Linguistic Challenges Faced by EFL Translators/Interpreters in Kurdish journalism

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Abstract

As translation in the field expanded globally, the Kurdish media witnessed a rapid development of media discourse. However, journalistic translators and interpreters face numerous obstacles throughout their careers. This study examines the linguistic challenges faced by journalistic translators and interpreters in both English and Kurdish, with a focus on the challenges and solutions in rendering linguistic features. This study examines the most obvious conceptual issues in linguistics, the role of translators and interpreters, as well as the methods employed, and how the characteristics of media translation are reflected in the translation. To analyze the issue, two primary methods were employed. Analyze parallel texts in English and Kurdish to determine how linguistic features translate between the two languages. Second, conduct interviews with the most seasoned translators and interpreters regarding media discourse translation. The study found that the linguistic features of the two languages may differ and that the media agency has a significant impact on this. Nevertheless, the paper recommends additional research on linguistic conceptualization and the role of media agencies as leading translators and interpreters.

Keywords: Language conceptualizations, Linguistic features, Pragmatic and semantic, Translation and Interpretation.

Introduction

Media outlets such as newspapers, magazines, television, social media, and others now exist independently of journalism worldwide. However, translation affects how meaning is conveyed from the source language to the target language. In Kurdish society, journalism has lived since 1898, when the first Kurdish newspaper, Kurdistan, first appeared. Up until the mid-1980s, the majority of published materials were in Sorani Kurdish. After 2003, when Kurdish society became more visible to the outside world and exchange between many cultures began, it was possible to observe the fast development.

Today, we anticipate that many Kurdish newspapers and television programs will rely on news translation to inform their viewers about global events because people in this country need to be aware of them. However, in this situation, the translator's role is crucial. They must have extensive knowledge of the source and target languages and be familiar with new translation techniques.

This study focuses on the linguistic and conceptual issues in translating media discourse in general with some Kurdish and English references. It highlights the challenges and ambiguities the translators and interpreters might face while rendering meaning from the source language into the target language. The issues would affect the understanding of the meaning in different ways; the role of the translator as the bridge between source and target text; however, the translator must be faithful to the source language.

This study employs a conceptualized view of achieving the required translation and how linguistic conceptualization would affect the translation process. Moreover, translating media discourse and journalism is essential nowadays; the importance of those linguistic features would be highlighted to indicate how these would work, especially between Kurdish and English. Thus, the study attempts to analyze news articles and actual speech in the two languages, from English to Kurdish and vice versa. However, the study addresses the conceptual concerns surrounding translation and how they could affect translation quality.

Moreover, the study aims to show how the experience of translators, interpreters, and media agencies affects the translation process and indicate the difficulties and challenges in finding appropriate solutions, which is the core of the study.

Research Questions

There are some research questions that the study attempts to answer:

RQ1: In journalistic media types of texts, why is the understanding of certain conceptual intentions of the speaker and writer important, and how will it be produced for the reader or audience?

RQ2: What important role does a journalistic translator play in transferring the meaning of such linguistic features and intentions?

RQ3: What approach or method serves best in translating media discourse: semantic or pragmatic?

Translation and Journalism

Translation and journalism have interlinked together in a way that the existence of journalism and newspaper linked with translation because, at that time, many newspapers depended on translated information. The book Diana Roig-Sanz (2022) about journalism and translation has a separate section to indicate translation's history and role in news production. However, it suggests that communication and journalism scholars do not consider the critical role of translation in journalism. At the same time, many

journalists depend on other languages to acquire knowledge and information Valdeón (2015), indicating that in the 20th century, many studies were done in the field of journalistic translation, especially in the last twenty years ago.

Even journalistic translation is not a new field of translation, scholars and journalists believe that it dates back to the 15th century Espejo (2011) and Rantanenb (2007) cited in Valdeón (2020) indicated in their studies about journalism and translation; consider that the growth of cities and civilization in the early of 17th century make the beginning of the newspaper. However, it the early newspaper, some scholars believe that the appearance of the press release is older and dates back to the 15th century Høyer (2003) cited in Valdeón (2020), considers 1472 as the early beginning of newspapers in Germany, which was handwriting newsletter people in business and people from high class depended on to get information. The newspaper was in rapid development, and the first newspaper in Italy was named avvisi a Stampa; after that country, Spain and French released their newspaper.

