The Analysis of Skopos, Translation Methods and Strategies in Bbc Online Articles of Middle East News

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ABSTRACT

The research aims to investigate and identify the skopos of the target texts, translation method and strategies used by BBC in translating Middle East news online articles. This research used descriptive qualitative method with descriptive statistics method. The data were taken from BBC main web site for 20 original articles (English version) and BBC Indonesia for 20 translated articles (Indonesian version). The data were analyzed based on translation theories of translation methods proposed by Newmark (1988) and translation strategies, including selected microstrategies proposed by Schjoldager (2008, in Jensen, 2009); and strategies related to journalistic translation from Klaudy and Laviosa in Vybíralová (2012), Bani (2006), and Bielsa and Bassnett (2009). The result revealed that the skopos of the target texts is to make informative text in form of brief online news articles for Indonesian readers. The target texts also should have the characteristics of the journalistic translation are to give less-effort readability (Bani, 2006) and immediate comprehension. The translation method which becomes the translator's overall plan is Communicative Translation in 14 articles (70%) with 93 occurrences (50%). Communicative Translation makes the target texts comprehensive and acceptable to the readership (Newmark, 1988). It also establishes less-effort readability. The other methods are Faithful Translation in 6 articles (30%) with 72 occurrences (38%) and Free Translation with only 21 occurrences (11%). In translation strategies analysis, Explicitation has 28 occurrences (37%), Calque with 26 occurrences (34%), Change of sentence order with 10 occurrences (13%), Simplification with 9 occurrences (12%), Direct transfer with 2 occurrences (3%) and Inclusion of explanation with 1 occurrence (1%). Explicitation is used more often than calque in the translation process as one of the functional characteristics of informative text type is to transmit referential contents (Reiss, 1976 in Munday, 2001). The other strategies, Cutting was used in 18 articles (90%) and there are 13 articles (65%) in which their titles were changed. 12 articles were changed from direct to indirect titles and one article from indirect to direct titles. Cutting supports the skopos by omitting additional information (subsections), while Indirect Titles make the target text titles brief and establish attraction to the target readers by presenting hint.

Keywords: *slips of the ear, music, lyrics, lexical, syntax*

INTRODUCTION

In the field of journalistic translation or news translation research, translation is not only about interlingual transfer between a source text and a target text, but also compels the radical rewriting to adapt for a set of readers' expectations, and adjusts criteria which are suitable to a specific purpose of translation, whether the translation is printed or published in online articles (Bassnett, 2006b). Adaptation or adjustment in translation process becomes a part of translation issues. In this case, translators should consider situations when the translation takes place to set what translation method and translation strategies for the radical rewriting.

The given situations which are the intended characteristics or functions from a media corporation become a problem for translators to decide what translation method and strategies to be involved in the translation process. Consequently, the translators are required to establish the features from the given situations to generate the appropriate translation method and strategies to be involved in the translation process.

There are some scholars who have conducted research related to journalistic translation, for instances: analysis of multimodal aspects in journalistic translation (Bani, 2006), translation analysis of cultural words in a Tempo English magazine (Annisa, 2010), and translation strategies used for translating English to Czech news (Vybíralová, 2012). Meanwhile, different language has different culture so that translation method and strategies used can be different as translating English to Indonesian news and English to other languages, e.g. Czech news. However, there are only little research in English – Indonesian language pair, for instance, analysis of translation methods and strategies in Facebook website translation (Allatief, 2012), analysis of translation strategies in Sony guidebook translation (Satriadi, 2014), and analysis of translation quality and strategies in Google mail web pages translation (Nugraha, 2015).

Research in journalistic translation, especially in online news articles translation is still rare. The previous research is only focused on translation methods and strategies. Therefore, an analysis of translation methods and strategies along with functional translation (skopos) is necessary. The analysis is not only to see the method and strategies used but also to investigate why a method and strategies are chosen by translators for a translation process.

The present research is focused on investigating translation methods and strategies used in translating news online articles related to Middle East in a media corporation, BBC news website. This research also connects what the skopos of online world news articles with the dominant translation method and strategies used in order to see how they achieve the intended characteristics or fulfill the given situations.

BBC world news articles related to Middle East are the data which are gathered from BBC official website and BBC Indonesia website. BBC is chosen as it is a famous media corporation which creates local version news websites. News articles related to Middle East are selected as the articles are the most published world news articles in BBC Indonesia website.

