

UNIVERSITY OF VAASA

Faculty of Philosophy

English Studies

Tiina Saanio

Institutional Translation for the Public  
Localisation in Finnish and English Web News

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## TABLE OF CONTENTS

ABSTRACT	3
1 INTRODUCTION	5
1.1 Material	12
1.2 Method	17
1.3 EU Language Policy and Challenges	22
1.4 The Role of the Translator in the EU	25
1.5 Interest and Involvement in the EU Member States	27
2 WEB NEWS WRITING AND TRANSLATION	29
2.1 Institutional News and News Translation	31
2.2 EU Web News	34
3 LOCALISATION STRATEGIES	38
3.1 Localisation and Translation Strategies	40
3.2 Replacement and Pragmatic Translation Strategies	41
4 LOCALISATION IN EU WEB NEWS ARTICLES	47
4.1 Replacement	49
4.1.1 Links	49
4.1.2 Date and Time	54
4.1.3 Names	56
4.1.4 Currency and Number	62
4.2 Explicitness Change	64
4.2.1 Explications	65
4.2.2 Implications	69
4.3 Interpersonal Change	72
4.4 Information Change	78
4.4.1 Omissions	79
4.4.2 Additions	81

5 CONCLUSIONS	88
WORKS CITED	91
APPENDICES	
Appendix 1. Article 1/En and Fin	97
Appendix 2. Article 11/En and Fin	99
FIGURES	
Figure 1. The number of translated pages, their target languages and text types	24
TABLES	
Table 1. Numbers and titles of the English and Finnish news articles	14
Table 2. Summaries of the news articles	15
Table 3. EU institutions and their role	35
Table 4. Categories and subcategories of localisation	48
Table 5. Languages of websites and documents	51
Table 6. Replaced names and their occurrences	57
Table 7. Variations of the name President	57
Table 8. Subcategories of explicitations	66
Table 9. Subcategories of implicitations	69
Table 10. Subcategories of interpersonal changes	72
Table 11. Subcategories and their occurrences in the articles	83

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**Author:** Tiina Saanio

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## ABSTRACT

Euroopan unioni on yksi suurimmista tekstintuottajista Euroopassa. Monikielisyyspolitiikan vuoksi kaikki 24 EU-kieltä ovat yhdenvertaisia, minkä vuoksi käännöksillä on suuri merkitys eri instituutioissa ja toimielimissä. Yhä useammin käännöksiä tehdään suoraan internetiin. Tämä koskee etenkin laajalle lukijakunnalle suunnattuja tekstejä, kuten uutisia. Verkkotekstien kääntäminen on vielä verrattain uusi tutkimuskohde, mutta joitakin tutkimuksia on aiheesta jo tehty. Verkkoon tehtäviä uutisia sen sijaan ei ole tutkittu juuri lainkaan. Institutionaalisten verkkouutisten kääntämisessä on ominaisuuksia institutionaalisesta kääntämisestä, uutistekstien kirjoittamisesta sekä verkkotekstien kirjoittamisesta.

Tässä pro gradu -tutkielmassa verrattiin, kuinka Euroopan komission verkkouutisia oli lokalisoitu suomen- ja englanninkielisille lukijoille. Uutisartikkeleita oli 11 ja ne valittiin aikaväliltä syys-joulukuu 2012. Artikkeleissa keskityttiin esimerkiksi talouskriisiin sekä yleisiin ajankohtaisiin asioihin. Lokalisointia tutkittiin korvausten (replacement) sekä pragmaattisten muutosten (pragmatic changes) kautta ankkuroitua teoriaa (grounded theory) ja kvantitatiivista menetelmää apuna käyttäen. Tutkielmassa hyödynnettiin Anthony Pymin (2009/2010) listausta lokalisoiduista elementeistä korvauksissa, jotka vaikuttivat osaltaan tyyliin sekä Andrew Chestermanin (1997) listausta pragmaattisista käännöstrategioista muiden tyylillisten ja sisällöllisten muutosten tarkastelussa.

Uutistekstit olivat odotusten mukaisesti selkeitä ja helppolukuisia sekä englanniksi että suomeksi. Tulokset osoittivat, että korvaukset vaikuttivat lähinnä tekstin ulkoasuun sekä osittain myös tyyliin ja muutokset olivat pieniä, esimerkiksi päivämäärää ja aikaa koskevia. Muita tyyliin vaikuttavia muutoksia sekä sisällöllisiä muutoksia löytyi pragmaattisten käännöstrategioiden avulla. Johtopäätöksenä oli, että tekstin sujuvuus eli tyyli oli tärkeämpää kuin tekstin mielenkiintoisuus eli sisältö.

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**KEYWORDS:** institutional translation, news translation, localisation



## 1 INTRODUCTION

Multilingual communication has become a phenomenon in the early 21st century. People travel, migrate or go into exile which creates a need for the use of two or more languages. Also the advancement of information technology allows people to do a variety of things with personal computers, laptops, smart phones and tablets. The Internet users can send messages, make video calls, search for information, publish texts, and download and upload files. Individuals are not, however, the only ones sharing information and making connections – different interest groups also want to form networks of interested parties. Businesses expand and take advantage of international markets; charity organisations and human rights organisations are able to reach more people through international campaigns; educational institutions can offer better possibilities for education and research through cooperation and exchange programmes; and institutional organisations gain advantage by joining forces and are able to respond to the changing world. When an organisation goes global, information needs to be available in two or more languages. Multilingual websites are a very useful tool for this purpose because the Internet makes communication possible in a quick and profitable way. The advantages of multilingual websites include a wider audience and/or target market, depending on the purposes of a business, an organisation or an institution.

In Europe, the most important organisation is the European Union. Its member states have committed themselves to preserving democracy, respecting human rights and the rule of law, having a functioning market economy and understanding and accepting the obligations of the membership, such as the EU law. Regulation No 1 of 1958 protects the official languages of the member states and new languages are added to the number as new countries join the European Union (European Commission 2012a: 2). This has resulted in the EU becoming a very prominent multilingual communicator. From the beginning in 1950–1951, it was a practical solution to adopt the four languages (French, German, Italian and Dutch) of the six founder countries (France, Luxembourg, Germany, Italy, Belgium and the Netherlands) for political dialogue (European Commission 2010: 9–10). Currently, the 24 official languages of the 28 member states

have an equal status although not everything is translated into every language. It depends on the importance, purpose and urgency of the text whether it is translated into any, some or all languages. In the European Commission, fully multilingual communication takes place only when it is dealing with the other EU institutions, the public and the member states.<sup>1</sup> French, English and German are used as an internal business language in the Commission for cost-effective reasons. (European Commission 2012a: 3)

Because of the policy of multilingualism, there is a constant demand for high quality translations and professional translators. For this purpose, the EU has established a translation services unit. The translation services of the EU are divided between Brussels, Luxembourg and field offices around Europe. The Directorate-General for Translation (DG Translation) is the in-house translation service of the European Commission. (European Commission 2014a) The DG Translation also uses external translation providers when the increased workload demands for it. The other EU institutions and bodies, such as the Council of European Union, the European Parliament, the Court of Justice, the European Economic and Social Committee, the Committee of the Regions, and the Court of Auditors have their own translation departments (European Commission 2012b: 1). Currently, the staff at the DG Translation consists of around 2300 people including translators, administrators, assistants and other function groups whose work supports translation. Translators (64.8 %) are by far the biggest group working at the DG Translation, and in terms of gender, women (66 %) form the majority. (European Commission 2014b) In addition to translation, there is also a separate department for interpreters called the Directorate-General for Interpretation (DG Interpretation). Because the interest in this thesis is on translation and not interpretation, I focus on the translation of texts and not on spoken word.

The EU consists of different institutions, bodies and agencies. The Commission is one of the EU institutions and its translation can be called institutional translation.

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<sup>1</sup> The European Commission is referred to also as Commission later in this thesis.

According to Koskinen (2008: 22), institutional translation happens when "an official body (government agency, multinational organization, or a private company, etc.; also an individual person acting in an official status) uses translation as a means of 'speaking' to a particular audience." In the context of this thesis, the institution is represented both by the person (or several people) who has drafted the original version of a document and the translator working for the EU who translates the document into another language. Furthermore, Koskinen (2008: 24) suggests that the institution speaks through the translator and the translation bears the name of the institution. Therefore it is the institution that is responsible for the translation. This makes institutional translation different from some other kinds of translation where the name of the translator is visible and he/she is responsible for his/her own work. Examples of institutional translation according to Koskinen (2008: 22) would include: "official documents of government agencies and local authorities of bilingual or multilingual countries; translations of EU or UN documents;" and translations of "multinational companies' consumer and stakeholder information."

The research material for this study consists of the website news by the European Commission. I chose this area of translation because it interests me personally after having spent a month as a trainee translator at the European Commission in Brussels in 2011. Translating for the web is different from translating other kinds of documents as, for example legislative or other LSP (language for special purposes) documents are not intended for online publication. First of all, web texts have a dynamic nature because websites are updated all the time, and the translator can see the work online immediately after the text has been published. LSP documents, then, are not likely to be changed very often, and the translator may not see the work afterwards. Secondly, web translation at the Commission means that the translator has to target the text at a particular audience and make the text more relevant for the readers who may be specialists or non-specialists. This differs from LSP documents in that their language has their own terminology and the translator has to retain this in the other versions. The news articles of the Commission may contain some specialist terminology, but they

have to be understandable for the general audience even if the topic of some articles may be of interest only to specialists.<sup>2</sup>

The area of web translation is still a little researched area within translation studies. Some pioneering studies have, however, started paving the way for new scholars. One of the translation studies scholars specialising in localisation is Anthony Pym (2004; 2009/2010) who has investigated localisation on websites. According to Pym (2009/2010: 3), localisation means that features which are considered specific to the target culture may be added in the target language text. These features include, for example, date and time formats, currency formats, number formats and units of measurement (Pym 2009/2010: 4). In the Commission, one of the elements localised in web texts is the content. This is done, for instance, by adding information in the text about the country of the target culture. Changing the content is not as usual as changing the writing style, e.g. the degree of formality or using synonyms to keep the text interesting (European Commission 2009: 28, 34). Pym's views are used as a framework for determining localisation in the present study. They also provide a list of technical changes which can be identified in the material of this piece of research.

Another scholar whose views offer a theoretical framework in the present study is Andrew Chesterman (1997) who has a practical approach in classifying translation strategies. He does not develop them further but rather presents the ones that are often used in translation studies in order to explain the differences between different language versions of, for example, the same source text. Of Chesterman's division of strategies into three groups (syntactic, semantic and pragmatic), pragmatic strategies, in particular, are useful in my analysis because with their help I can take a look at how the relevance and explicitness of the information to the target readers has been assessed and how the two groups of target readers, the Finnish and the English ones have been taken into account in the writing of the news. I have not used all of the pragmatic strategies that Chesterman has suggested but rather chosen those that are the most relevant for identifying differences: explicitness change, interpersonal change and information

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<sup>2</sup> 'Web news articles' and 'web news stories' are used synonymously in this thesis.

change. In addition to this, I have included replacement as one strategy to discuss localisations in the texts. The strategies above are discussed in more detail in chapter 3.