Corantos is the first English newspaper for foreign news, which were the collection of translated information from other languages, and the first published newspaper was in the 1580s; unfortunately, not every version of the newspaper is kept here, and the oldest version of Corantos newspaper which is available now is from 1621 published in London, Rantanen (2007) cited in Valdeón (2020) indicates that in his book.

Journalism from then developed rapidly, and many newspapers from all over the world were created, until in the last quarter of the 17th century, translation between languages became a crucial part of journalism between European languages, especially in Jewish tradition (Maier & Waugh, 2010) cited Rasul (2019a) in indicating the importance of translation in the late 17th century, at that time translation used to get information either from the middle east into European languages even sometimes the information was fake, Maier & Waugh (2010) show that in the other hand at that time translation is used to translate topics from Germany into Russia.

Kurdish Journalism

Kurdish journalism dates back to 1898 when the Bedirkhan family published the first Kurdish newspaper, Kurdistan, in both Kurmanji and Turkish. However, the Turkish government refused to grant permission to issue such a newspaper at the time. So, it was published in Cairo before moving on to Geneva, then to London and Folkestone Rasul (2019a)

Since then, translation and the media have developed to the point where they are now inextricably linked. The translation is used by media outlets worldwide to produce news and reports. Translators and interpreters have become a crucial part of media companies' workforce, with some becoming excellent journalists.

Literature Reviews

Although there are few, if any, studies that specifically address the linguistic characteristics of journalism, here five prior studies have been highlighted, including (Common Challenges of Media Translation in the English Language by Mrs. Athraa Abdul Ameer Kitab (Jassim Tarish Al-Eqabi Mrs. Athraa Abdul Ameer Kitab, n.d.), Factors Influencing the Process of Translating by Dongfeng Wong et Dan Shen (Wong & Shen, 2002), The Journalistic Discourse Translating Strategies From English into Arabic by Chaal (2019), the language of journalism: particularities and interpretation of its coexistence with other languages by Simona Fer (Fer, 2018) and, the last one is Identity, language, and new media: the Kurdish case by Jaffer Sheyholislami (Tekdemir, 2019) Each of them presents a few ideas and problems related to media translation.

Methodology

In this section, we use two distinct ways to complete the requirements, answer research questions, and analyze data from the following chapter. The first technique is Michael Halliday's Language, Context, and Text: Aspects of Language in a Social-Semiotic Perspective, which emphasizes the role of language, divided into three fields (field, mode, and tenor) of the text M.A.K. Halliday and Ruqaiya Hasan (1989).

The second book about metaphor would be undertaken in the research Metaphors We Live By, which was authored by both American linguists George Lakoff and Mark Johnson and focused on conceptual metaphor, and indicate that whatever happens in the world around us is part of metaphor George Lakoff; Mark Johnson (1982).

Instrument

In this study, two main tools will be used to analyze the situations and the linguistic features. The first tool would be to explore the linguistic features of journalism, particularly news articles, with both source and target text shown as parallel texts, to determine how these features work in both languages and their similarities and distinctions.

To learn more about media translation, the process of translating challenges that translators and interpreters experience, and other elements that may affect their translation, the second tool are to consult those who work in the field of journalism and those who translate and interpret. In this case, interviewing the most qualified translators would highlight and analyze their experience to uncover the solutions.

This study uses two distinct approaches in this chapter to complete the requirements, respond to the research questions, and analyze the data from the following chapter. The first approach is presented in Michael Halliday's book Language, Context, and Text: Aspects of Language in a Social-Semiotic Perspective (1985), which emphasizes the purpose of language.

The second book on metaphor would be undertaken in the research Metaphors We Live By (1982), authored by American linguists George Lakoff and Mark Johnson and focusing on conceptual metaphor.

Data Collection and Data Analysis

This study uses two alternative tools to collect data. Kurdistan's most well-known news websites are Kurdsat News, Kurdsat English, Rudaw Kurdish, and Rudaw English. One of them is a parallel text in both Kurdish and English, and ten parallel texts from those websites have been collected in various fields to see how linguistic features in writing news have been used in both languages.

On the other hand, another tool is to interview journalistic translators and interpreters from various news organizations (such as Rudaw Media Agency, Kurdsat TV, Kurdsat News, and Kurdsat social media) in both written and spoken translation formats. Throughout this process, the study shows more about the translator's and interpreters' experience and areas of expertise while also asking them to translate texts according to their knowledge and discussing their challenges and solutions. The translators' intentions (feelings and beliefs) have also been considered. The study has inquired whether they incorporate their intentions into their translation. Another significant factor has been brought up, and that is the policy of media agencies to determine whether or not it influences the quality of translation.