THEORETICAL FRAMEWORK
Skopos Theory – Functional Approach to Translation

Skopos theory was chosen as the theoretical framework to see the appropriate translation method and strategies used in translating online world news articles. In addition, the skopos of the target texts determines what translation method and strategies that should be used for the translation process (Munday, 2001).

Skopos theory concerns an analysis of the purpose of the translation, which determines the translation method and strategies which are to be employed in order to produce a translation with functionally adequate result (Munday, 2001). The theory deals with different method and strategies in different situation as the source text is not only the factor involved (Du,

2012). In the theory, the reason why a source text is to be translated and what the function of the target text are very important for the translator.

Nord's Model of Skopos Establishment

There are four steps for the translator or the initiator to establish or to investigate the skopos and to decide what translation process to be involved (Nord, 2005 in Jensen 2009). The first step is to establish the translation skopos through analyzing and interpreting translation brief (also called situational features, explained in the next sub-section).

The second step is to get a general idea whether the ST is compatible with the instructions in the brief, and to analyze the ST with focusing on the important elements for the TT skopos.

The third step is that the translator or the initiator has to choose which suitable TL elements for the skopos. After knowing them, the translator should prepare the method and strategies for the final step. This is the actual production where the translator or the initiator can figure out which method and strategies possibly involved.

Translation Brief of Skopos

Colina (2015) says that the situational features or the surrounding factors in a target text are referred to the translation brief. The features are tied to the skopos of the translation that will determine what translation method and strategies that can be properly used in the translation process. By generating the translation method and strategies from analyzing the skopos, the translation can appropriately function to the receiver's expectation. According to Nord (1997 in Munday, 2001), the brief should give the translator the following information:

- the intended text functions;
- the addressees (sender and recipient);
- the time and place of text reception;
- the medium (speech and writing);
- the motive (why the ST was written and why it is being translated).

Translation Methods

The present research uses translation methods proposed by Newmark (1988). Translation methods refer to the overall plan for the translation process. According to Hervey, Higgins, & Haywood (1995), what translation method used for translating a source text determines whether the TT is SL emphasis or TL emphasis. SL emphasis is when the translation method used are SL oriented or trying to be faithful. The methods can be word-for-word translation, literal translation, and faithful translation. In contrast, TL emphasis is when the translation method used are TL oriented or trying to establish the appropriate style for TT readership. The methods can be free translation and Communicative Translation.

1.   Word-for-Word Translation

This process is defined as interlinear translation where TL equivalents are put directly below SL words (Newmark, 1988). The word order of SL is maintained and the translator just needs to put each equivalent below each SL word. In other words,

each word is translated singly and out of context. However, this type of translation can create irregular word order in TL (Nababan, 2003).

2.   Literal Translation

In literal translation, lexical words and cultural words are translated singly and out of context and the word order of each equivalent in the rendition should be the same as SL and bound with SL grammatical structure. Newmark (1988) states that literal translation converts TL grammatical and lexical structure to SL grammatical structure. The structures in TL should be looked like a replica of SL. In the process, Nababan (2003) explains that the translator firstly conducts word-for-word translation and then adjusts the closest equivalents to TL word order and finally put them in the TL grammatical structure which is the same as the SL structure.

3.   Faithful Translation

This type of translation is a modified literal translation, where the translation is made more comfort by reproducing the precise contextual

meaning and transfering the grammatical structure of SL into TL (Newmark, 1988; Luan, 2008). Cultural words and grammatical structures are transferred into the TL while attempting to be faithful to the intentions and the text-realization of the SL writer. Changes are made to avoid non-sense of meaning, but the grammatical structure is preserved.

4.   Free Translation

Free translation priors to the content and the contextual meaning not to the production of the same structure as SL. In the process, the translator should be able to understand the messages in the range of paragraphs, sentences and phrases and then express them to TL (Newmark 1988; Nababan, 2003). Newmark (1988) states that the result of free translation may be longer than its original form like a paraphrase or even is seemed to be different from the SL. Meanwhile, Luan (2008) explains that in Free Translation, it can be only the global correspondence between the textual units of ST and TT.

