

**COMMUNICATIVE TRANSLATION IN NEWS REPORTING: A CASE STUDY OF
DAILY NATION AND TAIFA LEO NEWSPAPERS.**

BY

MULE DANIEL LEMBA

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DECLARATION

This project is my original work and has not been presented for award of academic certificate in any institution of learning.

Signature.....

Date.....

MULE DANIEL LEMBA

K50/70066/2013

APPROVAL BY THE SUPERVISOR:

This project has been submitted for examination with my approval as the university supervisor.

Signature.....

Date.....

DR. HEZRON MOGAMBI, PhD

DEDICATION

I dedicate my research to my family and friends. A special feeling of gratitude to my mother, Francisca Mutungwa Mule whose words of encouragement and push for tenacity ring in my ears. My sister Josephine Kalekye Mule and brother Benjamin Kilundo Mule who have been a constant source of inspiration.

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ABSTRACT

This research investigated the level of retention of meaning and equivalence in translated international news items from English to Kiswahili languages in the Daily Nation and Taifa Leo Newspaper publications. Based on Nida and Newmark's structuralisation of news discourse, theories of translation, equivalence and framing theories were compiled together as a framework to map international news translation into a multi-level social context. The research confirmed Nida's assertions in his dynamic equivalence theory which concludes that all languages have the same capability of expressing by saying, anything that can be said in a particular language can certainly be said in another language, with reasonable accuracy by establishing equivalent points of reference in the receptor's culture and matching his cognitive framework by restructuring the constitutive elements of the message. The tenets of these theories served as a guideline and enabled the research to achieve its objectives. The study aimed to find out the gaps in news translation researches, the role of equivalence in meaning retention during translation as a factor of communication, how and why framing occurs during news translation. Through Comparative and qualitative Content Analysis, discourse on International news stories from Daily Nation, source text, and corresponding Taifa Leo, Target Text, translations were reviewed. Interviews with different Nation Media Group Staffs were also referred to as supportive evidences from media insiders, which expanded the research scope to professional and organizational levels. The result of the study revealed that among other entities, direct translations affected equivalence in the translations. The study also revealed that reframing which often occurred during the translations altered the intended meaning hence affecting the intended communication all together. From the reviews of the news items it was discovered that most of the previous studies on news translation focused on strategies at textual levels in order to suit target Kiswahili-speaking audiences' interest and knowledge. The study also proved that it is possible to explore the social context behind media organization's practice through studying international news translation, which could help us better understand developing countries in a globalised world that the discourse power is to be shared and varied. Data collection involved reviewing the Daily Nation and Taifa Leo International News Segments. Discourse from newspapers and other existing secondary data in form of books, masters exertations, theses, magazines, journals, seminar papers among other was reviewed in the library and the findings presented in prose after comparative and qualitative content analysis. The findings of the study will be useful to the editors and translators of English-Swahili news items as the adoption of the recommendations herein will enable them reliable news translations.

ACRONYMS AND ABBREVIATIONS

DN- Daily Nation

SL- Source Language

ST-Source Text

TL -Taifa Leo

TT- Target Text

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

According to Abouga & Mutere (1988), the rise of newspapers in Kenya dates back to the periods before colonization when missionaries started streaming into the country. It's the same period when businessmen and colonialists were streaming into East Africa (1890-1900). The colonizers played a big role in the adoption and use of newspapers as a way of informing the public. They used newspapers to spread propaganda in every way possible to ensure their rule remained and became stronger.

When Africans were agitating for freedom there was need for an avenue for Africans to express themselves on their disgust towards colonization and emphasized the need for freedom. It is then that the world leader of the Ismailia Religion "His Highness the Agha Khan" launched a weekly Swahili publication 'Taifa' in 1958 to cater for the needs of the Africans. Agha Khan later in 1960 started a publishing firm (Nation Group of Newspapers) where Taifa Leo was made to be a daily newspaper. Later he started an English publication 'Sunday Nation' which was followed by a daily publication of the same (Daily Nation).

Both *Taifa Leo* and *Taifa Jumapili* have local and international stories. Most of the times, stories from within the country are gathered originally in Swahili. International stories get to the country in English and published in *Daily Nation* and *Sunday Nation* in their original form after minor editing to suite house style. The stories adopted by the English versions of the Nation Newspapers are then translated and published in the *Taifa Leo* and *Taifa Jumapili*. The two Swahili publications focus on two major groups as their target audience. These are the masses who cannot read and understand English language and therefore Swahili remains to be

their option. The second group comprises of those who have mastery in both languages, especially teachers and students of Swahili language will read the paper.

Bell (1991), says that almost all-international news are derived from what he refers to as the “Big Four” news agencies: Reuters, Associated Press, United Press International and Agence France Presse. In the case of local media houses, they would then translate for the sake of their audiences after minor editorial changes are made to the news feeds received from these sources. It is however evident that major discrepancies between the English language news feed and the corresponding source language text or discourse that can be traced back to the originator of the news feed usually have issues with regard to the way they have been translated.

1.2 Problem statement

Despite its crucial role in communication and news making, translation as an important entity in news reporting still occupies a very small area of research in both translation and communication studies. Mbugua (1997) writes about the main aim of Nation Media Group in its quest to use newspapers in passing information. In his explanation, Mbugua says that Nation aims at informing the public, giving true and clear information correctly and giving objective views with clarity, integrity and as accurately as possible.’

This shows how crucial it is for Nation Media Group to give accurate information in its newspaper publications. Mbugua explains that any distortion that arises during the news presentation affects the level of communication intended between the writer and reader. In news translation accuracy in communication can be lost hence affecting meaning as a result of distorted information Mbugua (1997).

According to Newmark's definition translation is "a dynamic reflection of human activity".
Newmark (1988: 7).

In her paper "Looking Forward to the Translation: On A Dynamic Reflection of Human Activities", Kirsten Malmkjaer attempts to develop this view from the perspective of philosophical semantics. She emphasizes that the "focus" of the translation process is the Source Text(ST) or, better, the creative process which generates it. This latter element distinguishes translation from monolingual communication: a translated text is influenced by a source text, translation is thus constrained communication. (Kirsten: 1992).

Kirsten intends both to underline the common features shared by monolingual and multilingual communication, and to differentiate the two process. According to Kirsten, the common element in translation is that meaning is a function having as arguments the speakers/writers, the hearer/reader, a time, a place, and a more extensive set of circumstances. In this view, meaning is used differently by future users, past users, Writers and Speakers from various cultures and social classes,so that a message is always in need of interpretation. The difference is not simply the use of two or more languages, but the social and cultural world in which target text (TT) readers live. Thus, translating means connecting two worlds. Kirsten (1992).

Translation-mediated news production is generally acutely under-researched in Kenyan Newspapers. Leah Muchem (1998) According to her there is little research to date into the effects of translation on English-language news and on news translated primarily from English into other languages, more specifically the Swahili language. A review of the literature at hand indicates serious research deficiencies in this area.

This study was necessitated by the recent attention directed towards English- Swahili translation of news in Kenya with controversies over the translation of one of the news story on wrangles between the current Chief justice in Kenya Dr. Willy Mutunga and Former Chief Registrar of the Judiciary Gladys Boss Shollei among other news items. This highlighted an inconspicuous problem of translation-mediated communication and the critical importance of accuracy and precision in retaining intended meaning of translated messages, especially in times of crisis and global or national instability.