ABCs of Journalism

Some features of writing journalism are called (ABCs of journalism), an abbreviation of (accuracy, brevity, and clarity); every kind of news writing should include these features (Home | NMU Writing Center, n.d.).

"Journalism or news writing is a prose style used for reporting in newspapers, radio, and television. When writing journalistically, one has to consider not only one's audience but also the tone in which the piece is delivered, as well as the ABCs of news writing: Accuracy, Brevity, and Clarity" (Home | NMU Writing Center, n.d.).

Accuracy

As long as the writer is responsible for the information they provide, all forms of journalistic writing should be accurate. This includes providing names, ages, titles, ranks, addresses, and other information about people, places, and things.

However, readers and listeners expect authors to convey the truth in their work Thompson (2010) said that accuracy can occasionally provide a problem for writers because the audience expects the truth. "Accuracy is also 'definitely an issue for any aspiring broadcast journalist. It is the number one issue. Readers of newspapers, radio listeners, and television viewers all expect the news to be trustworthy" Thompson (2010).

We are focused on the text's correctness in the example (table 1), and we can see how accuracy factors were applied to both versions as highlighted in the texts.

The source text (SL) is Kurdish, while the target text (TL) is English; the accurate information can be seen in both versions, the title of (قوباد تاڵەبانی: ژمارەیەک کارمەندی دادگای سلێمانی رووبەڕووی سزای یاسایی دەکرێنەوە), is translated accurately into English (Sulaimani court officers who assaulted several women will face justice: Qubad Talabani). The name, place, rank, and situation have been mentioned in both (SL) and (TL), while in the (قوباد تاڵەبانی، جێگری سەرۆک وەزیرانی هەرێمی کوردستان سلێمانی، هێزشکردنه سەر هاوڵاتیان له دادگای سلێمانی) English version (Qubad Talabani, Kurdistan region deputy prime minister, Sulaiman, behaving unprofessionally towards people in court) even though the actual number of the assaulting people have not been mentioned, however the time of the situation have not been indicated. See table 1.

ژمارەیەک کارمەندی دادگای سلێمانی رووبەرو :i court officers who assaulted several wo	
یاساییە ce: Qubad Talabani	
News /, n.d.) *English*, n.d.)	
جێگری سەرۆک وەزیرانی هەرێمی کوردستان ،e officers in the judicial court of Sulaimar	
دادگای سلێمانی چەند کارمەندێک لە هێزەکانی پۆلیس ه ersonal space and assaulted them.	
مرۆڤانەیان لەگەڵ ژمارەیەک لە هاوڵاتیان کردوه و ر n region deputy prime minister Qubad Tala	
سزای یاساییە. several police officers in the Sulaimani'	
o behaved unprofessionally and inhuma	
اویکدا قوباد تاڵەبانی دەڵێت، "لە دوای ئاگاداربوون لە tizens will face legal punishment.	
ماری ڤیدیۆیی رووداوەکە, هێزە ئەمنییەکان دەستبە urning of the incident and seeing the video i	
پێچیکارانی دەستگیر کرد و رووبەروی سزای یاسایی ity forces immediately arrested all the vio	
"بەندە داوای لێبوردن لەو هاوڵاتیانە دەکەم کە ئ legal punishment," Talabani said on his	
ەرامبەر کراوە و دڵنیاشیان دەکەمەوە لە سزادانی سەرپ	
داواشیان لێ دەکەم خۆیان سکاڵا لەسەر ئەو پۆلیسانە ize to the citizens treated this way, and as	
ئاگەیەندراوەکەی قوباد تاڵەبانیدا هاتووە، "ئەرکی پۆل violators will be punished and ask them	
ئاشیارکردنەوەی کارمەندەکانیانە لەسەر پیشەیی بوون و t against the police misconduct," he said.	
کەرامەت. " ty of the police and security forces is	
s among their employees on professiona	
r the dignity of citizens," Talabani said.	

Table 1. Accuracy

Brevity

Brevity is another characteristic of the language used in journalism. According to Kessler (2008), brevity, crispness, and clarity are features of journalistic writing; the writer must be able to convey a news item or report's worth of information in fewer words.