5.   Communicative Translation

Communicative Translation tries to render the precise contextual meaning more acceptable for the given readership . Newmark (1988, p. 41) explains that the Communicative Translation make "both content and language are readily acceptable and comprehensible to the readership." As it concerns the readership, Machali (2000 as citied in Cahyadi, 2010) adds that who the reader is and the purpose of the translation itself are the main focuses. Thus, Communicative Translation is where the translator reproduces the exact contextual meaning which is in line with the purpose of the translation and the target reader. For instance, the translation of a word "spine" in a phrase "thorns spines in old reef sediments" will be spina (Latin technical term) if it is translated by a biologist, but it will be duri as it is aimed at general readers (Machali, 2000 as cited in Cahyadi, 2010).

Furthermore, Newmark (1988) and Nababan (2003) state that this translation method is to explain and to remove difficulties and ambiguities in the rendition or makes

things clearer. It generates cultural words and functional terms through explanations and compromises the original grammatical structure to make the translation easy to read for the target reader.

Translation Strategies

Translation strategies are defined as chosen and appropriate steps or prcedures to cope with problems emerged in translation process. Jaaskelainen (1999 in Ordudari, 2007) considers strategies as steps or processes which imply a decision influenced by translator objectives. Molina and Albair (2002) explain that strategies try to find out the suitable solution with a particular objective in mind. In this case, the objective is to make the translation function appropriately to the skopos of the TT. In addition, translation strategies are focused on analyzing micro units like a specific word, expression or phrase.

1.   Direct Transfer

Direct transfer is to transfer ST element directly into TT without giving any change (Schjoldager, 2008). According to Jensen (2009), this strategy is a result of copying and pasting the element into TT and only does the transfer if the ST element is a foreign word that is not used in the TT.

2.   Direct Translation

Direct translation means translation word-for-word procedure (Schjoldager, 2008). The different between Calque and Direct Translation is idiomaticity. Through direct translation, the TT element is idiomatic and correct, while Calque is unidiomatic (Jensen, 2009).

3.   Calque

This strategy transfers the structure or makes a very close translation (Schjoldager, 2008).

4.   Explicitation

Explicitation is a technique of making information in a source text explicit in the target text and the information can be derived from the source language implicitly or from the context or the situation (Vinay, 1958 in Pym, 2005a; Kludy, 2001; Schjoldager, 2008).

5.   Inclusion of Explanation

The cultural element is explained through a paraphrase or circumlocution inside the translated text (Bani, 2006). The explanation is attached near the ST element to make it intelligible for the target reader.

6.   Simplification

Laviosa in Vybíralová (2012) explains that simplification can take place on three levels which are lexical, syntactic and stylistic. Lexical simplification tries to minimize lexical complexities by substituting difficult words through the use of approximation of the concepts in the source text, superordinate terms, common levels, or familiar synonyms. The language may be less ambiguous, less specific to a given text, and more habitual (Toury, 1995 in Pym, 2010b).

        Syntactic simplification is to reduce complex syntax by replacing non-finite clauses with finite ones. Stylistic simplification refers to the elimination of repetition or redundant information and breaking up reducing long sentences. In addition, Mason and Kendal (1979 as citied in

Siddharthan, 2004, p. 22) state that "splitting complex sentences into several shorter ones resulted in better comprehension."

7.   Change of Sentences Order

Altering the order of sentences could be necessary for the style of publication and the relevance of the information (Bielsa and Bassnett, 2009). In relation to the style of publication, the most adapted style writing of writing news is Inverted Pyramid (Barus, 2010). This writing style obligates the writer or the translator to precede the most important information and to put less important information thereafter.

8.   Cutting

Cutting is deleting the elements which are not too significant for the translated text (Bani, 2006). The elements like sentences or paragraphs which have many redundancies can be omitted to make the translated article more focus on its topic or to strengthen certain content.

9.   Change of Title

Titles may be changed with new ones in the way that they are suitable for the target reader or the requirements of the target publication (Bielsa and Bassnett, 2009). There are two main types of titles: direct title and indirect title (Vybíralová, 2012). Direct title is where the topic or the subject matter is stated clearly and explicitly. Indirect title shows only the hint that makes the reader figure out more in the article. In writing the title, Barus (2010) explains that the more concise the title, the better it is.

RESEARCH METHOD

This research used descriptive qualitative methodology in descriptive statistics method. Descriptive statistics is used in order to analyze the data through percentages (Frankael and Wallen, 2009; Weiss, 2013). The percentages are based on the classifications of each translation methods and strategies found.

The data were gathered from BBC main website (Source Texts) and BBC Indonesia (Target Texts) in Middle East news column for the source texts and Dunia news column for the target texts. In analyzing the data, the skopos of the source texts and the target texts were established and analyzed. After that, translation methods and strategies used in translating selected Middle East articles in BBC world news articles were investigated through percentages of each classification. Each translation process found was observed to see its function to the target texts. Finally, conclusions and suggestions were made based on the research findings.