An important study for the purposes of the present dissertation has been conducted by Kaisa Koskinen (2008) who has approached EU translation from the point of view of translation in institutional settings. Koskinen (2008: 22) calls EU translation institutional translation where the institution speaks through translation to a particular audience. She has taken an ethnographic approach which means that she uses multiple sources of data (for example, pieces of conversations, text fragments) and multiple methods (for example, observation, focus group discussions and text analysis) (ibid. 36, 61). Koskinen has focused in her study on three levels: that of the institutional context, that of translators and, finally, that of translations. The results of the institutional framework are divided. Translation has been recognized and has a stronger status at the Commission as before but translation remains undiscussed and invisible in the Commission's documents. Also, the translators in Luxembourg (as well as in Brussels) are placed in a different building than the other EU officials. (ibid. 79–80) The study of translators reveals that, although A-level officials, they are still a separate group of professionals within the Commission. They aim to serve the European citizens but claim that they cannot take their readers into consideration. (ibid. 118) Finally, the study of translations shows that shifts in the documents affect the relationship between the text and its addressees. The institutional writer assumes the role of the knowledgeable party and the reader is a potential learner, supposedly emphatically active but, in reality, the object of activity. The EU jargon may also alienate the potentially interested readers from the text. (ibid. 144–145) Koskinen's critical point of view and her role of having been an EU translator before moving back to research have given her good insight into EU translating. In another study, Koskinen (2004) has focused on the drafting process of EU texts, again from a critical point of view. She states that the texts by the Commission are written in such a way to the citizens that the Commission is brought to the forefront and other factors are downplayed (Koskinen 2004: 117). The texts are masked to create an image that the EU comes close to the citizens. Although the Finnish versions differ from the English ones, the superior role of the Commission still remains in the text. (ibid. 125) Whereas Koskinen compares the process between preliminary

text versions and the end product, the present study has its focus on the end products, the news articles.

Although web news translation by the EU is not discussed much by scholars yet, the discussion by Esperança Bielsa and Susan Bassnett (2009) is relevant considering the present study. They have written about news translation which is a field that has not been discussed very much in general translation studies. They offer insight into the methods of news agencies and news organisations which, not only write, but also translate the news according to the needs and expectations of their target audiences. This information can be applied to a certain extent to the web news produced by the European Commission as well.

An important contribution to the field is a study about web translation by the Commission (2009). The study consists of interviews with Commission translators and editors and analyses of web text translations in different languages. The findings are then compared to literature on translation and on writing for the web, survey data on EU national's attitudes, and the Commission's communication policy. (European Commission 2009: 5) The findings indicate that the Europa website has two kinds of audiences: those who know and those who do not know how to find information on the website. Generally, the translator should write for the general public. (European Commission 2009: 24) It is hard to find out who the readers of the website really are because they can be anyone with access to the Internet. However, certain features can be found by studying the interest of the readers. Other results of the study indicate that modifying the content happens less than modifying the style but sometimes the content in a certain language is changed in order to be more attractive to the audience of a certain country. For example, a mention of the country in question can be moved to the top of a text or a list. (European Commission 2009: 35)

Universities encourage students to study EU translation practices. Johanna Eskelinen (2013) discusses in her master's thesis how revision is used as a part of the quality control management of the EU texts that are meant for web publication. The majority of the texts are news articles or press releases. According to the study, revision is used

mainly to make the text more fluent, idiomatic and easy to read. Only a minority of the changes concern errors. Furthermore, Sandra Forsell (2011) has studied in her master's thesis how the EU promotes itself to citizens by looking at attitudinal stance adjectives in information booklets, press releases and General Report on the Activities of the European Union (GR). The study reveals that the texts in all three genres are manipulative to some extent with mostly positive stance markers used to accentuate certain aspects of the message (Forsell 2011: 75).

In my thesis I have continued partly the line of study started by Koskinen (2008) but differed from it in terms of both the approach, the medium and in material. While Koskinen has focused on the role and identity of the EU translators as well as translations produced in the specific institutional setting of the European Commission, I have examined the localisation of web news articles by the European Commission targeted at different readers. My material consisted of 11 news articles in English and in Finnish. Klaudia Gibová (2009) has pointed out that there are no source texts (STs) in the EU, as the various language versions have an equal status. Despite this, the English articles can be assumed to be the original drafts because the texts are, for the most part, drafted in English, apart from some, which may have been drafted in French first (see subsection 1.3). The question of the original language of the first draft is, for the present study, irrelevant because the focus has been on how the texts are targeted at particular readers. The overall assumption was that the news stories on the website are as concise, readable and reader-oriented as possible. My aim was to study how the news has been localised for the Finnish and the English readerships (with a focus on the United Kingdom) with the help of replacement and other pragmatic translation strategies.

The Commission's web news articles are localised in order to make them more accessible and interesting to their target readers. In order to study how this has been done, I have studied the changes, that is, identified the localised items, in terms of pragmatic translation strategies (as identified by Andrew Chesterman) including replacements. In some articles there may be audiovisual material included, for instance videos which contain speech and/or text in English. The videos are the same in both the English and the Finnish versions, and there are no subtitles provided in the Finnish

versions. Because the focus was on textual analysis, the videos were not included in the study of the material. There are also pictures in the articles that are the same in both language versions and they were left out of the analysis as they were not relevant for this research. The articles examined were written between September and December in 2012.

This thesis proceeds in the following manner. Chapter 2 focuses on the conventions of web news writing, institutional news and news translation. Web news writing is first discussed in general and after that in subsection 2.1, certain characteristics of institutional news and news translation are identified. This is followed by the discussion of their applicability to institutional translation in the EU. In subsection 2.2, the EU web news of the different institutions are analysed in more detail with the focus on the news stories produced by the Commission. Chapter 3, then, presents definitions for certain key terms in localisation as well as the strategies with which it can be done. In subsection 3.1, there is discussion about the translation strategies that can be applied to localisation and in subsection 3.2, replacement and certain pragmatic translation strategies are defined and illustrated with examples. In chapter 4 follows the analysis which is divided into main categories and subcategories on two or three levels. The changes are then examined according to each category and subcategory. In chapter 5, the findings are reviewed.

## 1.1 Material

The subject of study in this thesis was news articles published on the website of the European Commission. The web pages of the Commission are a part of the official EU website *Europa* which was created to deliver information about the EU institutions, agencies and bodies. The news articles by the Commission were divided into 13 different categories according to their topics.<sup>3</sup> For the purposes of this study, I selected 11 news articles in English and in Finnish from two categories, that is, *EU explained /*

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<sup>3</sup> The Commission's website was renewed in 2015 and the news is divided into categories differently than at the time when the material for this thesis was chosen.

*Yleiset EU-asiat* [general EU-affairs] and *External relations and foreign affairs / EU:n ulkosuhteet* [EU's external relations].<sup>4 5</sup> Nine articles were taken from the category *EU explained* and two articles from the category *External relations and foreign affairs*. The reason for this was that most of the articles between September and December 2012 were published in the category *EU explained*. I excluded one article because it was published twice for some reason, the first time in October (included in the research) and the second time in December (excluded from the research). There were only two articles in *External relations and foreign affairs* published between September and December 2012. This shows that there might have been long periods of time between the articles published in a certain category. Table 1 shows the numbering of the news articles for referencing as well as their titles in English and in Finnish.

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<sup>4</sup> The literal Finnish back-translations of English expressions are my own and they are placed in square brackets.

<sup>5</sup> I will use mostly the English name for each category discussed to keep the text compact.

**Table 1.** Numbers and titles of the English and Finnish news articles

<b>Article number</b>	<b>Title in English</b>	<b>Title in Finnish <sup>6</sup></b>
1	Assessing the state of the union in 2012 - 07/09/2012	Arvio Euroopan union tilasta vuonna 2012 - 07/09/2012
2	Towards a federation of nation states - 12/09/2012	Kohti kansallisvaltioiden liittoa - 12/09/2012
3	Commission lays ground for banking union - 17/09/2012	Komissio ehdottaa pankkiunionia - 17/09/2012
4	Roadmap for a closer union - 17/10/2012	Kohti tiiviimpää unionia - 17/10/2012
5	Priorities for growth and job creation - 22/10/2012	Keskeisinä tavoitteina kasvu ja työllisyys - 22/10/2012
6	EU plans for 2013 – growth & jobs still top concern - 24/10/2012	EU:n painopisteinä edelleen työllisyys ja talouskasvu - 24/10/2012
7	Reforming the budget, changing Europe - 21/11/2012	Uudistunut budjetti tukee Euroopan muutosta - 21/11/2012
8	Helping Europeans help others - 24/09/2012	EU auttaa auttamaan - 24/09/2012
9	EU enlargement – next steps - 11/10/2012	EU esitteli laajentumisen seuraavat vaiheet - 11/10/2012
10	Nobel Peace Prize 2012 awarded to the European Union - 12/10/2012	Nobelin rauhanpalkinto Euroopan unionille - 12/10/2012
11	Nobel peace prize goes to... Europeans - 07/12/2012	Eurooppalaiset juhliivat Nobelin rauhanpalkintoa 07/12/2012

The articles were numbered in a similar manner both in Table 1 and in the Works Cited list in order to make the referencing easier and more simple. In the text, the articles were referred to according to the article number and language of the article, for example "article 1/ En" (the first English article) and "article 1/ Fin" (the first Finnish article).

<sup>6</sup> Back-translations of the Finnish titles:

1. Assessment of the state of the European Union in the year 2012 - 07/09/2012
2. Towards a federation of nation states - 12/09/2012
3. Commission proposes a banking union - 17/09/2012
4. Towards a closer union - 17/10/2012
5. Essential aims growth and employment - 22/10/2012
6. The focus of the EU still employment and economic growth - 24/10/2012
7. Reformed budget supports Europe's change - 21/11/2012
8. EU helps to help - 24/09/2012
9. EU presented the next steps of enlargement - 11/10/2012
10. Nobel Peace Prize to European Union - 12/10/2012
11. Europeans celebrate the Nobel Peace Prize - 07/12/2012

The topic of the articles was not relevant *per se* because the articles were chosen according to the publication within a certain time period. The articles were about EU issues – decisions made in the EU and current matters concerning the EU. Seven articles were about the economy crisis or the economy in general, one was about the EU humanitarian aid, one about the EU enlargement, and two were about the EU being awarded the Nobel peace prize. Table 2 includes a brief summary of the contents of each article. The first seven concerned the economy and the next four articles had miscellaneous topics.