The English version read “*Mutunga and Shollei in Twitter War over House graft*” (DN: 23rd October, 2014) While the Swahili translation on Taifa Leo read, “*Mutunga, Shollei Watiana Makucha.*”

More so in today’s globalization, mediated translation knowledge transfer is becoming increasingly important especially in “the complex chains of global interdependencies.” The impact that arises from the loss of meaning in translation is greater especially when languages which are not only distant, but also characterized by a marked and radical differentiation in inequality are concerned,” Rubel & Rosman, (2003: 78).

1.3 Justification

“Translations are not made in a vacuum.” Bassnett & Lefevere (2001:14) Bassnett and Lefevere’s research shows that translators function in a given culture at a given time. The way they understand themselves and their culture is one of the factors that may influence the way in which they translate. Moreover, socio-cultural factors influence and likely alter the translator’s cognition, and different translators performing under different conditions will choose different translation strategies and produce different products. Regarding translation as a norm-governed activity, it then follows that it has to contend with two languages and the

two cultural traditions, Landers (2001). This will define whether the translation subscribes to the norms of the source text or to the norms of the target culture, thus entailing different strategies that ultimately produce different translation products. English-Swahili translation like any other type of translation of news often lead to reframing. Irving (1974) one of the major areas of translation reframing of news occurs at the semantic level. Semantic framing occurs at the lexical level of text. The choice of words frames the news report. This may in turn lead to lost meaning, obscurity of meaning or equivalence in translation. Irving states that the syntactic level as well as sentence re-organization of words in a sentence structure could alter accuracy, clarity or entire meaning of a translated text compared to original news item. It is with this understanding that this study is found necessary to explain and shade more light on communicative translation and news reporting especially in the print media especially by focusing on all elements that affect meaning hence affecting communication.

The study has identified meaning retention to be most crucial in effective translation since they ensure intended communication is preserved. Intended meaning is critical in achieving intended communication in ST to TT because if neglected translation fails and if upheld it is effective.

The decision to choose newspapers for the study arises from the fact that they still remain to be the most read despite the rise in social media. (Michael Barthel: State Of The Media 2015) “Although the public conversation about newspapers focuses on the shift to digital, most newspaper reading still happens in print. In fact the social media has come as a boost to the newspapers that are now available online making their readership wider to both urban and rural areas clientele (Barthel, 2015: 34).

According to the report by Barthel, readership data done and published from Nielsen Scarborough’s 2014 Newspaper Penetration Report, 56% of those who consume a newspaper

read it exclusively in print, while 11% also read it on desktop or laptop computers; 5% also read it on mobile phones; and another approximately 11% read it in print, on their personal computers and on mobile phones. In total, more than eight out of ten of those who read a newspaper do so in print, at least sometimes. Only 5% read newspapers exclusively on mobile devices.” This shows that Newspapers are read more compared to any other form of news channel and literary work.

1.4.0 Objectives

1.4.1 General Objectives

To establish the level of equivalence in a translated news item in the case study of *Daily Nation* and *Taiifa Leo* newspapers.

1.4.1.1 Research Objectives

1. Determine gaps in the main body of knowledge relevant to the research topic.
2. To find out the attributes of equivalence in translation of news stories from DN to TF.
3. Determine why reframing occurs in translation of news stories from DN to TF newspaper publications.

1.4.1.2 Research Questions

1. What are the existing research gaps in the area of English-Kiswahili newspaper news translations?
2. What is the role of equivalence in maintaining intended communication in translation of news stories?
3. Why does reframing occur in translation of newspapers news stories?

1.5 Scope of the Study

There are a number of English newspapers in Kenya whose content is once in while translated to Kiswahili and presented through different modes. However, this research focus was directed to *Daily Nation and Taifa Leo* newspapers. Taifa Leo is the only Daily newspaper in Kenya published in Kiswahili language. Most of the stories in Taifa Leo newspapers are stories published in English in the Daily Nation then translated to Swahili.

These two publications have the widest newspaper readership in Kenya and are published by Nation Media Group which is one of the main media houses in the country. TL has stories that are translated from the DN. Stories that are mostly translated are those from international media.

Papers within a period of two months were focused on. These papers were from the months of June, 2015 and July, 2015. This is the most recent hence most up to date data the research can achieve since data collection exercise commenced in June after proposal defense in May, 2015. Preliminary research also showed that review of newspapers published over a period of two months have enough data for research for this study bearing in mind the number of translations per publication.

The study concentrated on international stories and only. This is because preliminary research showed that all international news stories in *Taifa Leo* are translated unlike local stories which are majorly collected originally in Swahili.

Moreover, TL is the only Swahili newspaper in Kenya.

1.6 Significance of the study

By evaluating and analyzing literal vs contextual meaning and equivalence in news translation, the findings of the study provides a spectrum of do's and don'ts during news translation. The don'ts are aligned to the measures that lead to loss of meaning or rather lack of equivalence.

The study findings will also help future researchers on the same field of study to know which areas have already been studied because it has outlined the areas studied and the gaps there are as well as what it has dealt with hence the recommendations on the areas that need to be studied in the discipline.

The study will allow the editors and translators of the respective texts to find ways and means to deliver translated yet reliable texts to the big masses they enjoy. The findings of the study will also be useful to the the School Of Journalism (SOJ) in the University since the school will document reference material with regard to the relevance of equivalence in news translation especially in the case study of *Daily Nation* and *Taiifa Leo* newspapers.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

There are two types of discourse that this research will review in relation to the topic of study. The first type is the group of literature that deal with translations. The second one is the one that deals with different forms of newspaper reviews.

The importance of media in communication is well highlighted by Wanza (1981) who emphasizes on the breakdown in communication and lack of equivalence that arises in translated news items. Wanza analyses the way news was presented by former national broadcaster in Kenya, Voice of Kenya (VOK), comparing the Swahili and English bulletins citing that most of the stories were translated from Swahili to English. Wanza says the media is very critical in informing, entertaining and educating the public hence important to study how it operates. In her recommendations Wanza emphasizes the importance of carrying out research on print media especially newspapers to fill the gaps left after she researched on translation in broadcast media. That is what this research seeks to accomplish to fill that gap.

Mbugua (1997) writes about the main aim of Nation Media Group in its quest to use newspapers in passing information. In his explanation, Mbugua says that Nation aims at informing the public, giving true and clear information correctly and giving objective views with clarity, integrity and as accurately as possible.’

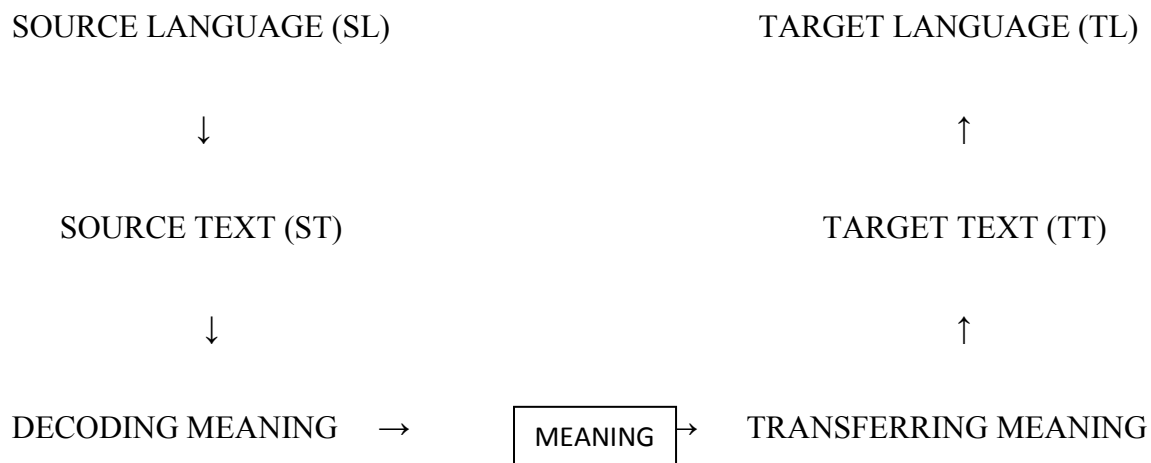
This shows how crucial it is for Nation Media Group to give accurate information in its newspaper publications. Mbugua explains that any distortion that arises during the news presentation affects the level of communication intended between the writer and reader. In

news translation accuracy in communication can be lost hence affecting meaning as a result of distorted information (Mbugua, 1997).