"The characteristics of journalistic writing—brevity, crispness, and clarity—imply that parentheses are not welcome, but they can be effective. Two of the most common uses are to signify the addition of needed information and to mark an aside to the main thought…As a general rule, avoid inserting lengthy or complicated material in parentheses" (Kessler, 2008).

As can be seen in (table 2) a text from Kurdish (SL) has been translated into English (TL); both texts are brief in a way that they can propose some critical information about the situation, for example (۱۲ پشکنەری کار لە وەزارەتی کار و کاروباری کۆمەڵایەتی سوێندی یاساییان خوارد) is the title of the text. It has been briefly translated into English (the Ministry of labor employees 12 field investigators to probe the private sector). However, texts contain facts as (۱۲ پشکنەری کار، بەدواداچوون و جێبەجێکردنی یاساکانی هەرێم، سەردانی کۆمپانیاکان و پرۆژەکانی کەرتی تایبەت دەکەن، کوێستان محەمەد وەزیری کارو کاروباری کۆمەڵایەتی، ژمارەی کۆمپانیا و کرێکاری دەستبەرکراو زیادیانکردووه و ۱۶ هەزار کۆمپانیا و ۱۳۳ هەزار کرێکار دەستبەرکراون)

While the English version contains all the information and facts (12 field inspectors, to visit private sector companies and projects to monitor and implement the laws of the Kurdistan region, Kwestan Mohammed, Minister of Labor and Social Affairs to legally and according to the applicable laws, added that the number of companies and workers has increased to 16,000 companies and 133,000 workers.).

Another point that must be mentioned is that the (ST) Kurdish text is shorter than the (TT) English text because the English version contains more information overthought. It is not wrong to give your readers (additional) information which is commonly used in translating journalistic texts; as it can be seen in (table 2) the last two paragraphs of the English version are additional, which is not mentioned in the Kurdish version of the text even it is the (SL). Still, it affects the brevity of the text.

of labor employees 12 field investigators to prol	
کار لە وەزارەتی کار و کاروباری کۆمەڵایەتی سوێندی یاساییاز	

ردەی وەزارەتی کار و کاروباری کۆمەڵایەتی ھەرێم ۱۲ پشکنـ

istry of Labor and Social Affairs has directed

و جێبەجێکردنی یاساکانی ھەرێم، سەردانی کۆمپانیا و پرۆژەـ تا

s to visit private sector companies and projects t

ement the laws of the Kurdistan region.

ڕۆژ ۱۲ پشکنەری کار لە بەردەم کوێستان محەمەد، وەزیری

بۆ

مەلایەتی سوێندی یاساییانخوارد، تاوەکو بەشێوەیەکی یاسایی و

abor inspectors were sworn in before Kwestan M

اتی ھەرێم وەک پشکنەری ڕەسمی سەردان و بەدواداچوون بۆ

of Labor and Social Affairs, legally and accord

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e laws of the region, as official inspectors to

on private sector projects after years of oversigh

کار و کاروباری کۆمەڵایەتی ھەرێمی کوردستان ڕایگەیاند

he Minister of Labor and Social Affairs of the

ت و مافی کرێکار و ڕەخساندنی ھەلی کار بۆ گەنجان دەدەن

f Iraq (KRG) said that they pay attention to th

ھەنگاویان بۆ ئەو ھ

bor rights, and creating job opportunities for you

taken several steps in that direction.

ـەی کۆمپانیا و کرێکاری دەستەبەرکراو زیادیانکردووه و ۱۶ ھەـ

d that the number of companies and workers has

و ۱۳۳ ھەزار کرێکار دەسـ

companies and 133,000 workers.

15, deputy prime minister of the Kurdistan regi

announced that from now on, private sector e

retired with a pension similar to state employee

istan region has taken several steps to diversify th

which is heavily reliant on oil. The steps are

n people's beliefs to work in the private sector an

would have a secure future in the private sector.

News /, n.d.)

English, n.d.)

Table 2. Brevity

Clarity

Clarity is one of the linguistic characteristics of any journalistic writing; writers should be exact with their content. Readers or listeners may occasionally become perplexed by news stories or journalistic texts since they may not be sufficiently clear. (Kessler, 2008) point out that journalists should use straightforward language to avoid any kind of ambiguity and reader misinterpretation. This can be a significant problem in translation, and journalistic translators can't translate the text in an obvious way to be received by readers.