**Table 2.** The summaries of the news articles

Article	Summary
1	President Barroso will answer questions about the state of the European Union in a live interview.
2	President Barroso has proposed ways to overcome the economic crisis and to make Europe more united.
3	The Commission proposes that the European Central Bank gains new powers to monitor the performance of banks in the Eurozone.
4	EU leaders will discuss growth and jobs and a closer economic and monetary union and in a summit.
5	EU leaders have discussed topics such as stimulating the economy and taking steps towards a closer economic and monetary union in a summit.
6	The Commission's plans for 2013 concern returning the EU to growth and getting people back to work.
7	The Commission's new budget proposal will help taxpayers get more for same the amount of money that they spend.
8	The Commission proposes establishing an EU voluntary humanitarian aid-corps to increase the impact of humanitarian aid.
9	A report on 2012 EU enlargement strategy has been released. Countries that aspire to join the EU must meet all the necessary requirements.
10	The Nobel Peace Prize 2012 has been announced to be awarded to the European Union.
11	The Nobel Peace Prize 2012 will be awarded to the European Union and the ceremony can be followed online and at public screenings.

Article 1 informed people about the possibility to send questions to President José Manuel Barroso concerning the state of the Union, and some of these questions would be answered by Barroso in a live interview later. Article 2 focused on a speech given by

President Barroso in which he made new suggestions to overcome the economic crisis and to make Europe more united. Article 3 discussed the new proposal by the Commission regarding the European Central Bank gaining more power to monitor the performance of the Eurozone banks. Article 4 focused on the forthcoming European Council meeting of the EU leaders and the topics they would cover, such as growth and jobs, and a closer economic and monetary union. Article 5 was about the European Council meeting where EU leaders gathered to discuss the ways to stimulate the economy, taking steps towards a closer economic and monetary union and making international decisions regarding Syria, Iran and Mali. Article 6 presented some of the new proposals by the Commission for the year 2013. The focus was on exiting the economy crisis and thereby bringing the EU back to growth, and getting people back to work. Article 7 was about the Commission's budget proposal which would help taxpayers get more for same the amount of money that they spend. This would be done, for instance, by supporting education, research and innovation which would create new jobs. Article 8 dealt with establishing an EU programme to help train European volunteers for humanitarian aid projects around the world. Article 9 was about a report on EU enlargement strategy regarding the next potential candidate countries to join the EU: Croatia, Iceland, Turkey, the Former Yugoslav Republic of Macedonia, Albania, Bosnia and Herzegovina, Montenegro, Serbia and Kosovo. Article 10 was about the Nobel Peace Prize being awarded to the European Union for contributing to the advancement of peace and reconciliation, democracy and human rights for over six decades. Finally, article 11 was also about the Nobel Peace Prize, informing people of the possibility to follow the ceremony live online and at public screenings across Europe. The first seven articles were about the economic crisis and they would have most likely interested those readers who were interested about economy in general. Articles 8 and 9 could have been of interest those who were looking to travel and seek humanitarian work possibilities or were interested about the possible new EU member states. Articles 10 and 11 were most likely to interest the general public because of their cultural topic, the Nobel Peace Prize.

## 1.2 Method

The purpose of the study was to find out what kind of localisation occurred in the English and in the Finnish versions of the Commission's web news articles and how readers of the different language versions were seen to differ in what would interest them in the articles or what would have been deemed to be of relevance to their specific target group. Localisation as defined by Pym (2004: 1) means that features that are considered specific to the target culture are added into the target text. In the context of this thesis, localisation referred to adjustments that were made for the target audiences in the Finnish and English web news articles. The strategies for studying the localisation included replacement and the three pragmatic strategies: explicitness change, interpersonal change and information change as defined by Chesterman (1997: 107). The following examples illustrate how the translation strategies were used in the analysis.

Replacement was divided into links, date and time formats, names, currency formats, and number formats. The subcategory of links included links to internal and external websites as well as to documents in PDF format. Those links which appeared in the English articles were replaced most often with two or more links in the Finnish articles. I looked at where those links led and what languages they were provided in. The following example was taken from article 8 and shows how an English link was provided in the English article and an English and a French link were provided in the Finnish article. There was also another link leading only to an English website in both articles. The article was about an EU programme that would allow volunteers to get training for humanitarian aid projects worldwide. The discussion in the example is about pilot projects which have already been started in order to test the proposed EU programme.

- (1) EN: The Commission has been preparing the ground for the service since 2011 through pilot projects funded by its humanitarian aid arm (ECHO). The idea enjoys broad public support . (8. European Commission 2012)

FI: Komissio on valmistellut vapaaehtoisjoukkojen perustamista vuodesta 2011, jolloin sen humanitaarisen avun pääosasto (ECHO) käynnisti joukon pilottihankkeita  . Humanitaarisen avun vapaaehtoisjoukkojen perustamiselle on kansalaisten vankka tuki  . (8. Euroopan komissio 2012)

BT: The Commission has been preparing the ground for establishing a voluntary humanitarian aid-corps since 2011 through pilot projects funded by its humanitarian aid arm (ECHO). Establishing a voluntary humanitarian aid-corps enjoys broad public support .

The first link "pilot projects" in the English article was in the Finnish article replaced with a link "pilottihankkeita" [pilot projects] that led to an English and a French website. The second link "broad public support" in the English article and "kansalaisten vankka tuki" [broad public support] in the Finnish article led to an English website and was not counted as a replacement because it was the same link in both versions. There were several examples of replaced links in the material and a more elaborated explanation of them is found in subsection 3.2.

Date and time formats would include changes such as "19th September" in article 1/En being changed into "19.9." in article 1/Fin. Name formats, then, included mostly a title and last name, such as "President Barroso" in article 11/En changed into "José Manuel Barroso" in article 11/Fin. Finally, currency and number formats were put into the same category for convenience. Currency would include items such as "€120bn" in article 2/En changed into "120 miljardia euroa" [120 billion euros] in article 2/Fin. Number included the item "0.7%" in article 7/En changed into "0,7 prosenttia" [0,7 per cent] in article 7/Fin.

The first one of the pragmatic translation strategies discussed was explicitness change which was divided into explicitations and implicitations. Explicitation is needed when something is not necessarily clear to the readers and implicitation is needed when it is

unnecessary to repeat something or when it is already clear to the readers. Explication would be the word "speech" changed into "linjapuhe" [policy speech] in article 2. The article was about a speech in which Barroso proposed ways to overcome the economic crisis and to make Europe more united. The Finnish example included more information about the speech than the English example, which is discussed in more depth in subsection 3.2. Implication, then, occurred in the following example. It was taken from article 10 which focused on the Nobel Peace Prize being awarded to the European Union. In the excerpt, the two Presidents referred to are the President of the European Council, Herman Van Rompuy, and the President of the European Commission, José Manuel Barroso who have given a joint statement about the Nobel Peace Prize.

- (2) EN: Pointing towards the future, *the two Presidents* expressed the European Union's commitment to continue "to promote peace and security in the countries close to us and in the world at large". (10. European Commission 2012)

FI: *Puheenjohtajat* korostavat, että EU sitoutuu jatkamaan työtään rauhan ja turvallisuuden hyväksi EU:n lähialueilla ja muualla maailmassa. (10. Euroopan komissio 2012)

BT: *The Presidents* emphasise that the European Union is committed to continuing its work for peace and security in the areas close to the EU and elsewhere in the world.

In the English version of example 2, "the two Presidents" expressed certain things about the EU but in the Finnish version it was changed into "Puheenjohtajat" [The Presidents]. Presidents Herman Van Rompuy and José Manuel Barroso were already mentioned in the previous paragraph before the example presented above in both language versions. In the English version they were referred to as "the President of the European Council" and "the President of the European Commission" and in the Finnish version as "Eurooppa-neuvoston puheenjohtaja Herman van Rompuy" [President of the European Council Herman Van Rompuy] and "Euroopan komission puheenjohtaja José Manuel Barroso" [President of the European Commission José Manuel Barroso]. Therefore, the Finnish translator decided to omit the word "two" in the Finnish version. It was

implicitly apparent to the reader that "Puheenjohtajat" [The Presidents] referred to the two of them, and the example was also therefore not counted as an omission.

The second pragmatic change used was interpersonal change which occurred when the relationship between the text/author and the reader changed, such as the degree of formality, for instance. It was divided into different types: POV (point of view), formality (formal/informal language), specificity (specific/general information), certainty (use of "would", for instance) and voice (active/passive). An example of the POV change would be the following from article 5. It was about a summit where the EU leaders discussed international decisions among other things in October 2012.

- (3) EN: Leaders endorsed additional sanctions against Syria's government and Iran, *which needs to comply with international rules relating to its nuclear programme*. (5. European Commission 2012)

FI: EU-johtajat ilmaisivat tukensa Syyrian ja Iranin hallintoihin kohdistuville pakotteille ja *totesivat Iranin ydinohjelmallaan räikeästi rikkovan kansainvälisiä sääntöjä*. (5. Euroopan komissio 2012)

BT: The EU leaders expressed their support to the sanctions directed towards the governance of Syria and Iran and *stated that Iran was flagrantly breaking the international rules with its nuclear programme*.

There was an interpersonal change in the second clause of the sentence. In the English version, it was stated neutrally that Iran needed to comply with international rules. In the Finnish version, however, it was stated that the EU leaders thought that Iran was flagrantly breaking the rules. The point of view changed in the way that the Finnish version was more critical towards Iran than the English version, and the Finnish version stressed that this was what the EU leaders stated about Iran. This made the text more personal and gave the statement a face. The English version was neutral without the word "flagrantly" and also in making the statement anonymous.

Information change included omissions and additions. Omission means omitting information from the source text that is not relevant in the target text and additions are adjustments which add new information to the text. An example of addition would be the following one from article 11 which dealt with the Nobel Peace Prize being awarded to the EU.

- (4) EN: 2012 prize will be presented in Oslo on 10 December recognising *EU's role* in advancing stability and reconciliation in Europe. (11. European Commission 2012)

FI: Vuoden 2012 Nobelin rauhanpalkinto luovutetaan Oslossa 10.12.2012 *EU:lle ja sen kansalaisille* rauhan ja sovinnon edistämiseksi Euroopassa. (11. Euroopan komissio 2012)

BT: The Nobel peace prize of the year 2012 will be presented 10.12.2012 in Oslo with *the EU and its citizens* for advancing stability and reconciliation in Europe.

The English article mentioned "EU's role." There was an addition in the Finnish article with the sample "EU:lle ja sen kansalaisille" [the EU and its citizens]. "[C]itizens" were not mentioned in the English sample. Also the point of view was slightly different. In the English article, the role of the EU was discussed but in the Finnish article the prize went to both the organisation that is the EU and the people who live in the EU countries. The Finnish sample came thus closer to the reader in this regard because it took into account everyone, not just the politicians.

I wanted to find out what kind of information the translator had chosen to use in the target text (TT) bearing in mind the readership of the translation. The data was collected by using partly a grounded theory method. Grounded theory refers to the findings that are derived from the data itself (Strauss & Corbin 1991: 18). First, each article was analysed separately and the changes between English and Finnish language versions were identified and categorised according to different changes. Then, a quantitative method was used to count the occurrences of each change. I assumed that the Finnish articles were translations, seeing as it was unlikely that a news article would have been

originally drafted in Finnish first. The English articles may have been original versions or not but, again, originality of any article was irrelevant in this study. I presented the results by giving the number of changes identified in the Finnish articles when compared with the English articles. In reviewing the findings of the analysis the most common changes were presented first and the least common changes last. The articles that were used as research material in this study were referred to as versions because the original language of any text was unknown.