Moreover, Muchemi (1998) analyzes the importance of accuracy and clarity attributes in a news translation by comparing a translated story in TF with a respective story in DN. In her conclusion she notes that in a translated news article it is not only important to pass information, but attention should also be paid to how the information is passed. She notes that the basis of a good communication is how meaning in ST is presented in TT by considering the relationship between the lexical and grammatical components of the languages in use. "A translation often fails to convey the intended meaning if the message is not passed in a clear way and if the meaning and the sentence structure applied does not achieve what the ST intended" Muchemi (1998: 106) In their work, Zaja (1986) and Shitemi (1990), have done reviews that relate to this study despite the fact that they concentrated on literature discourse. Zaja says anything that contributes to effective communication should not be ignored when carrying out translation. This research takes meaning to be a very crucial factor in communication and therefore aids effective translation. The research seeks to outline how lack of accuracy and precision can lead to distorted meaning hence hindering effective communication.

Ryanga (1988) has looked at the contribution of translation in the development of literature. Ryanga points out that there are so many problems that arise with translated texts right from over translation to lack of equivalence among others. She reiterates the need for further research to find out why such mistakes arise and how they can be dealt with.

Larson (1984) says the responsibility of the translator starts by reading and understanding the source language. The meaning they derive from the ST determines the information they passes to the target language. Larson claims that meaning is the link between SL and TL.



(Source: Larson 1984: 4)

Figure 1: Source and Target Language

The spatially-bounded conceptualization of “foreign news” as “things that take place a distance far from home or elsewhere “becomes” ambiguous and questionable, since “foreign” and “domestic” are deeply interwoven, as are “global” and “local” Rantanen (1992:34).

MSc Dissertation Yueru Zhang in Rantanen (2009: 80). To make it clear, it is the cultural distance Rantanen, (2009: 80) rather than technological distance that makes a piece of foreign news “foreign”. Bringing this in mind, place should now be described as constructive and extendable. In the context of international news production, the localization of news is then a matter of how places are connected to other locations and related events Rantanen (2009: 85) so that the news suits audiences’ need and expectation. Cintas and Rameal coins the term ‘glocalisation’ to indicate that localisation (or domestication/regionalization) as a strategy for globalization.

Thus his conclusion that for news agency journalists, careful study of target audiences’ knowledge frame of foreign places is very necessary. If the news is not written in the target language, then it is very likely to be the job for translators to do the modification.

According to Kelly (1979) meaning alone is not the only crucial aspect of an effective translation matrix. The meaning has to be presented with accuracy and clarity to ensure it is understood as intended. Kelly emphasizes that the translator not only aims at passing the exact meaning in the TL. They ensure the meaning is passed in an accurate and clear way. Basically when translating from English to Swahili more words are used in TL to pass same meaning in SL. Prior research showed that DN puts aside more space for international news than TL. That means stories will be more compressed hence smaller in TL than their respective stories in the source language in DN.

It is from these literature reviews, that a good foundation for this study which specifically addresses the issue of communicative translation and news reporting with a case study of Daily Nation and Taifa Leo newspapers.

2.2 Theoretical Framework

2.2.1 Nida's Translation Theory of Dynamic Equivalence

Nida's dynamic-equivalence theory studies translation from a totally new perspective, deviating from the traditional source text-centered theories, shaking off the strait jacket of sticking to some specific linguistic problems and shifting the focus to the function of translation, to make certain that the receptor understands accurately the message carried by the source text. In this sense, it is a big step forward in translation studies.

Nida bases his dynamic equivalence theory on some linguistic achievements made by Jakobson and Chomsky who claims that a dynamic dimension can be added to language structure through the use of transformation. Nida thus categorizes the kernel sentences of a language into seven types, in other words, the surface structure of any language is but the logic organization of those kernel sentences, which justifies the possibility of dynamic

equivalence between different ways of expression within one language Nida (1997). He, therefore, concludes that all languages have the same capability of expressing by saying: "Anything that can be said in one language can certainly be said in another language...", with reasonable accuracy by establishing equivalent points of reference in the receptor's culture and matching his cognitive framework by restructuring the constitutive elements of the message, Nida (1984:13).

A dynamic equivalence, as defined by Nida, is to reproduce "in the receptor language the closest natural equivalence of the source-language message..."Nida and Taber (1969: 12).

The key words are "closest", "natural" and "equivalence". By "closest", he indicates that owing to the impossibility of absolute equivalence, the "closest" equivalence is the most ideal one. Nida (1964: 167) particularly stresses that "a natural rendering must fit the receptor language and culture as a whole; the context of the particular message; and the receptor-language audience". To put it plain, either the meaning or form should not sound "foreign". The essence of dynamic equivalence is the receptor's response, in Nida's own term, "the degree to which the receptors of the message in the receptor language respond to it in substantially the same manner as the receptors in the source language" Nida and Taber (1969: 68). The reaction or response is based on the comprehensive reception of the message, not only understanding the meaning or content, but also feeling in the way the original readers do. By laying stress on the receptor's response, he underlines the improvement to the source text by the receptor's subjectivity and aesthetic sense.

2.2.1.1 Formal Correspondence

Nida puts forward dynamic equivalence in opposition to formal correspondence. In speaking of naturalness, he is strongly against translationese formal fidelity, with resulting unfaithfulness to the content and impact of the message. Basically, a formal equivalence

translation, as Nida (1964, 165) states, is source-oriented, which is designated to reveal as much as possible the form and content of the original message, that is, to match as closely as possible the formal elements like grammatical units, consistency in word usage, meanings in terms of the source context, just to name some.

A formal equivalence translation, strictly speaking, is impossible, because of the differences between linguistic structures and socio-cultures. As Saussure points out that there is no essential link between the signified and the signifier, and such arbitrariness determines that languages, particularly those of different language families, differ greatly in form Zhang, (2010: 11). In many instances, certain formal elements of the source language, as mentioned by Nida, cannot be reproduced, like puns, chiasmic orders of words, instances of assonance, or acrostic features of line-initial sounds. Crystal, too, agrees that it is impossible to achieve equivalence on all formal levels, the absolute formal equivalence, and, on usual occasions, semantic equivalence should be given priority while other levels, especially phonetic, lexical, morphological, syntactical equivalence, etc., are given attention only to achieve special translation effects.

2.2.1.2 The Priority of Dynamic Equivalence over Formal Correspondence

In view of the difficulty in retaining formal correspondence, and of the fact that all communication is goal-oriented, no matter intralingual or interlingual communication, the move from the source's intention to the receptor's interpretation is quite natural and reasonable. So Nida's dynamic equivalence is a good way to foster the interlingual communication and it is justified to say that dynamic equivalence often has priority over formal correspondence. C.W.Orr likens translation to painting: "the painter does not reproduce every detail of the landscape," he selects what seems best to him, and for a

translator, "it is the spirit, not only the letter, that he asks to embody in his own version" Nida (1964: 162).