"If you think clear, crisp writing just flows naturally from the fingertips of the writer to the computer screen, you couldn't be more wrong. Writing with precision and clarity—saying exactly what you mean, with no fuzziness, no confusion, and no second or third reading necessary is hard purposeful work. But it's worked your readers, viewers, or listeners expect you to do. If you don't, they click "next" or turn the page or reach for the remote, and whatever you had to say, whatever you thought you were communicating, is lost" (Kessler, 2008).

When your readers understand your text by reading it once, it is called that text is clear; we can say translators take a significant role in this situation; they can clarify ambiguity through their background and creativity; any English text contains some difficult words that are sometimes rendering it occur challenging, we can see in table 3. (SL) is English, we can see the translator has clarified some problematic words in the (TL), which is Kurdish, for instance (Iran 'plot') to (پلانێکی ئێران), (announced charges) to (بەو نەخشەڕێزیە), (negotiated) to (مامەڵه و دانوستان), (US soil) to (خەڵکی نێو ئەمریکا), (تۆمەتبار دەکات) and., etc.

Another point that it has to take into consideration is that the (TT) which is the Kurdish version, even though that affects both accuracy and brevity, sometimes the translator is obliged to make an addition to clarify the meaning, as can be seen in (The Justice Department said that plan was likely set in retaliation for the US killing of top Guard commander Qassem Soleimani in Iraq in January 2020.). Translator added some additional information and facts as (بەپێی ئەو زانیاربیانەی وەزارەتی) دادی ئەمریکا ئاشکرای کردووه، پێدەچێت پلانەکه

بۆ تۆڵەکردنەوەی کوشتنی قاسم سولەیمانی، فەرماندەی باڵای سوپای پاسدارانی ئێران دانرابێت که له کانوونی دووەمی ساڵی ۲۰۲۰، له <u>دەوروبەری فڕۆکەخانەی بەغدا، له هێرشێکی درۆنی ئەمریکیدا کوژرا</u>) the underlined sentence has been added. See table 3 below.

<u>ئەمریکا 'پلانێکی ئێران'</u> بۆ کوشتنی جۆن بۆڵتن ئ... ncovers Iran '<u>plot</u>' to kill ex-White House of...

...ی ئەمریکا رۆژی چوارشەممه رایگەیاند، "پلانێک"و... GTON, United States - The US Justice Depar...
بۆڵتن، راوێژکاری پێشووی ئاسایشی نیشتمانیی کۆشکی... ...y it had uncovered an Iranian plot to kill for...
ئەندامێکی سوپای پاسدارانی ئێران بەو <u>نەخشەرێژییە تۆ</u>... ...ational Security Advisor John Bolton, and ...
...gainst a member of the Islamic Revolutionary Gu...