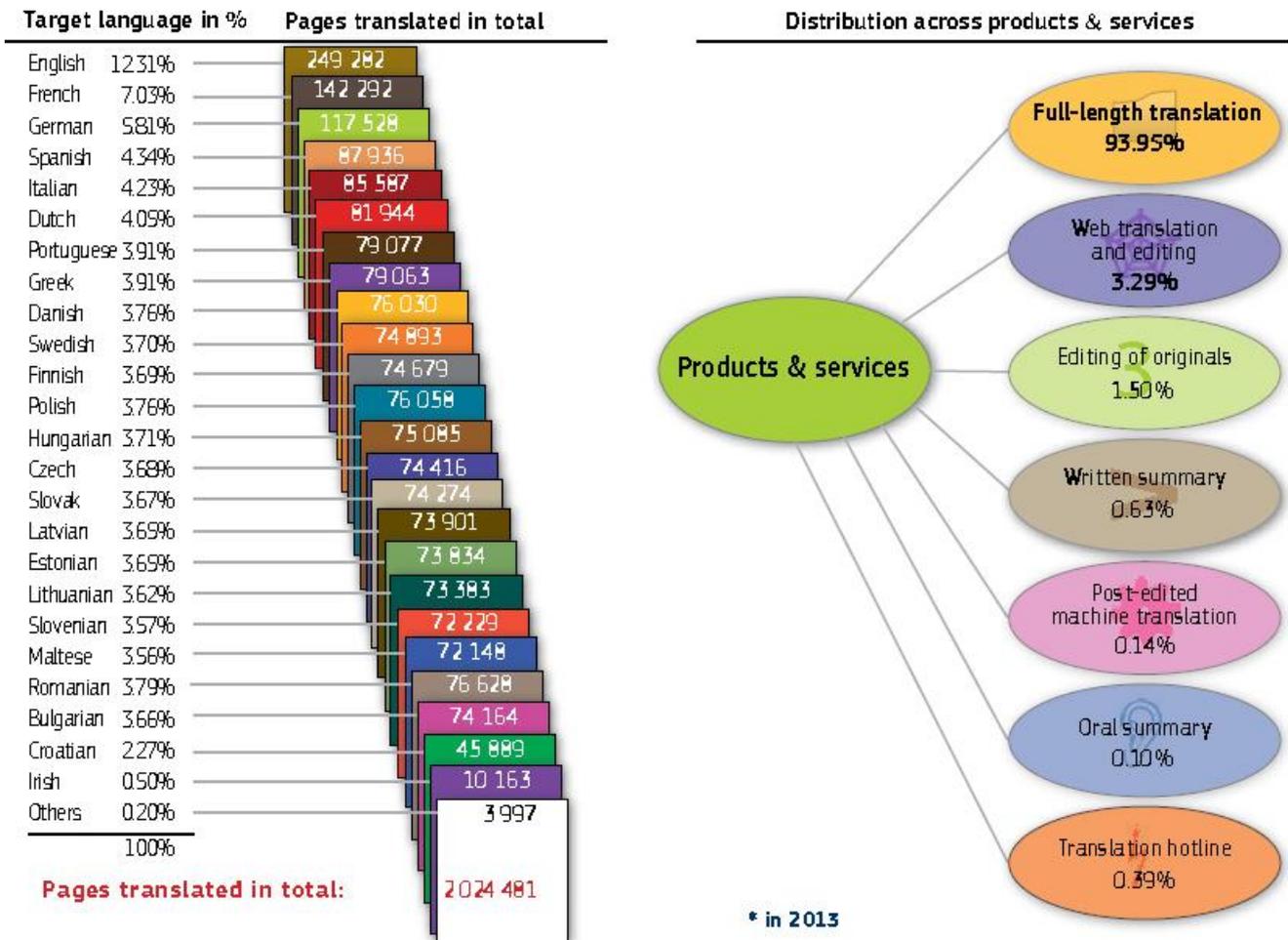
In chapter 4, the findings are discussed in more detail. The number of occurrences of each change has been presented in a table. Technical changes were called replacement in this study and those of them identified in the articles were links, date and time, names, and currency and number. Moreover, the pragmatic changes that were identified were explicitness change, interpersonal change and information change. The examples of replacement and pragmatic changes were provided in the following way: first in English (EN), then in Finnish (FI) and finally as a back-translation (BT) into English. The textual items containing one or more changes were marked in *italics*. In the case of omissions, the items that were there in one language but were omitted in the other language were marked with a star (\*). Underlining was used in links. I used online dictionaries such as MOT and IATE as help in the back-translation in order to use the correct terminology. After each example I have analysed the findings. Finally, chapter 5 draws conclusions on the study conducted.

### 1.3 EU Language Policy and Challenges

In EU translation, the language policy is special. In theory, each EU document should exist in all 24 languages but, in practice, this applies only to some documents. Cases in point are legal documents which should, thus, exist as equally valid versions in all EU languages. According to Gibová (2009), terms such as "original" and "translation" are losing ground. The idea is that once a particular legal document is finished, the original ceases to exist. That is why there is no single "original" from which the other "translations" would be derived even if, in practice, most of the legal documents are

drafted in English these days. The term "version" is therefore the preferred term for an EU document. Once a draft is made and another version is translated, the translated version can, in turn, function as a source text in translation into other languages. (Gibová 2009: 147) Their co-drafting as well as the equivalence of all existing versions, therefore, establishes an intertextual relationship between texts (ibid 2009: 148).

When discussing EU translation in terms of text types, it is common to think of complex legislative texts. In reality, legislative texts are only one part of EU translation although they do have a very important status in the organisation. Still, many other kinds of documents are translated by the DG (Directorate-General) Translation as well. The top priority is proposed laws, policy papers ('communications') and Commission consultation documents. Then there are the consultation documents to or from national parliaments and correspondence with national authorities, companies and individuals in this order. In the last place in the order of importance are websites and press releases. More specifically, the translations include full-length translations, quick translations of short texts ("translation hotline"), written summaries, oral summaries, translations and edited versions of texts for the web, and edited originals. In 2013, the DG Translation produced 2.02 million translated pages. Of this, 74 % were done in-house and the rest by contractors: translation companies and freelance translators. (European Commission 2014c) The following figure (Figure 1) shows the number of pages translated into different languages as well as the percentage of products and services distributed by the DG Translation.



**Figure 1.** The number of translated pages, their target languages and text types (European Commission 2014b)

Figure 1 indicates that out of the 24 languages, English (12.31 %), French (7.03 %) and German (5.81 %) are the most important translated target languages, whereas the least important translated target languages are Bulgarian (3.66 %), Croatian (2.27 %) and Irish (0.50 %). Bulgarian and Irish became official languages in 2007 and Croatian in 2013, so they are all relatively new EU languages and, therefore, are not likely to have gained so many translated pages yet. The distribution of products and services (types of texts) indicate that full-length translation (93.95 %) constitutes most of the work at the DG Translation, while the other types of translation and editing form the minority. The amount of web translation and editing (3.29 %) could be seen to reflect the importance of texts published online, which are usually targeted at the general public, comes right

after legislative or more official texts (full-length translation), targeted at those who are interested in the EU matters, and are, therefore, usually professionals.

The challenges of EU translation include a constantly rising workload and more costs as new member countries have joined the EU during the recent years. It can also be demanding for the new EU member states to make the style and terminology in the texts compatible with the EU conventions. For example, during Finland's first few years as a member state, the Finnish EU translations were criticised in the national media of having too much "eurojargon." The problem was that the legislative terms and complicated style which needed to be in line with the other language versions were also applied to other kinds of text types. Later, the translations became "normalized" when the conventions of writing to different target groups and cultures were taken more into consideration and also because people got used to EU terms. (Vuorinen 2004: 123–124)

The EU helps new member states by providing them with training in translation even before official membership but the task of recruiting professional translators for the new languages and finding the necessary funding is challenging. (Vlachopoulos 2009: 17)

For the English team, the work is slightly different than for those in other languages, given that part of their work includes revising the original versions of texts into better English.

#### 1.4 The Role of the Translator in the EU

Translating for the EU can be done by in-house translators, freelancers or trainees. The in-house translators are chosen via open competitive examinations (competitions), and they are the ones responsible for most of the translations. In-house translators are placed either in Brussels or Luxembourg. Freelancers work independently and they are often sent documents that do not require too much inside information and that are longer than ten pages. (Wagner, Bech & Martinez 2002: 85–86) This way the in-house translators are able to concentrate on documents that require more EU terminology and that may be needed urgently. Also legislative texts and politically sensitive or confidential material that cannot be sent out to freelance translators are translated in-house (European

Commission 2014c). Trainees are chosen twice a year for five month internships or for one month summer traineeships. Each trainee is given a supervisor who revises his/her texts and gives feedback. The trainees do the same work as the in-house translators and are thus able to gain professional experience of translating.

The day-to-day job of EU translators requires them to translate into their mother tongue. This is a traditional method. Other kinds of methods include the 'two-way' method, relay, and the 'three-way' method. The 'two-way' method indicates that the translator translates out of her/his main language and must therefore have an excellent knowledge of the target language. Relay means that in the case of unusual language combinations, such as Estonian into Greek, one translator translates the document into a "relay language" (usually French or English) and another translator translates it into the target language. The 'three-way' method refers to a translator translating from a foreign language into a foreign language. This would happen if, for example, a Finnish translator translated a text from German into English. All the translations are revised by a translator whose main language the target language is. (European Commission 2014c)

Usually the translators work in teams that are called *units* or *divisions* and they are managed by *head of unit* or *head of division*. Generally each nationality has its own language team although some teams may contain translators of mixed nationalities because of languages that are spoken in several countries. For example, in the Finnish unit there are Finnish translators translating into Finnish but in the Swedish unit there may be both Swedish and Finnish translators translating into Swedish. (Wagner, Bech & Martinez 2002: 83) From 2006 to 2012 there was also a multinational Web Unit at the Commission concentrating specifically on web translation. However, due to changes on the organisational level, the web translators were transferred to work at the language specific departments again at the beginning of 2013. (Saarikoski 2013) The Planning offices play a central role in the organisation of translation. They receive translation requests and forward them to the appropriate translation units. This way the translation teams are able to concentrate on their actual work of producing translations. (Wagner, Bech & Martinez 2002: 84)

### 1.5 Interest and Involvement in the EU Member States

The awareness, knowledge and interest of EU citizens in the EU institutions and EU matters have been discussed in a Eurobarometer survey and an empirical study of the European public. Citizens in the EU were asked which EU institution they had heard of in a Eurobarometer survey made in 2012. Based on the survey, the best known European Union institution was the European Parliament with a result of 90 % of Europeans being aware of its existence. Other institutions were quite well known as well: 83 % of the Europeans knew the European Central Bank, and 81 % of Europeans had heard of the Commission. The Court of Justice of the European Union was known by 74 % and The Council of the European Union by 68 %. The awareness of the last four institutions has increased since 2011. However, the awareness has not increased the trust that Europeans have in these institutions. (European Commission 2012c: 80)

The Europeans' awareness and knowledge of the EU varies. Respondents in every Member State were asked subjective knowledge of the European Union. Altogether, 52 % of Europeans agreed with the statement that they understood how the EU works, while 45 % disagreed. The subjective understanding increased 10 percentage units since 2011. (European Commission 2012c: 93) Furthermore, Europeans were also asked objective knowledge of how the European Union works. The respondents were asked to assess with "true" or "false" whether the following three statements were true: "the EU currently consists of 27 Member States"; "the members of the European Parliament are directly elected by the citizens of each Member State; and "Switzerland is a member of the EU." All in all, 63 % of Europeans answered correctly to all three questions while 20 % gave wrong answers, and 17 % did not answer at all. (European Commission 2012c: 94) The more the citizens know about the EU, the more interested in the EU they are.