2.2.1.3 The Defects of Dynamic Equivalence

Nida's dynamic equivalence theory is of great practical value, as well verified by his Bible translation. However, it is not almighty and perfect. There are still some doubts which invite argument. What to be discussed are not the special occasions mentioned by Nida himself in *Toward a Science of Translating*, including linguistic restrictions, cultural restrictions and diglot publication, but in a general sense and application.

2.2.1.4 The abstract nature of dynamic equivalence as a translation criterion

The first doubt cast upon the theory is that it is too abstract to be used as a criterion to judge the quality of a translation. Nida maintains, "to measure dynamic equivalence, we can only rightly compare the equivalence of response, rather than the degree of agreement between the original source and the later receptors..."Nida and Taber (1969: 23). However, the measurement is intuitive, dependent upon subjective judgment, for how can we know exactly the responses of the source language receptors, particularly if the source text was written ages ago? Moreover, the receptors Nida has in mind are the specific readers of certain text and it is their responses that are required to judge the quality of a translation, but he does not request the average readers of the translation to check with the source text, since they do not know or just know a little source language, that is to say, those who judge virtually are not average readers but the critics of a translation or linguists.

2.2.1.5 Contradictions in regard to the cultural elements in translation

It is, then, argued that dynamic equivalence exhibits certain contradictions in regard to the cultural elements in translation. On the one hand, Nida favors a natural rendering which aims

to "fit the receptor language and culture as a whole", in other words, it means certain adjustments should be made, including replacing the images projected by the culture of the source text with those familiar to the receptors, like the dynamic equivalence

2.2.1.6 The degree of "naturalness" in translation

Moreover, in speaking of "naturalness", Nida insists that the best translation should not sound like a translation, but this study came up with findings that are to the contrary.

First, language and culture are inseparable. "Language is an integral part of culture," John Lyon says, "and that the lexical distinctions drawn by each language will tend to reflect the culturally-important features of objects, institutions and activities in the society in which the language operates" Lyon (1989: 27). Peter Newmark (1988: 94) echoes Lyon's opinion by stating: "culture is the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression". As translation aims to enable one to get exposed to foreign works, while you are translating a foreign language text, you are introducing its culture as well. The change of some images bearing cultural features will undoubtedly diminish the cultural load of its language and leave unfinished the task of cultural transmission. It is undesirable, therefore, to use typical target cultural elements to replace those of the source text, but acceptable to preserve certain "foreignness"

2.2.1.7 Modification of Dynamic Equivalence and Formal Correspondence

Aware of the defects in his dynamic equivalence theory, Nida continues to modify and perfect his theories, including those concerning formal correspondence. He acknowledges that any element in connection with receptor language text is meaningful, including the form: "For effective impact and appeal, form cannot be separated from content, since form itself carries so much meaning..." Nida (1989: 5). If form is sacrificed, meaning is damaged as well, so he

cautions the translator not to easily change the form and asks them to achieve as much formal correspondence as possible, which marks a shift from total neglect of form to attaching certain importance to formal elements.

Mention should also be made of his replacing “dynamic equivalence” by “functional equivalence” in *From One Language to Another*. No matter how varied the ways of expression of languages are, he holds, they have the same or similar functions, therefore, functional equivalence seems more accurate and precise.

2.2.2 Framing Theory

The concept of framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning.

The theory was first put forth by Goffman (1975), under the title of *Frame Analysis*. He put forth that people interpret what is going on around their world through their primary framework. This framework is regarded as primary as it is taken for granted by the user. Its usefulness as a framework does not depend on other frameworks.

Within the framework of framing theory, which posits that “an issue can be viewed from a variety of perspectives and be construed as having implications for multiple values or considerations. Framing refers to the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue” Chong and Druckman, (2007: 103).

Previous studies by Chong and Druckman have shown that translations often lead to reframing of news items. There are a number of factors that determine the level of reframing and the direction of the deviation whenever it occurs. Factors like, cultural differences between audiences of ST and those of TT, inadequacy of vocabulary in TT compared to ST, language mastery of either of the languages by the translator as well as social issues ranging from bias to psychological, political and emotional.

In essence, framing theory suggests that how something is presented to the audience (called “the frame”) influences the choices people make about how to process that information. Frames are abstractions that work to organize or structure message meaning. The most common use of frames is in terms of the frame the news or media place on the information they convey. They are thought to influence the perception of the news by the audience, in this way it could be construed as a form of second level agenda-setting, they not only tell the audience what to think about (agenda-setting theory), but also how to think about that issue (second level agenda setting, framing theory). This shows how a translated news item can be altered depending on how the translator processes information from the ST.

2.2.2.1 Framing techniques per Fairhurst and Sarr (1996):

- **Metaphor:** To frame a conceptual idea through comparison to something else.
- **Stories (myths, legends):** To frame a topic via narrative in a vivid and memorable way.
- **Tradition (rituals, ceremonies):** Cultural mores that imbue significance in the mundane, closely tied to artifacts.
- **Slogan, jargon, catch phrase:** To frame an object with a catchy phrase to make it more memorable and relate-able.

- **Artifact:** Objects with intrinsic symbolic value – a visual/cultural phenomenon that holds more meaning than the object itself.
- **Contrast:** To describe an object in terms of what it is not.
- **Spin:** to present a concept in such a ways as to convey a value judgment (positive or negative) that might not be immediately apparent; to create an inherent bias by definition.

Framing is in many ways tied very closely to Agenda Setting theory. Both focus on how media draws the public's eye to specific topics, in this way they set the agenda. But Framing takes this a step further in the way in which the news is presented creates a frame for that information. This is usually a conscious choice by journalists, in this case a frame refers to the way media as gatekeepers organize and present the ideas, events, and topics they cover.

2.2.3 Translation Theory:

Translation theory is associated with Nida (1964) & Newmark (1981). Translation theory is built on several pillars that offer a theoretic guideline in the field of translation (Omondi, 1997). The views provided in the theory work together for completeness in providing an excellent basis for translation critics to argue from. Many scholars who use translation theory only consider one approach in their work. However, this study will discuss the translation theory in a general perspective without enclosing itself to one approach under the theory.

Newmark defines the act of translating as transferring the meaning of a text, from one language to another, taking care mainly of the functional relevant meaning. For him, theory of translation is neither theory nor science, but a huge group of knowledge.

Newmark's main contribution to general theory of translation was the introduction of the Semantic Translation concepts and Communicative translation concepts.

Semantic translation attempts to render, as closely as the semantic and syntactic structures of the TT allow, the exact contextual meaning of the original. Semantic translation is accurate, but may not communicate properly. Semantic translation emphasizes the “loyalty” to the original text. It attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

Newmark also referred to the following methods of translation: Literal translation, Faithful translation, Free translation, Idiomatic translation, Adaptation.

Translation theory can be used in different texts, literature and otherwise, like news translated in newspapers and radio, scientific texts, religious works among others. This theory is aimed at providing guidance to the translator on what he or she should consider during a translation exercise especially when dealing with words, sentences, names, collective nouns, paragraphs among other elements in a text. Translation theory identifies and defines a translation problem (no problem - no translation theory), indicates all the factors that have to be taken into account in solving the problem, lists all the possible translation procedures and finally recommends the most suitable translation procedure to solve the problem. Translation Theory is of no use if it is not build with the intention of capturing short comings (problems) that come with practice of translating a text. It recognizes the fact that what could be a problem to one translator could not precisely be a problem to another. Translation Theory can be explained in general to capture various problems that arise during the process of translation (Newmark, 1991).