FINDINGS AND DISCUSSIONS

There are three translation methods and eight translation strategies found in the analysis. The skopos of the source texts is different from the target texts.

The skopos of the source texts is different from the target texts. The skopos of the source texts is to make informative text in the form of online articles which present news completely with related or additional information. Meanwhile, the skopos of the target texts is to make informative text in the form of brief

online news articles for Indonesian readers. The medium shows that the articles are stored in World news column, not in specific column as the source texts. This indicates that the target texts are being secondary products. Thus, the target texts should be made concise or should present only the main coverage without or with less additional information. In addition, the target texts should be less-effort readability and immediate comprehension for the target readers as the texts are considered as journalistic translation (Bani, 2006).

In the translation methods analysis, Communicative Translation becomes the global option or the translator overall plan for the translation process. The method is used mostly by BBC to translate the target texts as it is found 14 articles (70%) used the method as the global option, and there are 93 occurrences (50%).

This method supports the skopos of the target texts by making the texts comprehensive. First, the method changes passive sentences into active sentences. For example:

ST: A video purporting to show UK hostage Alan Henning being beheaded has been released by Islamic State militants.

TT: Kelompok yang menamakan diri Negara Islam di Suriah dan Irak, ISIS, menyebarkan sebuah video yang menggambarkan pemenggalan sandera Inggris, Alan Henning.

The ST's grammatical structure is compromised by changing the sentence form, which is from passive into active, to make the target text sound natural and acceptable. Active sentences are better than passive ones as the active sentences are easier to understand (Anwar, 1980).

Second, the method prefers using specific words for cultural or contextual terms. For example:

ST: Some 200,000 Syrian Kurdish refugees have crossed the border since the IS advance began nearly a month ago.

TT: Sekitar 200,000 pengungsi Kurdi Suriah telah menyebrang ke perbatasan Turki sejak ISIS

menguasai daerah tersebut pada bulan lalu.

The sentence is made clearer by explaining "IS advance" becomes ISIS menguasai daerah tersebut.

Faithful Translation is the second frequently used method. There are six articles (30%) used it as the global option and 72 occurrences (38%). Word choices are maintained and the grammatical structure is transferred. For example:

ST: The city was among the areas in Syria and Iraq seized by IS this year.

TT: Kota tersebut adalah bagian dari wilayah Suriah dan Irak yang direnggut ISIS tahun ini.

Faithful Translation is ST-oriented as it maintains the text-realization of the ST writer. This method contrasts to the skopos of the TT but it apparently will become a small concession if the rendition supports the skopos in which the text should give immediate comprehension. However, the method is still not significant to be the most overall plan method as it is only 6 articles translated with this method.

Free Translation is not significantly used as there is no article which is globally used the method. It has only small occurrences which are only 21 frequencies (11%) in translating several titles and sentences.

In the translation strategies analysis, Explicitation is the most frequently used strategy with 28 occurrences (37%). Change of sentences order is 10 occurrences (13%). Simplification is 9 occurrences (12%) and Inclusion of Explanation is one occurrence (1%). The total of TT-oriented strategies is 63%, while the total of ST-oriented strategies is 37% from 34% of Calque and 3% of Direct transfer. Another TT-oriented strategies which are Cutting and Change of title show significant results. Both of the strategies occur more than 50%. Cutting found in 18 articles (90%) and Change of title found in 13 articles (65%).

Explicitation and Cutting become the most translation strategies used as they are in line with skopos of the target texts. Most of the phrases are translated with Explicitation rather

than Calque. Additional information are cut (Cutting) and important information are arranged to create inverted pyramid structure, where the most important ideas or sentences are put firstly for better comprehension (Change of Sentences Order). Through Cutting and Change of Sentences Order, the information is logically presented, no redundancy, and less additional information. In addition, the structures of sentences are simplified and familiar words are preferred (Simplification). Phrases related to noun phrases and verb phrases are made explicit and simplified. Last, most of the titles are changed to be indirect titles (showing hints) to attract the reader's attention (Change of Title).

FINDINGS AND DISCUSSION

The data show that the phenomenon of slips of the ear can occur when listeners hear utterances from the speakers. In addition, the data show that the errors in slips of the ear can occur in lexical and syntactical level. The errors that occur in lexical level include non words,

word boundary, the function and content words, and morphology.