The interest of the citizens in the EU matters was researched in an empirical study of the European media content production. Twelve European news correspondents in Brussels were interviewed about the European public sphere (Mörä 2009: 88). The opinion of the correspondents was that citizens are more interested in their everyday lives than

participating in a social debate about the EU. Reasons for this seem to be the lack of common language, common experiences and common forums. (Mörä 2009: 88) In context of the present study, the correspondents were journalists writing in newspapers so the news stories were not directly coming from the institution. However, the EU is a common topic of the news stories by the journalists and by the European Commission.

The target group of the EU web news can be assumed to be professionals, such as journalists reporting about EU issues or politicians, translators and other people working for the EU, as well as non-professionals, meaning the wide audience, those who are looking for information about a particular subject and happen to find the current news article on the website. The Eurobarometer poll results and the empirical study of the European public sphere support this claim. It is not likely that European citizens with no interest or little interest in the EU would read the online news articles by the Commission or other EU institutions. It is also not likely that people would find their way to the Europa website unless they were looking for some specific piece of information concerning their own lives, for example when moving within the EU, finding a job in another member state or about the education system of another member state. In the case of web translations, the number of visits to the website can be checked. This gives some information about how many people actually read the news, even if the actual target audience is not fully known.

## 2 WEB NEWS WRITING AND TRANSLATION

Institutions and organisations are parties with responsibilities and power, and they need to inform the public about their aims and actions. Websites are a useful tool for this purpose because anyone can access them and the information can be provided in several languages. It is also common that institutions and organisations include a news section on their websites to provide information about the most recent activities concerning them. For example, the United Nations (UN) and the World Health Organization (WHO) both have a website available in six languages and a specific news section containing news about humanitarian and health issues around the world.

The EU covers a variety of topics ranging from cultural events to political issues, and it operates mostly in all of the 24 official languages on the web news pages of the different EU institutions. All the organisations named have a news section that is translated and localised into different languages. In this chapter, I shall focus on the conventions of writing news for the web. Institutional news and news translation in general will be discussed subsection 2.1 and the EU web news in subsection 2.2. The chapter provides, thus, background information about news items that are produced by an institution rather than the media, whereas the localisation of these will be discussed in Chapter 3.

The digitalization of journalism started in the early 1990s, and it allows newspapers to deliver news faster to a larger audience and in a more user-friendly way than the printed media. Readers all over the world with an access to the Internet can join the conversation by leaving comments and passing on the link to the news story to new readers via social networks, such as Facebook and Twitter. However, it is very common that online news websites also contain advertisements, links to internal and external websites, forums, polls, and blogs which easily blur the boundaries between news, entertainment, public relations and advertising. (Batty & Cain 2010: 251–252) News stories produced by the European Commission do not contain advertisements although there may be links to internal and external websites which are connected to the same topic as the news article. There are also links to the Commission's social media web

pages, such as Facebook, Twitter, YouTube and Google+. For example, in the English and Finnish version of article 2, there are links to several web pages: a PDF file of a Commission proposal (no longer available online), the EUtube channel on YouTube, Euronews website, the Commission's Google+ web page, web pages by the Commission (Europe by Satellite, José Manuel Barroso's web page, and a web page, containing a video about the economic crisis in Europe) and two links to Twitter (Barroso's own Twitter account and another link no longer available online which contains a hash tag in order to encourage people to join the conversation). In other words, the reader can get more information about the topic by clicking the links, or focus on the main page only.

In general, the news stories in the print media are supposed to give answers to questions *who, what, where, when, why* and *how*. Moreover, it has been established that readers usually identify with a person rather than an abstract subject in the story. (Batty & Cain 2010: 20) News stories by the Commission, however, differ from this in that they mostly deal with what happens in the institution or within the EU. The articles are usually not about an individual *per se* but, for example, about a politician giving a speech or about a cultural event in a member state. For example, article 1 is inviting people to send questions to President Barroso about the state of the European Union, which he will answer in a live interview. Article 11 concerns the issue of the Nobel Peace Prize being awarded to the European Union, and informs that the ceremony can be followed live online in different places around Europe. In these two news articles, the reader is expected to identify with the idea of "Europeanness," in this case being a citizen of an EU member state, and the possibility to take action, such as join the discussion about the EU or watch a video link or go to a public screening.

An important feature for any news website is the attractiveness of the home page: it should look engaging but at the same time give a clear indication of the latest headlines. Also navigation is important because it connects the stories, images and digital material. Hypertext allows the user to jump from one story to another by simply clicking a link and finding out new information about the same or a similar topic. Another important feature is the speed that the news can reach the readers. Web journalism can be

continuously updated while the news in "today's" paper is already yesterday's news. (Batty & Cain 2010: 49) Unlike a newspaper website that has as its main purpose of delivering news to the audience, the news stories by the Commission do not play the central role in the entire website. Still, the newest headline is visibly placed at the top of the front page of the Commission to draw the reader's attention to it. Moreover, the news stories are not intended to be sensational but rather to have an interesting but, at the same time, informative content. Despite this, the creation of interesting headlines cannot be ignored on the Commission's web news pages either.

## 2.1 Institutional News and News Translation

Institutional news can be news produced by an institution or the institution can use news produced by the general media, that is, print and online newspapers as material for its own news. There is not much information available about how news is produced by institutions and their press rooms but the conventions of news writing and news translation in general apply also in many ways to the news by the European Commission. First, it is necessary to define 'institution' in order to discuss institutional news. The term 'institution' can be understood in different ways. It can refer to concrete physical institutions (for example the Smithsonian Institution), total institutions (prisons, mental hospitals), social institutions (family) or official posts (the president, the Pope) (Koskinen 2008: 15). Another way of looking at institutions is to divide the term into three levels: abstract institutions (religion), formal institutions (church), and concrete institutions (local parishes) (ibid. 17). In this thesis, institution refers to a concrete institution, the European Commission.

Institutions in general produce information about themselves to the public. News stories by institutions can be those made by educational institutions (universities), the mass media (television, press, radio), military forces (the army) and police forces (Interpol), for example. The news stories differ from each other in topics, target audiences, agendas, and in how often they are published. Universities, such as the University of Vaasa and the University of Helsinki publish web news stories about topics which

include current issues concerning the university. University issues are more common in the University of Vaasa than in the University of Helsinki which publishes news stories about a wider range of topics, similar to the ones covered in the media. The news stories in both universities are published online several times a week and the target audience can be considered to consist of the students, staff and people interested in the university. The agenda of a university in its communication would be to inform the public about the actions and success of the university and to be of interest to new students, staff and investors. Similarly, the mass media produces news about a variety of current local and global issues, the military forces discuss issues concerning the military forces and the police forces discuss issues concerning the police forces in their news stories. All the institutions need to inform about their actions in some way to keep the communication open and to raise interest in the audience.

In the context of this thesis, it is interesting to compare global news agencies and the EU as an organisation. Certain similarities but also differences can be found between them. Global news agencies are powerful organisations that gather, process and transmit news to subscribing institutions all over the world. Gathering news is efficient because news agencies may have staff in over a hundred countries and the means to send news teams fast wherever they are needed. They produce both raw information and ready-to-print news material which is then sold to subscribing news organisations that may change and reproduce the content as they like. (Bielsa & Bassnett 2009: 34) In comparison with news agencies, the EU is a multinational and multilingual organisation where decisions are made and policies put into action. Thus, the EU and its actions are already newsworthy material on their own. News about one or several member states may concern somehow the entire EU; a case in point would be a report about corruption in Europe published by the EU. While the production of news stories is not the main task of the EU, it is an important part of communicating about the EU to the public in Europe.

The (in)visibility of translations and translators as well as strict deadlines are a part of news production both at news agencies and at the EU. In news agencies, translation is considered an integrated part of the news production. They also invest heavily in

technology in order to transmit news faster. (Bielsa & Bassnett 2009: 34) In other words, in global news agencies or news organisations, translation (and the translator) is invisible because it is considered to be a part of the journalist's work. The deadlines are strict because the faster the news reaches the readers, the more efficient the news agency or news organisation is. Similarly, the translator of an EU text is not visible because only the institutional voice (see Chapter 1) should be heard in the text but, unlike in news agencies translators are employed in that capacity in the EU and their main responsibility is translation. In news agencies, translation work is included in journalistic work and not separated from it. The reader of an EU text may be aware that he/she could be reading a translation. In comparison, the reader of a news article may not think of the news item as a translation at all, unless he/she is aware of how news is produced. Furthermore, both global news agencies and the EU invest in technology for faster news transmission. Translation tools, such as translation memories and term banks make translation faster, seeing as translators are constantly working within a deadline.

News stories by the media and by the EU are written in a certain genre. News agencies usually produce texts of informative genres in which the author's personal style is reduced to a minimum. This way, the original text can be altered more easily. The other two types of genres are interpretative genres where the information is selected, interpreted and narrated by the journalist, for example a reportage; and the argumentative genres where the author may not be a journalist and which use a personal style in the text, such as a column. (Bielsa & Bassnett 2009: 68) On the one hand, the web news by the Commission can be compared to the informative texts of the news agencies in that they, too, are not sensational or written from the author's point of view. On the other hand, the Commission news can also be considered interpretative because of the institutional approach which shapes the news to be written according to the EU style.<sup>7</sup> The author/translator is someone representing the institution and the news stories are supposedly objective, but they might also be subjective to some extent, by referring to the institution in a positive way. However, the media can produce news stories

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<sup>7</sup> The European Commission has its own writing guides available online and in print regarding mostly grammar and stylistics, for example *How to write clearly* and *Interinstitutional style guide*.

ranging from more objective (informative) to subjective and sensational (interpretative and argumentative), by referring to the institution either in a positive or in a negative way. The journalist represents, after all, a newspaper that has its own agenda and viewpoint. In sum, the news stories written by the media about an institution can have a critical viewpoint, depending on the text genre and the topic. In the next subsection, the focus is on the EU web news with a brief comparison of the news sections by seven EU institutions and then continuing with a discussion of the news produced by the European Commission.