In a narrow sense, translation theory is concerned with the translation method appropriately used for a certain type of text, and it is therefore dependent on a functional theory of language. However, in a wider sense, translation theory is the body of knowledge that we have about translating, extending from general principles to guidelines, suggestions and hints.

Newmark talks about the equal frequency rule, that corresponding words, where they exist metaphors, collocations, groups, clauses, sentences, word order, proverbs should have approximately equal frequency, for the topic and register in question, in both the source and target languages to be understood.

2.4.1 Translation and Sentence Structures

Translation theory is concerned with minutiae (the meanings of semi-colons, italics, misprints) as well as generalities (presentation, the thread of thought underlying a piece), and both may be equally important in the context. Translation theory emphasizes on naturalness in the use of language putting into considerations the context and culture of the target language. At large it focuses on relationship between languages and therefore it can be reviewed as a branch of comparative literature Catford (1965). Catford points out the importance of ensuring synonyms get proper translation. He points out that getting accurate translation for source language with different words that have a similar meaning in the target language is a major problem.

In English–Swahili translation this aspect shows up more often than not especially because English is richer in vocabulary than Swahili. For instance, English words like reforms, revolution, change which have different meanings in English as a source language can be represented or captured by one word in Swahili ‘mabadiliko.’

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents the study design(content analysis), the locale of the study, case, case selection, inclusion Criteria, exclusion criteria, sampling technique, data collection techniques, data collection process, data analysis and ethical considerations.

3.1 Content Analysis

Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding Berelson, (1952; GAO, (1996); Krippendorff, (1980); and Weber, (1990).

Content analysis is a research tool used to determine the presence of certain words, ideas or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Texts can be defined broadly as essays, interviews, books, book chapters, , discussions, newspaper headlines and articles, conversations, advertising, theater, historical documents, speeches,,informal conversation, or really any occurrence of communicative language.

3.1.1 Uses of Content Analysis

Perhaps due to the fact that it can be applied to examine *any* piece of writing or occurrence of recorded communication, content analysis is currently used in a dizzying array of fields, ranging from psychology and cognitive science, marketing and media studies, to literature and rhetoric, ethnography and cultural studies, gender and age issues, sociology and political science, and many other fields of inquiry. Additionally, content analysis reflects a close

relationship with socio- and psycholinguistics, and is playing an integral role in the development of artificial intelligence. The following list Berelson (1952) offers more possibilities for the uses of content analysis: Reveal international differences in communication content, detect the existence of propaganda, Identify the intentions, focus or communication trends of an individual, group or institution, describe attitudinal and behavioral responses to communications, determine psychological or emotional state of persons or groups.

3.1.2 Analyzing the Data

Perhaps the most common notion in qualitative research is that a content analysis simply means doing a word-frequency count. The assumption made is that the words that are mentioned most often are the words that reflect the greatest concerns. While this may be true in some cases, there are several counterpoints to consider when using simple word frequency counts to make inferences about matters of importance.

3.1.3 Issues of Reliability & Validity

The issues of reliability and validity are concurrent with those addressed in other research methods. The reliability of a content analysis study refers to its *stability*, or the tendency for coders to consistently re-code the same data in the same way over a period of time; *reproducibility*, or the tendency for a group of coders to classify categories membership in the same way; and *accuracy*, or the extent to which the classification of a text corresponds to a standard or norm statistically. Gottschalk (1995) points out that the issue of reliability may be further complicated by the inescapably human nature of researchers. For this reason, he suggests that coding errors can only be minimized, and not eliminated (he shoots for 80% as an acceptable margin for reliability).

On the other hand, the validity of a content analysis study refers to the correspondence of the *categories* to the *conclusions*, and the *generalizability* of results to a theory. The validity of *categories* in implicit concept analysis, in particular, is achieved by utilizing multiple classifiers to arrive at an agreed upon definition of the category. For example, a content analysis study might measure the occurrence of the concept category "communist" in presidential inaugural speeches. Using multiple classifiers, the concept category can be broadened to include synonyms such as "red." "Communist" is held to be the explicit variable, while "red," etc. are the implicit variables.

The overarching problem of concept analysis research is the challenge-able nature of *conclusions* reached by its inferential procedures. The question lies in what level of implication is allowable, i.e. do the conclusions follow from the data or are they explainable due to some other phenomenon? For occurrence-specific studies, for example, can the second occurrence of a word carry equal weight as the ninety-ninth? Reasonable conclusions can be drawn from substantive amounts of quantitative data, but the question of proof may still remain unanswered. This problem is again best illustrated when one uses computer programs to conduct word counts. The problem of distinguishing between synonyms and homonyms can completely throw off one's results, invalidating any conclusions one infers from the results.

For example, the word "mine," variously denotes a personal pronoun, an explosive device, and a deep hole in the ground from which ore is extracted. One may obtain an accurate count of that word's occurrence and frequency, but not have an accurate accounting of the meaning inherent in each particular usage.

For example, one may find 50 occurrences of the word "mine." But, if one is only looking specifically for "mine" as an explosive device, and 17 of the occurrences are actually personal

pronouns, the resulting 50 is an inaccurate result. Any conclusions drawn as a result of that number would render that conclusion invalid.

The technique of content analysis extends far beyond simple word frequency counts. Many limitations of word counts have been discussed and methods of extending content analysis to enhance the utility of the analysis have been addressed. Two fatal flaws that destroy the utility of a content analysis are faulty definitions of categories and non-mutually exclusive and exhaustive categories. Stahl, N. A. (1987).

3.1.4 Qualitative Content Analysis

The main research method employed in the study was qualitative content analysis of primary data recorded over a period of two months. This analysis was carried out within a critical interpretive framework that provided a structured method of inquiry consisting of identification, observation, critical analysis and interpretation hence allowing a meaning-centered critical approach.

3.2 The locale of the study

This comparative content analysis study was carried out in the Nation Media Group library where sampled *Daily nation* and *Taifa Leo* newspapers are filed and kept. According to Singleton (1993), the ideal rating for any study should be easily accessible to the researcher and should be that which permits instant rapport with the source of information. This research has chosen to focus on the text from *Daily Nation* and *Taifa Leo* because of their availability as well as the fact that TF is the only Kiswahili newspaper Kenya, moreover it has stories that are translated from the english version in DN hence suitable for this study.

Discourse from other existing secondary data was also reviewed. This included books, masters exertations, theses, magazines, journals, seminar papers among other materials.

3.3 Sampling Frame

Brinker (1980) defines a sampling frame as a set of elements from which a researcher can select a sample of the target population. He defines sampling as a systematic selection of representative cases from the larger population. The objective of sampling is to get accurate empirical data at a fraction of the cost that it would take to examine all possible cases. A sample size is a selection of elements, members or units from a population. This sample is used to make a conclusion about the whole population. An ideal sample is one that provides a perfect representation of a population Blaikie (2009).

According to Mugenda and Mugenda (2003), 10% -30% of the accessible data or population is enough for a qualitative or descriptive studies. The sampling frame will therefore be highly representative of the whole. The text that will be used will be drawn from newspapers selected using stratified random sampling. The study will employ stratified sampling to select a sampling frame of 60 Nation newspapers and 60 corresponding Taifa Leo newspapers. Following the 30% requirement adopted from Mugenda and Mugenda: 2003; Out of the 60 corresponding English – Swahili newspapers, 30% of the total which will yield 18 corresponding English – Swahili newspapers will be sampled through simple random sampling for data to be used in the study.