The respondents who listen to music can produce non words. The errors are divided into three categories, they are word boundary, spelling, and sound. The data show that the respondents produced non-words dominantly because of sound misperception. For example:

Join → joil

It is supported by Shockey & Bond's statement that in casual speech, phonology gives listeners ways to interpret the speech. In fact, listeners can misapply the sounds which are heard by them (Shokey & Bond, 2007). In addition, Kusumarasdyati (2005) argues that when listeners cannot find the words in their mental lexicon, the listeners could produce non-word which phonological well-formed.

Furthermore, there are two categories in misperceiving the word boundaries. The first is the respondents dominantly misperceived the strong syllables as words. For example:

Amount → a mouth

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Contrary to what Butterfield & Cutler claim, the data show that the erroneous insertion of a boundary before weak syllables are dominantly occur (Butterfield & Cutler, 1988). The second misperception of word boundary is the deletion of boundary between words. The respondents misperceived the first word as word initial. For example:

Come clean → complete

It is in line with Kusumarasdyati who argues that casual English speech is a continuous stream while in Indonesia, the speech is tend to be segmented by employing short gaps (Kusumarasdyati, 2005).

The noises when listeners listen to utterances can make the listeners cannot perceive the words clearly. In fact, the misperception of function and content words will occur. The data show that respondents add and omit words when they fail to perceive the utterances. In content words, the respondents dominantly omit than adding words. For example:

I see → see

The deletion of content words occur because the respondents could not catch the utterances, despite of

recover them, the respondents tend to omit them. While in function words, the respondents dominantly omit function words. For example:

We've found → we found

Across those misperceptions of function and content words, the respondents dominantly omit function words. It is supported by Bond's statement that function words are frequently misperceived by listeners because they tend to be unstressed (Bond, 2005).

Moreover, the data show that slips of the ear is related to morphology. The data show that the errors are in addition and deletion of suffix. The errors mostly affect the inflectional affixes which do not change the meaning of the words and only change its word class. The errors occur in misperception of plural and the verb form. For example:

Airplanes → airplane

It is supported by Bond (2005) who states that inflectional affixes are primarily misperceived than derivational. However, the data also show that the errors are commonly in the misperception of verb while Bond

(2005) argues that plural suffix is commonly misperceived.

It can be conclude that in lexical level, respondent dominantly misperceive the verb form. The respondents mostly misperceived past form as present form. For example:

You'd feel → you'll feel

It might because English foreign learners are taught English language from present form and after that past form. In fact, the verbs in English which are in short form are difficult to be perceived if the initial words after the verb have the same sound.

Moreover, the errors in syntactic level are divided into two categories. They are well and ill-formed utterances, and argument structure and function. The data show that ill-formed utterances dominantly occur than well-formed utterances. For example:

You're so quiet → your so quit

The respondents might could not recover the utterances and only rely on the phonological well-formed. It is in line with Bond (2005) who argues that most slips of the ear

produce ill-formed and the listeners are not able to analyze the utterances into logical syntactic components. While in argument structure and function, the respondents fail to allocate the words which cause the function of the sentence changes For example:

Are we out of the woods → we are out of the woods

Sometimes, the respondent misperceives some of utterance portions and recovers it in order to fit the utterances. In fact, it can change the function of the utterances and has a different part of speech. For example:

Two paper → to paper

It can be concluded that in syntax, ill-formed utterances mostly occur. It is in line with Kusumarasdyati (2005) who argues that ill-formed utterances mostly occur when the listeners listen to music compared to if the listeners listen to a speech or conversation. While in argument structure and function, the data show that respondents dominantly misperceive words which have different part of speech than misallocate words. It is

supported by Bond (2005) that misperception of internal structure can be misperceived and can cause syntactic errors. The listeners recover the word which has similar sound but have different part of speech.

Moreover, the data show that the errors which occur most in all categories is ill-formed utterances. Difficulties in segmenting utterances in music can be the reason why the respondents produce ill-formed utterances (Kusumarasdyati, 2005). Phonologically, the respondents almost perceived the lyrics correctly but syntactically ill-formed.