## 2.2 EU Web News

The *Europa* website is the main website of the EU. It includes information about how the EU works, about living and doing business in a member state, about the EU law, about how the EU is active within different fields, such as culture and education or development and humanitarian aid, and also contains publications by the EU. The *Europa* website has a newsroom section of its own which is translated into English, French and German, the working languages of the EU. Furthermore, the Europa website has links to the websites of the different EU institutions and bodies. Because the focus in this thesis is on an institution, the European Commission, I shall briefly discuss the news sections on the websites of the EU institutions, yet excluding the EU bodies. The seven EU institutions are the European Parliament, the European Council, the Council of the European Union (also called "Council"), the European Commission, the Court of Justice of the European Union, the European Central Bank and the Court of Auditors. Most of these institutions have a news section ("Newsroom," "News," or "Press") available in some or all of the 24 EU languages. The EU web news articles and press releases consist of topics according to the responsibilities of each institution and the current situation in Europe and the world. Below is a table representing the most important EU institutions and their roles in the organisation. After that follows discussion about the news sections on each institution's website.

**Table 3.** EU institutions and their role

<b>Institution</b>	<b>Role</b>
The European Parliament	Represents the EU's citizens and is directly elected by them. Works together with the Council of the European Union on passing laws.
The European Council	Sets the EU's overall political direction but cannot pass laws.
The Council of the European Union	Represents the governments of the individual member countries. National ministers from each EU country meet there to adopt laws and coordinate policies.
The European Commission	Represents the interest of the Union as a whole by proposing new laws, managing the EU's budget and allocating funding, enforcing European law (with the Court of Justice) and representing the EU internationally.
The Court of Auditors	Checks (or "audits") the EU finances in case of frauds or irregularities and reports on the use of public funds.
The Court of Justice of the European Union	The judicial authority of the EU upholding the rule of the EU law.
The European Central Bank	Responsible for the European monetary policy, for instance managing the euro and protecting the price stability in the EU.

The news stories on the websites of the seven different EU institutions contain articles or press releases about a variety of topics. First, the news stories on the website of the European Parliament can be viewed according to themes which include, among others, the EU and its institutions, budget, culture and education, as well as health and environment. The European Council and the Council of the European Union have a common website. Therefore they also have a common press section with releases and statements from both institutions. These concern, for example, foreign affairs and international relations, economy and finance, and energy. The fourth institution on the above list is the European Commission which used to have a news section containing news stories about a variety of topics, such as culture, economy and youth, business, science and technology, and transport and travel. At present, the news section does not categorise the material by their topic but by the type of text. The fifth institution, then, is the Court of Auditors which has a news section on its website with news stories that inform about the actions of the Court of Auditors and the reports published by them. The Court of Justice of the European Union has press releases concerning the legal

cases resolved in the Court and also other actions taken by the institution. Finally, on the website of the seventh institution, the European Central Bank, there is a press section with press releases, speeches, audiovisual content and press pictures and so on. The press releases cover the actions of the European Central Bank and its monetary policy. There is, however, no specific section for news articles.

Because the research material of this thesis consists of news articles published on the website of the European Commission, I shall concentrate next on the news appearing there. The news section changed in 2015, but the news articles used as study material in this thesis are from 2012. Before the change in 2015, the news stories by the Commission were divided into 13 categories. For instance, in *Culture, education and youth / Kulttuuri, koulutus ja nuoriso*, there were articles about awards rewarded to talented and successful people, training and educating people, cultural events, as well as goals and statistics regarding culture and education. In *Business / Yritystoiminta*, there were articles about EU recommendations and reports regarding businesses in the member states or, for example, requests for the citizens to give their opinion online about decisions which concerned improvements, such as card payment in the EU or ideas to make the European businesses more successful.

As previously explained, the two categories from which I have selected the news stories to do research on were *EU explained / Yleiset EU-asiat* and *External relations and foreign affairs / EU:n ulkosuhteet*. In *EU explained*, most of the articles were about what is happening in the EU institutions, such as a summit taking place in Brussels, the European Parliament elections or asking for people to send questions to European Commissioners. *External relations and foreign affairs* included articles about improving human rights, helping development countries, widening the EU membership, and foreign affairs between the EU and non-member states, such as China, USA and India. Furthermore, the categories were about a variety of topics and some of the articles may have belonged to more than one category. For example, an article about economic and budgetary recommendations could be found in *EU explained* and *Economy, finance and tax / Talous, rahoitus ja verot*. Another article about securing digital networks and preventing online crime was found in *External relations and foreign affairs* as well as in

*Science and technology / Tiede ja tekniikka.* In general, the web news stories were and still are about something that is about to happen or something that has happened. Structurally, the news is written in such a way that the most important information is at the top and the least important information is at the bottom. The viewpoint is, as expected, that of the EU. The EU is always doing, improving, reporting, recommending and developing something. Overall, the Commission is increasingly encouraging the citizens to use the social media to give feedback to the institution.

### 3 LOCALISATION STRATEGIES

News are always localised in some sense. Some general principles of newsworthiness include attracting the reader to the news story with relevant information of recent events (especially those taking part nearby), the choice of news and making references to elite nations (such as the US) or persons (such as politicians, celebrities) (Allan 2010: 73). Strategies that bring the news closer to the readers in Finland and in the United Kingdom are, for instance, replacement, implicitation and explicitation, and addition and omission. The aforementioned strategies have also been identified in the research material of this study. At first, it is important to look at the theoretical part of localisation to understand what it is and then focus on more specific information regarding translation strategies that help in localisation. This chapter contains definitions of localisation, internationalisation and globalisation. In subsection 3.1, there will be discussion about translation strategies which are useful in studying localisation in news translation and in the context of EU web news. The most useful translation strategies regarding this study are then focused on more in subsection 3.2, in which replacements as well as pragmatic translation strategies as defined by Chesterman (1997) are presented with examples from the research material.

'Localisation' as a process can be defined in different ways depending on the point of view: it can be looked at from the linguistic point of view or from the business point of view. According to Pym (2004: 1), localisation is "the adaptation and translation of a text (like a software program) to suit a reception situation" which he calls a 'locale.' Locale is further defined as being not just a language but most often a particular variety of language, and local conventions, such as currency, date and hour settings and presentation of numbers (Pym 2004: 2). It should be noted that in Pym's (2004: 3) definition, localisation includes translation but translation contains only partly localisation, such as in computer programs which are often localised but not entirely translated. A different definition is suggested in a business-process model for the localisation of software where translation is seen as only one part of the whole localisation process (Pym 2004: 4). Another definition comes from The Localization Industry Standards Association (LISA) which has defined localisation as making a

product "culturally and linguistically appropriate to the target locale (country/region and language) where it will be used and sold"<sup>8</sup> (Pym 2004: 29 quoting LISA 2003). The definitions presented above concentrate on software programs or products. In this thesis, I shall study how localisation occurs in web news texts, and the term 'localisation' includes, thus, the process of translation according to Pym's (2004) definition.

Certain technical elements are usually localised in texts. Pym (2009/2010) has listed the most common ones which are also mentioned in many textbooks. These elements include, for instance, date, time and currency formats, other monetary related information (taxes), number formats (decimal separator, thousand separator), name formats, units of measurement, and content (adding locale specific content) (Pym 2009/2010: 3–4). In this study, these technical elements are referred to as replacements and can also be found in the Finnish and English news articles by the Commission.

'Internationalisation' and 'globalisation' are other important terms connected to localisation. Internationalisation means that problems of translation are avoided before they occur, by including as few culture-specific features as possible on the website (Pym 2009/2010: 3). For example, internationalisation occurs when a product is designed to be potentially easy to localise into other languages and cultural conventions. The English editors at the Commission perform a similar procedure. They edit the English texts that are often written in non-native English and make them easier to understand for the translators (European Commission 2009: 10, 47). This, in turn, will make translation faster and more efficient. Moreover, globalisation is internationalisation and localisation combined; it is a business process in which a product has first been made neutral (internationalised) and then adapted to target markets (localised) (Pym 2013). In the context of this thesis, the news article is first drafted and then edited (internationalised) and translated (localised). The end-product is a news article that is available in different languages on a website, and the link can be shared, for instance, in social networks to attract more readers (globalisation).

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<sup>8</sup> LISA shut down its operations in 2011 and the website is no longer in use.

### 3.1 Localisation and Translation Strategies

In news articles, domestication is a prevailing strategy because the news agencies and subscribing news organisations produce news for certain target audiences (see subsection 2.1). The opposite procedure of domestication is foreignization which makes the text feel foreign to the reader. It is suggested in Bielsa and Bassnett (2009: 10) that foreignization as described by Venuti (1995) does not hold value in news translation because the needs and expectations of the target audience define how the news is shaped. In my material, domestication does not occur in the way that content would have been majorly changed to suit the target audience. Similarly, foreignization does not occur in the material either although the EU jargon could be interpreted as foreignization. It is still a debatable issue because the audiences in the United Kingdom and in Finland have become accustomed to hearing EU jargon in the news to some degree. Instead of domestication/foreignization, there is localisation in the material. It occurs, for instance, through replacement by changing the date and time to be understandable to the British readers and to the Finnish readers. These are the technical changes in the material. Additionally, there are pragmatic changes, such as explicitness change in which the text contains either implicit or explicit information according to the expectations of the target audience. Replacement and pragmatic changes are discussed in more detail in the following paragraphs.

Other ways of localising a news story can be through using implicit and explicit information or through addition and omission. Vinay and Darbelnet (cited in Klaudy 2009: 104) have defined implicitation as "a stylistic translation technique which consists of making what is explicit in the source language implicit in the target language" and explicitation as "making explicit in the target language what is implicit in the source language." In Eugene Nida's views, explicitation is a more specific concept and addition a more generic one, although some scholars have considered the concepts to be more closely related (cited in Klaudy 2009: 104). Addition means adding information to the target text that is relevant for the target audience to know, while omission means omitting information that is not relevant for the target audience to know. In this thesis,

implication/explicitation and addition/omission are used as separate strategies according to the definitions of Chesterman (1997) (see 3.2).

The strategies of implication and explicitation, as well as addition and omission can be found in the ways in which news are modified. The most usual modifications include (1) changing the title and lead (informative subtitles) to better suit the needs of the target reader, (2) eliminating unnecessary information, (3) adding background information, (4) changing the order of paragraphs and (5) summarising information (Bielsa & Bassnett 2009: 64). In my material, some of these modifications are done in the localisation of the English and the Finnish web news targeted at audiences. However, these modifications are not done in the same manner as in news in general because the different language versions in the EU are considered to be similar.