3.4 Data collection process

Data collection will involve reviewing the DN and TL . The review ensured that the required data was captured and documented for analysis.

3.5 Data analysis

Data analysis refers to examining what has been reviewed and making deductions and inferences, Orodho (2012). It involves scrutinizing the acquired information and making inferences. Data analysis entails separation of data into constituent parts of the elements separately, or in relation to the whole.

In this study comparative and qualitative content analysis were employed where discourse from DN and corresponding TL translations was compared on the tenets of the equivalence, framing and translation theories.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4:1 Introduction

This chapter presents, analyzes and interprets the data gathered from the review of discourse in DN and TL in determining factors that affect equivalence in communicative translation of news reporting.

4:2 Discourse Reviewed

4:2:1 **Headline:**

A good Newspaper Headline should be catchy and punchy to arrest the attention of the reader to the read the story.

Mzee(1980) concludes that Headlines in Swahili news rarely exhibits that trait. The research compared headlines from different stories to find out if the meaning is the same and the level of equivalence achieved.

For example,

DN 1st June, 2015 (Pg 30) – Biden’s Son Dies of Cancer, Aged 46

TL 1st June, 2015 (Pg 22) - Mwanawe Biden afariki Hospitalini

The framing theory discussed in chapter two was first put forth by Goffman (1975), under the title of Frame Analysis. He put forth that people interpret what is going on around their world through their primary framework. In the above translation the translator probably was avoiding the use of a long sentence to bring out the idea in ST hence locked out the age factor. But apart from that the translator introduced a new idea(frame) of the place the said individual died.

Example 2:

DN 20th July, 2015(Pg 34) – Gambia to Execute Death Row Prisoners

TL 20th July, 2015 (Pg 21) – Rais Awaambia Wafungwa Wajitayarisha Kunyongwa

4:2:2 Direct and Reported Speech

DN 2nd June, 2015 (Pg 28) – The Government spokesman Philippe Nzobonari told AFP that

the Government welcomed the proposal to delay the polls.

TL 2nd June, 2015 (Pg 14) – Msemaji wa serikali Philippe Nzobonari alikuwa na haya ya

kusema, “ Serikali ya Burundi inakubali ombi la marais

kuahirisha uchaguzi.”

The translator’s assumption is that then proposal is from heads of states from other countries hence adds the word “marais” to mean heads of states. This is the translators own judgement and is missin in the ST.

4:2:3 Glocalisation and Time

It is the cultural distance Rantanen (2009: 80) rather than technological distance that makes a piece of foreign news “foreign”. Bringing this in mind, place should now be described as constructive and extendable. In the context of international news production, the localization of news is then a matter of how places are connected to other locations and related events Rantanen (2009: 85) so that the news suits audiences’ need and expectation. Cintas and Rameal coins the term ‘glocalisation’ to indicate that localisation (or domestication /regionalization) as a strategy for globalization. Time is crucial when deciding which story to publish, if too much time has lapsed after the breaking of a story or after something happens the story is considered stale unless it’s a developing story with new story angles.

For example,

DN 2nd June, 2015 (Pg 29) covers a story with headline – **“69 Killed in Nigeria Petrol Tanker Crash.”**

TL publishes the story the following day.

TL 3rd June, 2015 (Pg 14) – **“Lori la Mafuta Lalipuka na Kuua Watu 69 Nchini Nigeria”**

The tanker must have exploded on the 1st of June for DN to report about it on the 2nd. The story is misleading unless there are updates, it's no longer news on the 3rd of June two days after the accident for TL to still be reporting about the events of the accident day since the story is a translation of the previous days story.

Another example of the same is;

DN 14th July, 2015 (Pg 29) – **Buhari Sacks Top Military Chiefs, names New Team**

Then a day later TL publishes a translation of the same story.

TL 15th July, 2015 (Pg 13) – **Buhari awafuta wakuu wa Jeshi kwa kushindwa kazi**

4:2:4 Element of Prominence/Space

In DN usually there is more editorial space set aside for International stories. The space is categorised as, Africa News, World News, International Business News among other categories.

For example, on the **10th of June, 2015** there are 5 pages on International News on DN and a corresponding 1 page on TL on that day.

In an attempt to capture as many stories as possible in TL, the stories in DN are summarised and sometimes a lot of important message is left out in an attempt to have as many stories as possible in TL despite space limitations.

Nida's dynamic equivalence is a good way to foster this type of interlingual communication as discussed earlier in chapter two. Dynamic equivalence often has priority over formal

correspondence. C.W.Orr likens translation to painting: "the painter does not reproduce every detail of the landscape," he selects what seems best to him, and for a translator, "it is the spirit, not only the letter, that he asks to embody in his own version" Nida (1964: 162).

Here the translator only focusses on what they term important.

4:2:5 Abbreviations and Acronyms

The translation of a story headline is as follows;

DN 12th June, 2015 – Tenth Death in S. Korea MERS Crisis

TL 12th, June 2015 – Walioathiriwa na MERS waongezeka

MERS is an acronym that stands for Middle East Respiratory Syndrome. The entire translated story in TL uses the acronym MERS despite the fact that it's not an idea present in the setting of Swahili news readers.

That is a syndrome that only exists in Middle East and probably a translation in the story would have provided a better insight for the TT reader to conceptualize what the story is all about.

It was earlier discussed that content analysis reflects a close relationship with socio- and psycholinguistics, and is playing an integral role in the development of artificial intelligence. Berelson (1952) offers more possibilities for the uses of content analysis: Reveal international differences in communication content, detect the existence of propaganda, Identify the intentions, focus or communication trends of an individual, group or institution, describe attitudinal and behavioral responses to communications, determine psychological or emotional state of persons or groups.

4:2:6 Direct Translation/Word by Word translation

Translation theory emphasizes on naturalness in the use of language putting into considerations the context and culture of the target language. At large it focuses on relationship between languages and therefore it can be reviewed as a branch of comparative literature Catford (1965). Catford points out the importance of ensuring synonyms get proper translation. He points out that getting accurate translation for source language with different words that have a similar meaning in the target language is a major problem.

DN 18th June, 2015 – About 1,400 South African Soldiers in Darfur were **sorrounded** by heavily armed Sudanese troops.

TL 18th June, 2015 – Takriban wanajeshi 1,400 wa Afrika kusini **walizungukwa** na wanajeshi kutoka Sudan waliokuwa wamejihami vilivyo.

In this translation, the translator did a word by word translation. The word surrounded was translated to “walizungukwa” in the TT. Thyat makes it abit ambiguous because surround has two equivalents in Swahili: “*zingirwa*” and “*zungukwa*.” *In this case “Zingirwa”* would have been the best translation since it captures the intended idea unlike “*zungukwa*” which directly means people walking around you rather than being under siege as intended. “*Zingirwa*” captures the idea of hostility unlike “*zungukwa*” which could mean a friendly state where your friends are around you.

Example 2;

DN 6th July, 2015 (Pg 33) - ...Choi Doo-Yeong, was confirmed dead after the police were notified that a man had fallen from a four storeyed hotel in North Eastern City of Jian, the City Propaganda Department aid on its social Media account.

TL 6th July, 2015 (Pg 22) – Polisi walithibitisha kuwa Choi Doo-Yeong alikufa baada ya kuanguka kutoka hoteli ya orofa nne iliyoko jijini Jian Kaskazini ya Uchina, idara ya ropaganda ya jiji hilo ilisema katika anwani yake ya mtandao wa kijamii.