...ارەتی دادی ئەمریکا، شەهرام پوورسەفیی تەمەن ٤٥ س... ...ارەتی دادی ئەمریکا، شەهرام پوورسەفیی تەمەن ٤٥ س...
ردووه ۳۰۰ هەزار دۆلار بداته کەسێک له ئەمریکا بۆ ک... ...e Department said 45-year-old Shahram Po...
... Mehdi Rezayi, had offered to pay an individ...
...اریبیانەی وەزارەتی دادی ئەمریکا ئاشکرای کردووه، پێد... ...ates $300,000 to kill Bolton, the former US amb...
<u>...ەی کوشتنی قاسم سولەیمانی، فەرماندەی باڵای سوپا</u>... ...d Nations.
<u>... که له کانوونی دووەمی ساڵی ۲۰۲۰، له دەوروبەری</u>
<u>...بەغدا، له هێرشێکی درۆنی ئەمر</u>... <u>e Department said that plan was likely set in ret...</u>
<u>lling of top Guard commander Qassem Soleim...</u>
...ه کاتێکدایه که ئێران هەڵسەنگاندن بۆ رەشنووسێکی یا... <u>.... 2020.</u>
.زیندووکردنەوەی ڕێککەوتنی ئ...
...tion came as Iran weighs a proposed agreemen...
...ن مانگه دانوستاندنەکانی قێیەننا بۆ چاڵاککردنەوەی ر... <u>vive the 2015 agreement that aims to prevent T...</u>
...ه ئەنجام، له کاتێکدا تاران داوا له ئەمریکا دەکات سوپای... <u>g nuclear weapons.</u>
.لیستی ئ...
...s Tehran has held up the deal, demanding that ...
یاریدەدەری داواکاری گشتیی ئەمریکا دەڵێت، "ئەمه یا... ...nove its official designation of the Islamic Rev...
...ان بۆ تۆڵەسەندنەوەی له <u>خەڵکی نێو ئەمریکا</u> ئاشکر... ...rps as a sponsor of terrorism.
...ه کار دەکەین بۆ ئاشکراکردن و پووچەڵکردنەوەی هەر...
...ot the first time we have uncovered Iranian plo...
...ەتانەی که ئاراستەی کراون، پوورسەفیی له تشرینی یەکا... ...gainst individuals on <u>US soil</u> and we will work t...
...لێنەوه پەیوەندیی به کەسێکی نەناسراوەوه له ئەمریکا... ...d disrupt every one of these efforts," said US...
.سەرەتادا پێی گوتووه، دەیەویت بۆ وێنەگرتن له بۆڵتن... General Matthew Olsen.
...g to the charges, Poursafi tried to arrange Bolto...
ریکییه به پوورسەفیی گوتووه، پەیوەندی به کەسێکی دیک... in October 2021, when he contacted online an u...
.ئەویش پەیوەندیی پێوه کردووه و داوای لێکردووه بۆ ک... the United States, first saying he wanted to c...
...hs of Bolton.
سەفی پێشنیازی کردبوو ۲۵۰ هەزار دۆلاری له بەراه...
بەڵام دوای مامەڵه و <u>دانوستاندن</u>، بڕەکه بۆ ۳۰۰ هه... ...n passed the Iranian onto another contact, wh...
...l to kill Bolton.
دەڵێت، "پوورسەفی پێشی گوتبوو کارێکی دیکەشی هه... d $250,000, which was then <u>negotiated</u> up to $3...
".ملیۆن دۆلاری له بەراو...
added that he had an additional 'job,' for which...
...ەمکانی دادگه ئەوه دەخەنەروو، ئەو کەسه دووەمه، ...llion," the Justice Department said.
<u>...لەوانەی زانیاریی به نووسینگەی لێکۆڵینەوەی فیدراڵیی</u> <u>...econd person, court documents say, was a c...</u>
<u>the US Federal Bureau of Investigation.</u>
...چاوەڕێی بڕه پارەی سەرەتایی بوو، بەڵام تەنیا له ک... *...nglish*, n.d.)
...ەفی پارەمکەی ناردبوو، که کۆی گشتی ۱۰۰ دۆلار بوو
.ئەلیکترۆنی...

...مەتبار کراوه به بەهکرێنگرتنی بکوژ، که سزاکەی دەگ...
...هەروەها تۆمەتبار کراوه به پێشکێشکردنی یارمەتیو...
.پلانێکی کوشتنی نێودەوڵەتی که سزاد...

...(Kurdish, n.d.)

Table 3. Clarity
Interviews with Translators and Interpreters

This section concentrates on different methods employed to gather and research the information which is looking for. It has been conducted by interviewing some journalistic translators and interpreters about their work and experiences since they are professionals and are knowledgeable about the specifics of media translation. As a result, the responses have been examined to see how they function. At the same time, it has checked to see whether the respondents are knowledgeable about translation techniques, whether media outlets impact the final output, and whether they should impart their own opinions.

Specialty, Certification, and Experience

One of the most crucial factors in this situation is the specialty and certification. The study's preliminary inquiries have focused on the specialization and accreditation of those we have spoken with because they significantly affect the translation process between English and Kurdish and vice versa. As anticipated, most of those that have talked to have either studied in the English department or interdisciplinary fields, so the translators and interpreters should have a background in both languages. See figure 1 .
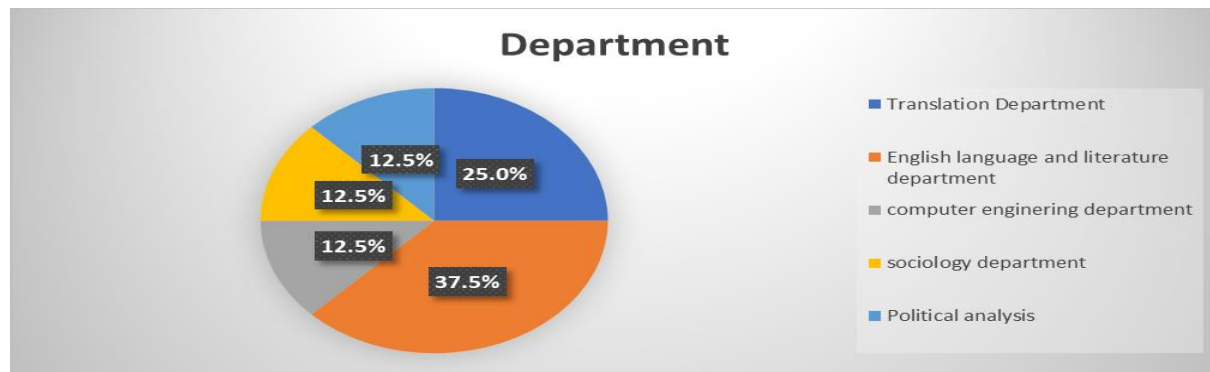

