translation.

- b. Practically, this study offers meaningful implications for translators, editors, and media practitioners working in bilingual or multilingual news environments. The findings may also serve as a reference for translation educators and students seeking real-world examples of translation performance in journalism.

1.5 Output of the Study

The output of the study is a scientific article analysing translation techniques and quality, with tables of translation techniques classification, frequency percentage of the techniques, and translation quality assessment (readability, acceptability, and accuracy). The article is written in APA scientific format and intended for publication under the journal *Santhet: (Jurnal Sejarah, Pendidikan Dan Humaniora)*.