When writing about what was on the social media account, the translator is so keen on word to word translation of the ST. In Swahili it's not grammatically correct to write "idara ya Proaganda ya jiji hilo '*ilisema*' katika anwani yake ya mtandao wa kijamii." Here the translator should have given an explanation with an equivalent meaning to, "the City Propaganda Department said on its social Media account."

4:2:7 Framing

One of the framing techniques discussed earlier is the use of Slogans, jargon, catch phrase: To frame an object with a catchy phrase to make it more memorable and relate-able.

For Example,

DN 10th July, 2015 – Police Arrest Besigye, Mbabazi

TL 10th July, 2015 – Wapinzani wa Museveni Wakamatwa na Polisi Jijini

In the ST the writer only mentions the names of the people arrested. The translator goes a notch higher to interpret the information and present in TT what he understand from it and not what is exactly communicated in the ST headline.

This makes the story in TT catchier since the reader of TT will be interested to know the reasons why the opposition leaders are being arrested bearing in mind how democracy is portrayed in the African context.

4:2:8 Sentence Structure

Each language has the set down rules on how the sentences are structured. This encompass all lexical, grammatical, phonological, phonetics, syntax, semantics and pragmatics of the language in question.

In her work Muchemi (1998) recommends that short sentences should be employed in TT in order to avoid the possibility of the meaning in a sentence in ST losing its accuracy and clarity. The English language allows the use of long sentences which when translated in prose in Swahili affects equivalence.

In many instances, certain formal elements of the source language, as mentioned by Nida:1961, cannot be reproduced, like puns, chiasmic orders of words, instances of assonance, or acrostic features of line-initial sounds. Crystal, too, agrees that it is impossible to achieve equivalence on all formal levels, the absolute formal equivalence, and, on usual occasions, semantic equivalence should be given priority while other levels, especially phonetic, lexical, morphological, syntactical equivalence, are given attention only to achieve special translation effects.

For example,

DN 20th July, 2015(Pg 34) – Gambia to Execute Death Row Prisoners.

TL 20th July, 2015 (Pg 21) – Rais Awaambia Wafungwa Wajitayarisha Kunyongwa.

In the TT the aspect of the country is excluded in the translation of the headline. Here the translator gave priority to what was to the execution and not the country in question. Unless you read the story you can't make out from the headline in which country the execution will be happening.

4:2:9 Vocabulary/Equivalence

Dynamic equivalence exhibits certain contradictions in regard to the cultural elements in translation. On the one hand, Nida favors a natural rendering which aims to "fit the receptor language and culture as a whole", in other words, it means certain adjustments should be

made, including replacing the images projected by the culture of the source text with those familiar to the receptors, like the dynamic equivalence. Nida (1961)

For instance,

DN 29th July, 2015 (Pg 29) – Libyan Court Sentences Gaddafi's Son Seif and eight Aides to Death

TL 29th July, 2015 (Pg 14) – Korti ya Libya yahukumu mwanawe Gaddafi auawe

Its evident some adjustments have been made and some elements left out in TT. Nonetheless, the main aim of the story is maintained in the headline which is reporting the death sentence on Gaddafi's Son. The aides who have been left out in the TT don't reduce the impact of the story.

The key words in Nida's Equivalence theory are "closest", "natural" and "equivalence". By "closest", he indicates that owing to the impossibility of absolute equivalence, the "closest" equivalence is the most ideal one. Nida (1964: 167) particularly stresses that "a natural rendering must fit the receptor language and culture as a whole; the context of the particular message; and the receptor-language audience". To put it plain, either the meaning or form should not sound "foreign". The essence of dynamic equivalence is the receptor's response, in Nida's own term, "the degree to which the receptors of the message in the receptor language respond to it in substantially the same manner as the receptors in the source language"(Nida and Taber (1969: 68). The reaction or response is based on the comprehensive reception of the message, not only understanding the meaning or content, but also feeling in the way the original readers do. By laying stress on the receptor's response, he underlines the improvement to the source text by the receptor's subjectivity and aesthetic sense.

4:2:10 Language and Culture

Language and culture are inseparable. "Language is an integral part of culture," John Lyon says, "and that the lexical distinctions drawn by each language will tend to reflect the culturally-important features of objects, institutions and activities in the society in which the language operates" Lyon (1989: 27).

Peter Newmark (1988: 94) echoes Lyon's opinion by stating: "culture is the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression". As translation aims to enable one to get exposed to foreign works, while you are translating a foreign language text, you are introducing its culture as well. The change of some images bearing cultural features will undoubtedly diminish the cultural load of its language and leave unfinished the task of cultural transmission. It is undesirable, therefore, to use typical target cultural elements to replace those of the source text, but acceptable to preserve certain "foreignness"

4:2:11 Synonyms and Homonyms

The problem of distinguishing between synonyms and homonyms can completely throw off one's results, invalidating any conclusions one infers from the results.

For example, the word "mine," variously denotes a personal pronoun, an explosive device, and a deep hole in the ground from which ore is extracted. One may obtain an accurate count of that word's occurrence and frequency, but not have an accurate accounting of the meaning inherent in each particular usage.

For example, one may find 50 occurrences of the word "mine." But, if one is only looking specifically for "mine" as an explosive device, and 17 of the occurrences are actually personal pronouns, the resulting 50 is an inaccurate result. Any conclusions drawn as a result of that number would render that conclusion invalid.

The technique of content analysis extends far beyond simple word frequency counts. Many limitations of word counts have been discussed and methods of extending content analysis to enhance the utility of the analysis have been addressed. Two fatal flaws that destroy the utility of a content analysis are faulty definitions of categories and non-mutually exclusive and exhaustive categories. Stahl, N. A. (1987).

4.3 Sampled Stories Tabulation

DATE	DAILY NATION	TAIFA LEO	Page
1st June, 2015	Biden's Son Dies of Cancer, Aged 46	Mwanawe Biden afariki Hospitalini	DN - Pg 30 TL - Pg 22
20th July, 2015	Gambia to Execute Death Row Prisoners	Rais Awaambia Wafungwa Wajitayarische Kunyongwa	DN - Pg 30 TL - Pg 22
2nd June, 2015	The Government spokesman Philippe Nzobonari told AFP that the Government welcomed the proposal to delay the polls.	Msemaji wa serikali Philippe Nzobonari alikuwa na haya ya kusema, " Serikali ya Burundi inakubali ombi la marais kuahirisha uchaguzi."	DN – Pg 28 TL - 14
	"69 Killed in Nigeria Petrol Tanker Crash."	"Lori la Mafuta Lalipuka na Kuua Watu 69 Nchini Nigeria"	DN - Pg 29 TL - Pg 14
3rd June, 2015		"Lori la Mafuta Lalipuka na Kuua Watu 69 Nchini Nigeria"	TL – Pg 14
14th July, 2015	Buhari Sacks Top Military Chiefs, names New Team		DN – Pg 29