### 3.2 Replacement and Pragmatic Translation Strategies

Translation strategies help the translator make the target text fluent to the readers and also help a student or researcher find out how the fluency has been reached. I have used replacement and pragmatic translation strategies in order to identify changes in the study material of this thesis. Technical elements as explained by Pym (2009/2010) are considered to make the text understandable to the readers. Features are adapted to suit a particular 'locale', which means that not only language but also currency formats, name formats, units of measure and other similar elements are changed (Pym 2009/2010: 3–4). Pym does not mention links in his list but in this thesis, I have included them as one subcategory of replacement. Moreover, Chesterman (1997) has reformulated well-known strategies and divided them into syntactic strategies, semantic strategies and pragmatic strategies. Whereas syntactic strategies are used to manipulate the form (for example, changes in the word class or sentence structure) and semantic strategies are used to manipulate the meaning (for example, the use of synonyms or hyponyms), pragmatic strategies involve bigger changes from the source text, although they can overlap with the syntactic and the semantic strategies to some extent (Chesterman 1997: 107). Pragmatic changes can include addition of new information or omission of source

text information or changes between explicitness and implicitness, for instance (Chesterman 1997: 108–109). With the help of replacement and the three pragmatic translation strategies that are presented below, I shall examine localisation strategies in the 11 English and Finnish web news articles produced by the Commission.

Changes between technical elements were identified in the study material of this thesis frequently. The changes are as follows: links, date and time formats, names, currency formats (and other monetary-related information), and number formats (such as a decimal separator). The first of the changes discussed is the subcategory of links. As mentioned in chapter 2, there are links to internal and external websites in the web news articles of the Commission. Additionally, the links also lead to documents in PDF format. Those links which appear in the English articles are replaced most often with two or more links in the Finnish articles. I have looked at where those links lead and what languages they are provided in. For instance, if there is a link available in English in the English article, there is most often a link available in English, French and German in the Finnish article. This example is presented with international language codes with an arrow in the middle pointing to the replacing languages: EN → DE, EN, FR (English → German, English, French). The other examples of languages that the links are available in are as follows: EN → EN, FR (English → English, French), EN → X (English → several languages) and EN → FI (English → Finnish). The other technical elements besides links include date and time formats, such as "19th September" in article 1/En being changed into "19.9." in article 1/Fin (the articles are explained in subsection 1.1). Furthermore, name formats are changes which in my material include mostly a title and last name, such as "President Barroso" in article 11/En changed into "José Manuel Barroso" in article 11/Fin. The last of the technical elements are currency and number formats which were put into the same category for convenience. Currency would include items such as "€120bn" in article 2/En changed into "120 miljardia euroa" [120 billion euros] in article 2/Fin. Number included the item "0.7%" in article 7/En changed into "0,7 prosenttia" [0,7 per cent] in article 7/Fin.

Pragmatic translation strategies used in this thesis include explicitness change, interpersonal change and information change. The first pragmatic change of interest is

explicitness change. It occurs when there is either more explicitation or implicitation in the TT than in the ST. Explicitation means adding to the TT information which is implicit in the ST. Implication means the opposite; information is expressed implicitly in the TT when it is expressed explicitly in the ST. (Chesterman 1997: 108–109) In the context of this thesis, there would be explicitation in the following example from article 2. It is about the State of the Union speech that President Barroso gave in 2012. In his speech, Barroso proposed ways to overcome the economic crisis and to make Europe more united.

(5) EN: During the *speech*, Barroso also:

- argued for the development of a European public space
- outlined the steps of further integration and called for a wide debate ahead of the European elections in 2014
- referred to the Commission's proposal for a better statute for European political parties and suggested that the main parties present their own candidates for the post of the next Commission President. (2. European Commission 2012)

FI: Barroso korosti *linjapuheessaan* myös seuraavia aiheita:

- eurooppalaisen julkisen keskustelun tarve
- EU:n yhdentymisen syventäminen ja sitä koskevan laajan keskustelun herättäminen ennen vuonna 2014 pidettäviä Euroopan parlamentin vaaleja
- eurooppalaisten poliittisten puolueiden perussääntöä koskeva asetusta, jota koskevan ehdotuksen komissio esitti keskiviikkona. Barroson mukaan eurooppalaisten puolueiden pitäisi nimetä ehdokkaansa komission puheenjohtajaksi seuraavien eurovaalien yhteydessä. (2. Euroopan komissio 2012)

BT: Barroso emphasised in his *policy speech* also the following topics:

- the need for a European public debate
- further integration of the EU and sparking the wide debate concerning it before the European elections in 2014
- the proposal for a statute for European political parties, which the Commission set on Wednesday. According to Barroso, the European parties should name their own candidates for the post of the Commission President during the next European elections.

The word "speech" in article 2/En is changed into "linjapuhe" [policy speech] in article 2/Fin. "[S]peech" is a neutral term and could refer to any kind of speech. Therefore it is the context of the article that matters in the English version. "State of the Union address" is mentioned at the beginning of the English article and after that referred to as "speech" as in the extract above. However, it is explicitly stated in Finnish that Barroso has made a particular kind of speech, "linjapuhe," which refers to a speech in which political guidelines are stated, in this case meaning the State of the Union address. The Finnish term is, therefore, more explicit.

While explicitation is needed when something is not necessarily clear to the readers, implicitation is needed when it is unnecessary to repeat something or when it is already clear to the readers. Implicitation in the present study, then, would be "the two Presidents" in article 10/En changed into "Puheenjohtajat" [The Presidents] in article 10/Fin as explained in example 2 in subsection 1.2. In the English version, it is mentioned that there are two presidents. However, in the Finnish version, the Finnish translator has decided to leave out the word "two" because the names of the two presidents have already been mentioned earlier in the article. It is implicitly apparent to the reader that it refers to them.

The second pragmatic change of interest is an interpersonal change. It affects the overall style: the formality level, the degree of emotiveness and involvement and the level of technical lexis, for example. An interpersonal change occurs when the relationship between the text/author and the reader changes. (Chesterman 1997: 110) The possible types of interpersonal change would be POV (point of view), formality (formal/informal language), specificity (specific/general information), certainty (use of "would", for instance) and voice (active/passive). An example of the formality change would be the following from article 2. It is about a speech given by President Barroso in which he makes new suggestions to overcome the economic crisis and to make Europe more united.

- (6) EN: *He sketched out a path* towards greater European unity to overcome the crisis and maintain sovereignty in a globalised world. (2. European Commission 2012)

FI: *Barroson mielestä* EU:n olisi oltava yhtenäisempi, jotta talouskriisi olisi voitettavissa ja EU voisi säilyttää painoarvonsa globaalistuvassa maailmassa. (2. Euroopan komissio 2012)

BT: *According to Barroso*, the EU should be more unitary so that the economic crisis could be overcome and the EU could maintain its importance in a globalised world.

There is an interpersonal change in the English expression "He sketched out a path" and the Finnish expression "Barroson mielestä" [According to Barroso]. The English version is more figurative, refers to Barroso with the personal pronoun "he" instead of his name, and thus informal and catches the reader's attention while the Finnish version is very neutral, contains the name "Barroso" and is more formal compared to the English version.

The third pragmatic change is the information change which means either addition or omission of information. The target audience may not be familiar with something that another audience would be. For that reason it might be relevant to add information. This also works the other way round, that is, when knowing something is either irrelevant to a particular target audience or that they are already familiar with it, omitting information from the ST might be needed. For instance, a translator may omit the name of a game that is played in Germany but not in Britain on these grounds. (Chesterman 1997: 109–110) Adding country specific information about Finland in the Finnish text would be an example of addition. An example of an omission can be found in the following extract from article 6. The focus in the article is on exiting the economy crisis and thereby bringing the EU back to growth, and getting people back to work. The extract is taken from a list which covers the Commission's new proposals for 2013.

- (7) EN: *promoting European interests and values globally* through new trade agreements, targeted cooperation with neighbouring countries, and furthering the EU's role as the world's leading contributor to development aid. (6. European Commission 2012)

FI: *edistetään EU:n \* arvoja kaikkialla maailmassa* uusilla kauppasopimuksilla, yhteistyöllä naapurimaiden kanssa ja vahvistamalla EU:n asemaa maailman suurimpana kehitysavun antajana. (6. Euroopan komissio 2012)

BT: *promoting the EU's values everywhere in the world* through new trade agreements, cooperation with neighbouring countries, and strengthening the EU's position as the world's largest contributor to development aid.

There is an element in the English article which is omitted in the Finnish article and this, in turn, changes the tone of the sample slightly. The English item "promoting European interests and values globally" is different in Finnish because the word "interests" is missing. It could be translated as "etuja" in this context. Because "interests" is missing, it makes it seem as though trade agreements, cooperation with neighbouring countries and development aid only promote the values of the EU although they are also beneficiary to the EU. The tone is more generous in Finnish than in English because with "interests" missing there is also more weight in the EU helping others, such as giving development aid, than the EU also benefiting from trade agreements, which promote the EU's interests rather than values.

All the strategies presented in this chapter are used in discussing the Finnish and English articles. In reviewing the findings of the analysis the most common changes are presented first and the least common changes last. The results are analysed by giving the number of changes identified in the Finnish articles when compared with the English articles. Next follows chapter 4 which contains the analysis of the material.

#### 4 LOCALISATION IN THE EU WEB NEWS ARTICLES

The purpose of the present study was to find out how Finnish and English web news articles by the European Commission were localised to their target language audiences. The material consisted of 11 news articles taken from the Commission's website. The topics of the articles included the economy crisis, the EU humanitarian aid, the EU enlargement, and the EU being awarded the Nobel peace prize. Pictures and/or videos that may have been included in the articles were left out of the study because the focus was on a textual analysis. A grounded method was used in studying the localisations between the different language versions. This means that changes which would arise from the material were identified. After this, a quantitative method was used to count the localisations which were then analysed and presented in order of importance from the most frequent to the least frequent localisations.

Overall, the English and the Finnish articles were almost identical. This was expected because the nature of EU texts in different languages is to be as close to each other as possible. This also concerns the web news articles produced by the European Commission. On the first hand, the news articles on the European Commission's website share many characteristics with news articles appearing in print papers and online papers. Both are targeting the news at the general public and placing the most important information at the beginning of the article. On the other hand, the different language versions of the EU news articles contain fewer changes than what is normally expected of translated news articles. The paragraphs in the EU news articles are of the same length, and the content changes are very few. This does not apply to national news articles from different countries. As such, studying the Commission's news articles, which were quite similar to each other, seemed challenging at first but after a closer examination, there were differences between them too. These differences were only more subtle than what one might find if comparing translated news articles published in different print papers.

The changes in the Commission's news articles were categorised into main categories and further into subcategories when necessary. The following table summarises the changes identified in the Finnish articles when they were compared with the English articles.