This study discovered all the errors which occur when the respondents listen to music. The occurrences of lexical and syntactical error are presented in Table 4.25 below:

Table 4.25 The Occurrences of Lexical and Syntactical Error

No	Types of Errors	Frequency	Percentage
1	Lexical	146	67%
1.1	Non words	13	8,9%
1.2	Word boundaries	20	13,7%
1.3	Content words	16	11%
1.4	Function words	44	30,1%
1.5	Morphology	53	36,3%
2	Syntax	72	33%
2.1	Well-formed utterances	7	9,7%
2.2	Ill-formed utterances	54	75%
2.3	Argument structure and function	11	15,3%

Table 4.25 shows the occurrences of lexical and syntactical errors. In addition, Table 4.25 shows that the most frequent errors which made by the students is in lexical level which occurs 67% (146 occurrences) while in syntactical level, the errors occurs 33% (72 occurrences).

CONCLUSION

The skopos of the source texts obligates the news to be presented in depth or completely with the additional or related information. Prominently, it derives from the purpose of the BBC Internet service, which is to present comprehensive news website. Besides, the location

where the source texts published, namely Middle East news column indicates priority. Meanwhile, the skopos of the target texts is to make informative text in the form of brief online news articles for Indonesian readers. Since the source texts were published in World news column where all of the news from around the world is published, the source texts become secondary news in which only main coverage is presented. Thus, the additional or related information are omitted. In addition, the translation brief reveals that the target texts should have the characteristics of the journalistic translation which are to give less-effort readability and immediate comprehension (Bani, 2006).

The highest frequency of the types of the translation methods is Communicative Translation. The findings show that 14 articles (70%) were translated with Communicative Translation, while 6 articles (30%) were translated with Faithful Translation. Free Translation is not significant as it is not to be dominant translation used for single article,

although there are a few occurrences found.

Communicative Translation method becomes the overall plan as the skopos of the target texts requires less-effort readability and immediate comprehension for the readership. In the findings, the Communicative Translation changes the grammatical structure by making the rendition sound natural and focusing the main message or deleting redundancy and unnecessary information, and using explanation on specific terms to make the target texts easy to comprehend (Newmark, 1988; Nababan, 2003). To conclude, this method removes ambiguities for the readership and achieves less-effort readability and immediate comprehension.

The data analysis shows that Explicitation has high frequency. Explicitation has 28 occurrences (37%), calque with 26 occurrences (34%), change of sentence order with 10 occurrences (13%), simplification with 9 occurrences (12%), direct transfer with 2 occurrences (3%) and inclusion of explanation with 1 occurrence (1%). Explicitation is used more often than calque in the

translation process as one of the functional characteristics of informative text type is to transmit referential contents (Reiss, 1976 in Munday, 2001). Besides, the skopos of the target texts is to make the text comprehensible. By transmitting the referential contents, the target reader can understand the translated news easily because the text is explicated or expanded to explain further in the target texts. In other words, less-effort readability is established.

The other strategies, Cutting and Change of title also have high frequencies as both of them have more than 50% occurrences. Cutting is used in 18 articles (90%) as the result of the translation brief for the skopos of the target texts obligates the texts to present only main coverage and omit the additional information. Meanwhile, there are 13 articles (65%) which their titles are changed. 12 articles are changed from direct to indirect titles and one article from indirect to direct titles. Subsequently, there are 13 indirect titles and 7 direct titles. The strategy gives the advantages of opening up attraction for the target readers and creating

conciseness to establish the functional characteristic. The indirect titles show only the hint of an article so that the readers want to find out more and are shorter as they are written concisely and objective (Barus, 2010; Vybíralová, 2012).

In addition, Communicative Translation seems to be linked to Explicitation and Simplification. Newmark (1988) explains that the method attempts to render the precise contextual meaning and makes both content and language acceptable for the readership. In making the (referential) contents acceptable, Explicitation can be said to be a part of Communicative Translation by making the contents explicit and clear as they are comprehensive to the target readers. Meanwhile in making the language acceptable, Simplification, whether it is on lexical, syntactic and stylistic level, contribute to achieve it by minimizing language complexities.

To sum up, the skopos of the target texts requires translation method and strategies which are TT-oriented with the characteristics of conciseness, less-effort readability

and immediate comprehension. Thus, Communicative Translation in method and Explicitation and Cutting in strategies are mostly used by the BBC translator to translate the Middle East news articles. Communicative Translation and Explicitation contribute to less-effort readability and immediate comprehension, whereas Cutting contributes to establish conciseness. As explained in the previous chapter, this research only focuses on world news in Middle East news column. The method and strategies used may be different if the other news columns, e.g. Magazine and Health were analyzed.

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