Figure 1. Field of Study

Challenges and Difficulties the Translator and Interpreter face

A translator and interpreter may encounter difficulties during the translation process, including syntax, linguistics, word order, and difficult words with both pragmatic and grammatical meanings. As has had already mentioned, it is the translator's and interpreter's responsibility to deal with these issues and attempt to find a suitable translation for them in the target language. The study has questioned those translators and interpreters on the challenges they encounter, mainly when translating from English to Kurdish, given the issue's significance (lack of counterpart in the target language or equivalence, cultural boundaries, idiomatic expressions, not having a unified dictionary). Since Kurdish culture differs significantly from English culture, which presents a significant challenge for the translator and interpreter. See figure 2
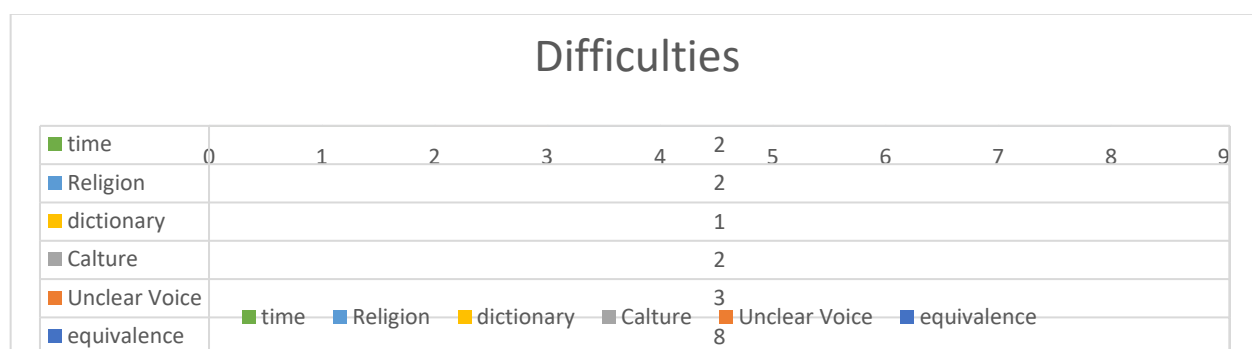

Figure 2. Translation Difficulties

The policy of media agency

During the data collection, it asked translators and interpreters about this factor because it can sometimes affect the quality of translation and cause the exact text to differ from one media agency to the next. It has been discovered that almost all media agencies have their own rules and recommendations that translators and interpreters must adhere to paraphrase the news in the target language, which can be Kurdish or English.

Most of the translators and interpreters who responded to the survey indicated that they would adhere to the guidelines and suggestions of the media agency in light of the broadcasting for which they work.

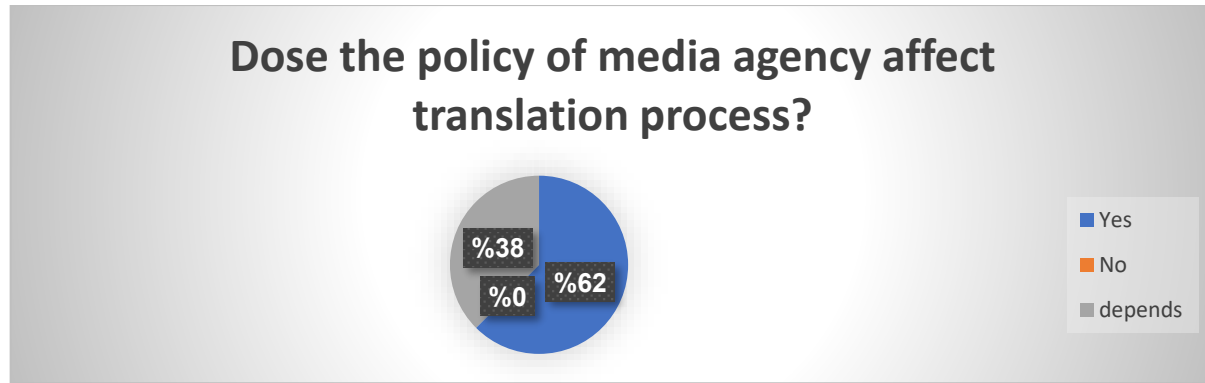The issue with the regulation could have to do with syntax and semantics rather than meaning. See figure 3.

