

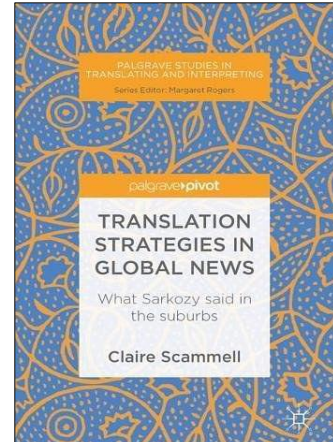
Claire Scammell, **Translation Strategies in Global News: What Sarkozy Said in the Suburbs**, Guildford, UK: Palgrave Macmillan, 2018, 98 pp., \$40.30 (hardcover).

Reviewed by

Renzhong Peng¹

Huazhong University of Science and Technology, China

Whether a text should be acculturated into the target system or should retain traces of its foreign origin has been a long-standing debate in translation studies (Bassnett, 2005, p. 120). In **Translation Strategies in Global News: What Sarkozy Said in the Suburbs**, author Claire Scammell challenges the traditional and dominant way of news translation and puts forward a more moderate alternative that can better convey the cultural connotation in different languages—the foreignized approach. The book remarkably contributes to exploring a distinctive approach to current news translation practices from the perspective of reader response and examining the availability of foreignization to a degree as a tool to promote effective intercultural communication. This volume can function as a guidebook for global journalists and news translators, as well as scholars in the fields of journalism, translation studies, and intercultural communication.



The volume comprises eight chapters. The introductory chapter gives an overview of the purpose of analyzing the translation strategies employed by journalists and offers some critical analysis on the current norm for domesticating news translation practices. This chapter underlies the succeeding seven ones by offering a well-grounded understanding of the features and application of the foreignized approach in this volume.

For the purpose of explaining the importance and urgency of translating quotations and culture-specific concepts precisely, in chapter 2 author Claire Scammell places emphasis on the role and responsibility of global news agencies as producers of foreign news and journalists as intercultural communicators. The author also highlights the importance of the choice of words in translation, which may affect the objectivity and accuracy of news and the way people understand foreign news headlines as well. In addition, with a detailed analysis of major English reports of the sensational French news story, “What Sarkozy Said in the Suburbs,” the author shows her concern about their obligations as journalists in circulating global news.

From a theoretical perspective, an extensive review of the debate is conducted in chapter 3 on domestication and foreignization, termed by Venuti (1995) in *The Translator’s Invisibility*, which helps readers to revive the advantage of foreignization in reporting global news for exposing the foreignness of the source text. As a proponent of the foreignization, we firmly agree with Venuti’s foreignizing translation strategy used as a form of “resistance” against the “ethnocentrism and racism” (p. 25) caused by

¹ This work was supported by Hubei Provincial Teaching and Research Program (Grant No. 2018063).

domestication, when considering the cosmopolitan potential and intercultural communication function of news translation. This chapter additionally reveals the negative effect of domestication norm in dealing with culture-related expressions, and reaffirms the advantage of the foreignized approach for creating an openness to linguistic and cultural diversity.

By discussing the two levels of mediation occurring in translating global news, chapter 4 emphasizes the necessity of offering this fundamental theoretical knowledge to journalists or translators in preparing for the in-depth exploration of the news story. To help readers better understand how translation strategies influence people's perception of foreign realities, the secondary level of mediation is worth mentioning when news crosses linguistic and cultural borders—a process in which journalists choose the way of rendering culture-specific words and thus decide whether foreign events can be accurately understood. Through investigating the translation of news with cultural characteristics, this chapter underlines the significance of retaining the culture-related expression, which not only visualizes the mediation process in translation of culture-related expressions but also preserves the naturality and fluency of the original news.

Serving as a crucial turning point, chapter 5 proposes a practical framework for researchers to reflect on the degree of domestication and foreignization that used to be elusive in evaluating. The author reveals that Pedersen's taxonomy (Bassnett, 2005) in subtitles research is inspirational for the translation of culture-specific expression in journalism. The well-grounded application of "Pedersen's Venuti scale" (p. 56) is enlightening in the study of news translation, casting new light on the assessment of present-day news translation approaches and their effects.

With the help of the guide of Pedersen's Venuti scale, chapter 6 achieves a breakthrough in changing the conventions of news translation in Reuters. Scammell's meticulous investigation on specific guidance concerning foreign-language quotation and culture-specific concepts as two key sites of translation in the news is conducted to reveal the preference for domesticating strategies used by Reuters' journalists and uncover the strong connection between journalists' choice of translating news and instructions in the *Reuters Handbook of Journalism*. Here, the author fully discerns the weakness brought about by domesticating quotations, endeavors to ameliorate the rules of news translation in Reuters, and advocates for the importance of foreignized strategy by suggesting five updates to the Reuters' handbook.

As the critical and practical aspect of this book, chapter 7 proves how the foreignized approach helps translated reports to facilitate intercultural communication as well as ensure the accuracy and objectivity that are vital to journalism. The author elucidates the benefits of the foreignized approach by comparison and contrast, adding a wealth of examples in each update. Interestingly, the philosophy behind the foreignized approach is significant, which resonates with the Chinese Doctrine of the Mean. Great and meaningful efforts on application of updated instructions with the aid of foreignized strategy are emphasized by Scammell.

The concluding chapter again gives prominence to the importance of the application of the foreignized approach, which: (1) offers a holistic framework for assessing the cases of foreignization; and (2) proposes five feasible updates for journalists to take for reference in fulfilling their responsibility as the

media of intercultural communication. Furthermore, the author provides practitioners and researchers with new insights into choosing a possible path for further exploring reader response from the translation of global news.

Overall, the volume has several exceptional merits. First, it offers readers an effective framework for assessing the degree of domestication and foreignization in news translations. Second, it gives some constructive suggestions for the worldwide news agency, with meaningful guidance for enhancing its role as a cultural mediator. Thirdly, it highlights the great benefits and potential for introducing a degree of foreignization as a means of facilitating cross-cultural engagement and understanding, helping to precisely convey the culture-specific information in foreign news events to home audiences. In addition, this volume takes an innovative study on expanding the scope of the foreignized approach, which suggests there exists the great feasibility of utilizing a foreignizing strategy in news translation and provides a practical paradigm for the future use of and research on the foreignized approach.

To sum up, this volume is worth recommending to scholars in translation and practitioners in journalism, for it markedly devotes itself to the application of the foreignized approach in news translation practices. Through measuring the degree of foreignization and applying the foreignized approach, it provides journalists and translators with the theoretical and practical translation strategies that may guarantee their translation performance less ambiguous and help to achieve effective communication among people from different cultural contexts. The interdisciplinary nature of this volume will be of much interest to a wide range of readers, in particular researchers in the fields of translation, media, and journalism studies.

References

Bassnett, S. (2005). Bringing the news back home: Strategies of acculturation and foreignisation. *Language and Intercultural Communication*, 5(2), 120–130.

Venuti, L. (1995). *The translator's invisibility: A history of translation*. London, UK: Routledge.