15th July, 2015		Buhari awafuta wakuu wa Jeshi kwa kushindwa kazi	TL - Pg 13
10th of June, 2015	Five pages International news	One page on International news	DN – Pg 28 TL – Pg 13
12th June, 2015	Tenth Death In S. Korea MERS Crisis	Walioathiriwa na MERS waongezeka	
18th June, 2015	About 1,400 South African Soldiers in Darfur were surrounded by heavily armed Sudanese troops	Takriban wanajeshi 1,400 wa Afrika kusini walizungukwa na wanajeshi kutoka Sudan waliokuwa wamejihami vilivyo.	DN – Pg 32 TL – Pg 18
6th July, 2015	Choi Doo-Yeong, was confirmed dead after the police were notified that a man had fallen from a four storeyed hotel in North Eastern City of Jian, the City Propaganda Department aid on its social Media account.	Polisi walithibitisha kuwa Choi Doo-Yeong alikufa baada ya kuanguka kutoka hoteli ya orofa nne iliyoko jijini Jian Kaskazini ya Uchina, idara ya ropaganda ya jiji hilo ilisema katika anwani yake ya mtandao wa kijamii.	DN – Pg 33 TL – Pg 22
10th July, 2015	Police Arrest Besigye, Mbabazi	Wapinzani wa Museveni Wakamatwa na Polisi Jijini	DN – 34 TL – Pg 21
20th July, 2015	Gambia to Execute Death Row Prisoners	Rais Awaambia Wafungwa Wajitayarisha Kunyongwa	DN – 30 TL – Pg 21
29th July, 2015	Libyan Court Sentences Gaddafi's Son Seif and eight Aides to Death	Korti ya Libya yahukumu mwanawe Gaddafi auawe	DN – Pg 29 TL – Pg 14

Table 1: Sampled stories of tabulation

4.4 Dissemination of the results

The data collected and analysed has been presented in prose text.

4.5 Ethical Considerations

Permission was sought from the School of Journalism deapartment for the study to be conducted. Attached is a letter of proof signed by the Supervisor, SOJ Co rdinator na Director.

See Appendix I, II and III.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

The chapter presents the summary of findings; the conclusion made and the recommendations offered.

5.1 Summary

This study was carried out in the Nation Media Group Print Library where DN and TL newspapers are filed and stored. Corresponding translated international stories in DN and TL were reviewed over a period of two months, June and July, 2015. Comparative and Qualitative Content analysis method was used in the study.

The review was done in relation to the problem of the study to determine the factors that affect equivalence in communicative translation during news reporting. Through the problem stated, the research came up with the following research question: What gaps are existing research gaps in the area of English-Kiswahili news translations? What is the role of equivalence in maintaining intended communication in translation of news stories? Why and how does reframing occur in translation of newspapers news stories?

After a comparative and qualitative content analysis of the reviewed discourse the objectives of the study were achieved. The research identified the existing research in newspaper news translation and the gaps in the main body of knowledge relevant to the research topic, found out the attributes of equivalence in translation of news stories from DN to TF and determined why and how reframing occurs in translation of news stories from DN to TF newspaper publications. The analysis was carried out on the tenets of the Equivalence theory, Translation Theory and Framing Theory.

5. 2 Conclusion

Elements of grammar, culture and equivalence alone are not enough to ensure a reliable translation, the time a story is passed to the audience of TT should also be considered. The research found out that some stories original published in DN are duplicated in Swahili a day or two days later as fresh news items for TL readers.

Direct translations affected equivalence in the translations. Most of the times the sentence structure of such texts did not adhere to the correct structures in the TT which in turn altered the intended meaning in ST hence communication was not achieved as intended.

More often than not reframing occurred during translation where the translator due to psychological, culture or emotional reasons brings out a different message all together in what appears to be a reactionary approach to the way the message in the source text has affected/impacted on him/her.

Despite the fast growth of the Kiswahili language as far as vocabulary is concerned, it was evident that some words and concepts lacked equivalents in Kiswahili as a result of English being richer in vocabulary than Kiswahili.

The objectives stated earlier in the research were all met and it was evident the equivalence is mandatory if the intended meaning in ST will be achieved in TT with same intended meaning communicated to the ST readers being the same as the one communicated to the readers of TT.

Inefficiencies arising from challenges of TT language mastery also play a big deal in hindering equivalence during translation and often lead to reframing of a news item in the TT which obviously conveys a slightly different meaning in the TT or sometimes even a completely different meaning from the one intended in ST. The lack of mastery could be

because the vocabulary used is not common in the TT or because of the negative attitude most writers and readers have towards the TT in this case Kiswahili. Not all the translators are experts of Kiswahili at Nation Media Group.

For all the defects and doubts, Nida's dynamic equivalence contributes a remarkable insight into translating and helps to create an atmosphere of treating different languages and cultures from an entirely new perspective in order to promote interlingual communication and understanding between peoples. Through seeking dynamic equivalence, the communication between languages and cultures, and the formidable task of translation become at all possible.

5.3 Recommendations

This study recommends less reliance on memorization and more emphasis on deep understanding and independent vocabulary development for news items translators. This will help the translator to translate discourse based on what they understand rather than word by word translation which often brings out a different meaning.

There is need for translation research in fields of science and law among other fields that are under-researched. This are areas where kiswahili vocabulary has been growing drastically of late. A study on such areas should provide guidelines that will be helpful to the translators of such discourse which unlike previous translations is faced with drastic growth and change of vocabulary.

Translations of stories published on DN should not feature on TL the following day in the same way as this feeds the swahili readers with stale news. It also potrays,TL, Swahili readers as inferior to, DN, english readers.

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APPENDICES

APPENDIX I: LETTER OF INTRODUCTION



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-334244, 332986, 226451 Ext. 28080, 28061
Director's Office: 254-02-229168 (Direct Line)
Telex: 22095 Fax: 254-02-229168
Email: director-soj@uonbi.ac.ke

P.O. Box 30197
Nairobi.
Kenya

OUR REF:
YOUR REF:

DATE: August 5, 2015

TO WHOM IT MAY CONCERN

RE: MULE, Daniel Lemba- K50/70066/2013

This is to confirm that the above named is a bona fide student of the University of Nairobi's School of Journalism and Mass Communication registered for Master of Arts degree in Communication Studies.

Mr. Daniel has completed his course work and is currently going to collect data for his research project leading to a Master of Arts Degree in Communication Studies.

Any assistance accorded to him will be highly appreciated.

A handwritten signature in blue ink, appearing to read 'Ndung'u wa Munywe'.

Ndung'u wa Munywe
Assistant Registrar
School of Journalism & Mass Communication



NwM/dm

APPENDIX II: CERTIFICATE OF FIELD WORK



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: 254-02-2314201 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 9th APRIL 2015 in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/70066/2013

Name: DANIEL LEMBA MULE

Title: COMMUNICATIVE TRANSLATION IN NEWS

REPORTING: A CASE STUDY OF DAILY NATION AND
TAIFA LEO DAILIES.

Dr STEERON MUGAMBI
SUPERVISOR

[Signature]
SIGNATURE

07.08.15
DATE

Dr Samuel Siringi
PROGRAMME COORDINATOR

[Signature]
SIGNATURE

28.08.2015
DATE

Dr Samuel Siringi
DIRECTOR

[Signature]
SIGNATURE/STAMP
UNIVERSITY OF NAIROBI
DIRECTOR
SCHOOL OF JOURNALISM & MASS COMMUNICATION
7.8 AUG 2015

APPENDIX III: CERTIFICATE OF CORRECTIONS



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: 254-02-2314201 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 22/09/15 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can now be prepared for binding.

Reg. No: K50/70066/2013

Name: DANIEL LEMBA MULE

Title: COMMUNICATIVE TRANSLATION IN NEWS REPORTING:
A CASE STUDY OF TAIFA LEO AND DAILY NATION

DR HMOGAMBI
SUPERVISOR

SIGNATURE

DATE

02/11/15

Dr Samuel Sirigi
M.A. COORDINATOR

SIGNATURE

DATE

09/11/15

Samuel Sirigi
DIRECTOR

SIGNATURE/STAMP

DATE

09/11/15



for