Dose the policy of media agency affect translation process?

%38 %62
%0

- Yes
- No
- depends

Figure 3. The Affect of Media Policy

The metaphorical meaning

Translators can find it challenging to convey complex interpretations, such as metaphorical or pragmatic ones, mainly when directly translating the speaker's speech into the target language. However, they should resolve these issues as swiftly as possible.

As it has discussed previously, Jonson and Lakoff state in their book (metaphor we live by) that everything that we do and says daily is a metaphor; therefore, it is obvious that any kind of text contains a metaphor, which means challenging to render in the target language. Another central question in the questionnaire given to expert media translators and interpreters is how they render metaphorical meaning. See figure 4.
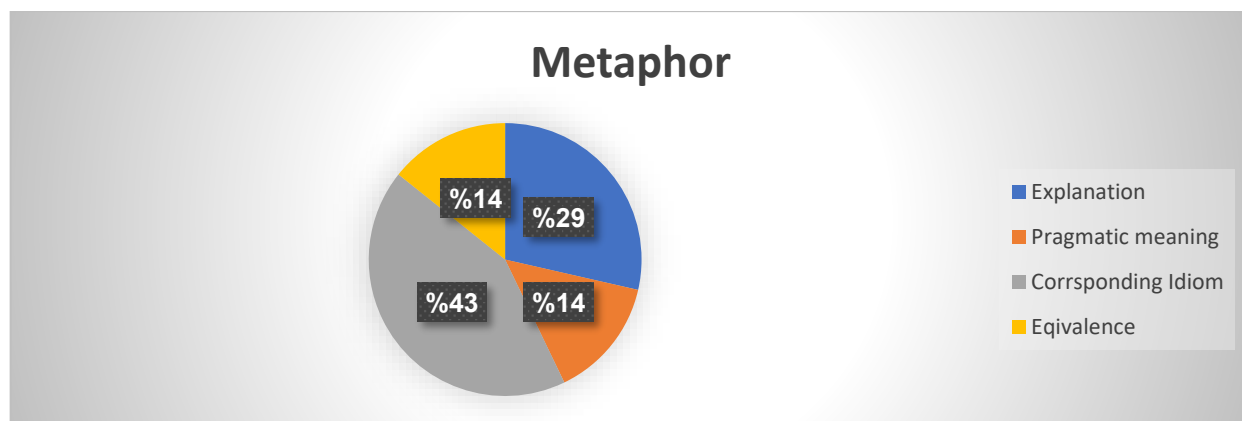
Metaphor

%14 %29
%43 %14

- Explanation
- Pragmatic meaning
- Corrsponding Idiom
- Eqivalence

Figure 4. Translating Metaphor

Conclusions and Suggestions for Further Studies

Since news websites and translators are the two primary sources of journalistic texts, this study aims to illustrate the problem of linguistic conceptualization in media translation in Kurdish media outlets.

The study revealed the following facts about journalism translation in Kurdish media: Although they must abide by the rules of their media agency, translators and interpreters play a crucial role in conveying the message when the source and target texts do not share the same linguistic characteristics. In Kurdish media, free translation, paraphrasing equivalence, and pragmatic translation are the most widely used translation techniques.

However, translators and interpreters do not transmit their objectives or feelings; instead, they merely translate the material. This area of translation studies, particularly in Kurdish media, is relatively new. However, given that translation has become increasingly popular as a means of communication between people from various countries and cultures, many more studies in this area need to be done to demonstrate the value of translation in today's society.

However, it can be seen that some Kurdish media and websites would adhere to the source language's stylistic, syntactic, and linguistic features rather than the Kurdish language. This impacts the quality of the translation product, and it can be easily predicted that the flavor would be confusing to Kurdish readers.

Nevertheless, much more research regarding the significance of linguistic features needs to be done. Since it has not covered that area in depth here, the study advised future research in journalistic studies in Kurdish culture, particularly regarding the difficulties translators and interpreters face and how media agencies greatly influence translators' decisions.

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