**Table 4.** Categories and subcategories of localisation

<b>Category</b>	<b>Number of occurrences</b>
<b>Replacement</b>	<b>70</b>
• Links	30
• Date and time	17
• Names	15
• Currency and number	8
<b>Explicitness change</b>	<b>45</b>
• Explicitations	34
• Implications	11
<b>Interpersonal change</b>	<b>42</b>
<b>Information change</b>	<b>17</b>
• Omissions	12
• Additions	5
<b>In total</b>	<b>174</b>

In total, 174 instances of localisation could be identified in the material. The majority of changes were replacements with 70 occurrences. Out of these, links were used in 30 instances, date and time in 17 cases, names in 15 cases and currency and number in 8. The second largest category consisted of explicitness change with 45 occurrences. These changes were divided into explicitations with 34 occurrences and implications with 11 occurrences. Interpersonal change was the third largest category with 42 occurrences. Finally, information change was the fourth and last category with 17 occurrences, and it was further divided into omissions with 12 occurrences and additions with 5 occurrences.

In what follows, the findings will be discussed in the order of importance, starting with the largest category of replacements. After this follows explicitness change, interpersonal change and finally information change. The findings are discussed in chapter 5, Conclusions.

#### 4.1 Replacement

Replacement contained 70 occurrences. Its subcategories were links with 30 instances, date and time with 17 instances, names in 15 instances and currency and number in 8. The category of replacement includes technical changes in both the English and Finnish language versions of the 11 articles. Links, date and time formats, name formats, and currency and number formats were all slightly modified but there was a lack of bigger changes. First, I shall discuss the changes occurring in the subcategory of links and after that in the subcategories of date and time, names, and finally currency and number.

##### 4.1.1 Links

Links in this study material mean hyperlinks which lead to either a website or a document. For example, a link in article 5, "European Investment Bank" / "Euroopan investointipankin" [European Investment Bank's] leads to the website of the European Investment Bank. Another link in article 2, "common supervision of eurozone banks" / "euroalueen pankkien yhteisestä valvonnasta" [common supervision of eurozone banks] leads to a PDF document. Replaced links had the largest number of occurrences within the category of replacements. The English links were translated mostly into Finnish, and for the present study, it was significant to investigate the languages of the websites or documents where the links would lead. Providing a link which leads to another website/document in only one language or in several languages is also a kind of localisation. Readers who get additional information in only one language that is also assumedly their first language have the advantage of understanding it. When the readers get additional information in several languages, the first language of the readers may not be included there and therefore it depends on each reader whether he/she understands

any of the other languages of the additional information. It was important, therefore, to compare where the English and Finnish readers were led: what language(s) would be used on the websites and/or in the documents (usually in PDF format) where the link would lead to. Links which led to exactly the same website/document in both language versions were omitted from the findings because the link was not replaced and did not lead to another website or document in another language. An example of this would be a link that leads to an English website/document both in the English and in the Finnish article. Also, if a link was available in several languages which were exactly the same in the English and Finnish articles, I did not categorise the link into replacements because it did not differ from the link in the other language version. However, I included a link in the replaced links category when it was available in other languages as well besides English, most often German and French because then there was a difference between the language versions.

The links in the English articles were always available in English because it is one of the three most used languages at the Commission (see Chapter 1) and also a *lingua franca* of the present time. That is why it is convenient to provide websites and documents in English. However, the majority of the links in the Finnish articles led to websites/documents in two or more languages because most often there was no Finnish website/document available. Finnish is not a major language at the EU and therefore English (a language that most Finns know) was always included as one of the languages behind the links in the Finnish articles if there was no Finnish option available. Below is a table which presents the different languages of websites and documents behind the links.

**Table 5.** Languages of available websites and documents

<b>Link in the English article</b>	<b>Link(s) in the Finnish article</b>	<b>Number of occurrences</b>
English (EN)	German, English, French (DE, EN, FR)	14
English (EN)	English, French (EN, FR)	8
English (EN)	several languages (X)	6
English (EN)	Finnish (FI)	2
<b>In total</b>		<b>30</b>

As can be seen in Table 5, all of the links were available in English in the English articles. However, in the Finnish articles, the majority of the links were available in German, English and French (EN → DE, EN, FR). It proves that the three internal business languages of the European Commission (see Chapter 1) are also the most translated languages (see Figure 1). This means that since German, English and French are widely spoken languages at the European Commission (and in Europe in general), the Commission's documents are most often drafted and/or translated into these languages. The next group is links that were available in English in the English versions and in English and French in the Finnish versions (EN → EN, FR). After that follows the group of links that were available in English in the English versions and in several languages (three or more) in the Finnish versions (EN → X).<sup>9</sup> Finally, there were only two occurrences of a link which was available in English in the English articles and in Finnish in the Finnish articles (EN → FI).

The next example includes various links, including the replaced items EN → DE, EN, FR; EN → EN, FR; and EN → X. The example is taken from article 2 and it is a request for the readers to send questions to Barroso.

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<sup>9</sup> The "X" represents several languages. It is later replaced with the actual languages which appear in the example.

- (8) EN: Citizens can submit questions to President Barroso about the State of the Union until 18 September on [EUtube](#). He will answer them in a live interview on 19 September at 19.00 CET, which will be broadcast on the [Euronews network and website](#), on [EUtube](#), on the [Commission's Google+ page](#), on [Europe by Satellite](#) and the [President's website](#). (2. European Commission 2012)

FI: Kansalaiset voivat lähettää Barrosole kysymyksiä unionin tilasta [EUtube](#) [de](#) [en](#) [fr](#)-kanavan kautta 18.9. asti. Hän vastaa niihin 19.9. klo 20 (Suomen aikaa) lähetettävässä suorassa videokeskustelussa. Keskustelu näytetään [Euronews-verkossa ja -verkkosivustolla](#) [de](#) [en](#) [es](#) [fr](#) [it](#) [pl](#) [pt](#), [EUtube-kanavalla](#) [de](#) [en](#) [fr](#), [komission Google+-sivulla](#) [en](#), [Europe by Satellite](#) [en](#) [fr](#)-palvelussa ja [puheenjohtaja Barroson sivustolla](#) [de](#) [en](#) [fr](#) [pt](#). (2. Euroopan komissio 2012)

BT: Citizens can submit questions to Barroso about the State of the Union through [EUtube](#) [de](#) [en](#) [fr](#) channel until 18.9. He will answer them in a live interview broadcast on 19.9. at 20 o'clock (Finnish time). The discussion will be shown on the [Euronews network and website](#) [de](#) [en](#) [es](#) [fr](#) [it](#) [pl](#) [pt](#), on [EUtube-channel](#) [de](#) [en](#) [fr](#), on the [Commission's Google+ page](#) [en](#), on [Europe by Satellite](#) [en](#) [fr](#) service and on [President Barroso's website](#) [de](#) [en](#) [fr](#) [pt](#).

There are six links in the example and five of them are replaced links. Two of the links ("EUtube" mentioned twice) are available in German, English and French in the Finnish version (EN → DE, EN, FR). One link ("Europe by Satellite") leads to an English and a French website (EN → EN, FR). Another link ("Commission's Google+ page" / "komission Google+-sivulla") is not counted as a replaced link because it leads to English websites in both versions. Two of the links lead to English websites in the English version and to websites in several languages in the Finnish version (EN → X). The first one of these links is "Euronews network and website" / "Euronews-verkossa ja -verkkosivustolla" where the Finnish link is available in German, English, Spanish, French, Italian, Polish and Portuguese (EN → DE, EN, ES, FR, IT, PL, PT). Although Euronews is a news channel and not owned by the EU, the languages that website is available in still include those that have the most speakers in the EU. Therefore, the website is for the general public. The second link that is available in several languages in the Finnish version is "President's website" / "puheenjohtaja Barroson sivustolla" [President Barroso's website]. These languages include German, English, French and

Portuguese (EN → DE, EN, FR, PT). The reason why the website is available in these languages could be that there are the three most translated languages, German, English and French, and Portuguese because Barroso is from Portugal.

The second example of a replaced link includes the change EN → FI which is presented in the example below. It is taken from article 2 and it refers to President Barroso who has given a speech about the state of the European Union and its economic and monetary situation.

- (9) EN: He also presented the Commission proposal on the common supervision of eurozone banks  as a stepping stone to banking union. (2. European Commission 2012)

FI: Barroso esitteli myös komission ehdotuksen euroalueen pankkien yhteisestä valvonnasta , joka on hänen mukaansa alkusysäys pankkiunionille. (2. Euroopan komissio 2012)

BT: Barroso also presented the Commission proposal on the common supervision of eurozone banks  which, according to him, is a stepping stone to banking union.

A replacement occurs in the link "common supervision of eurozone banks" / "euroalueen pankkien yhteisestä valvonnasta" [common supervision of eurozone banks]. It leads to the English document in the English version and to the Finnish document in the Finnish version. As already stated, these kinds of occurrences were rare. Most often the link in the Finnish article would lead to several languages excluding Finnish. The readers can get more information about the banking union from the document where the link leads. However, both language versions of it may be of more interest rather to professionals than laymen because the document is a communication from the Commission to the Parliament and the Council. The text contains EU jargon and is quite hard to understand without extensive knowledge of the subject.

#### 4.1.2 Date and Time

The UK and Finland are geographically not very far from each other. In both countries, the date and time formats are generally similar with only small differences in the appearance. The day-month-year order remains the same in the date format. It is common to introduce the UK date either in the form of numbers with either full stops, forward slashes or dashes as separators between the components, such as "7.6.2015," "7/6/2015" and "7-6-2015" or by using both numbers and letters, such as "7 June 2015" (European Commission 2011/2015: 27; Cambridge Dictionaries Online 2016). In Finland, numbers with full stops in between are used, such as "7.6.2015" or numbers, a full stop and letters, such as "7. kesäkuuta 2015" [7. June 2015] (Kotimaisten kielten keskus 2015a). Similarly, the time is also slightly differently presented in the UK with words such as "midday" or "midnight" or with numbers and letters "13 o'clock" / "1 p.m." depending on whether the 24-hour or the 12-hour system is used (European Commission 2011/2015: 28). In Finland, the time is presented with letters, numbers and a full stop "kello/klo 13.00" [13 o'clock] using the 24-hour system (Kotimaisten kielten keskus 2015b). There is a two-hour time difference between the UK and Finland, although the time in the Commission's news articles is presented according to the Central European Time with one-hour time difference.

Replacement of date and time formats occurred 17 times in the articles. The majority of the changes concerned date and a minority the time. Date changes included 13 occurrences which consisted of differences between the English and Finnish formats and they were all quite identical. The English dates consisted of a combination of numbers and words while the Finnish dates were presented in numbers. Some dates were repeated in several articles because the topic concerned the same issues. Furthermore, there were only four time changes and they consisted of changes between different time zones and/or time formats. Numbers and words were used in both English and in Finnish.

The example below includes two replacements, one of date and one of time. The example is taken from article 1 and it refers to the occasion where Barroso is about to take part in a live interview and where people can send their questions.

- (10) EN: *Between 7 September and 18 September at midday CET*, people are invited to submit video or text questions for him to answer. Questions can be submitted – and voted on – via EUtube, the European Commission's YouTube channel. From amongst the top voted video questions, Euronews will select several participants to put their questions to the President in person, live, via Google+ Hangout. (1. European Commission 2012)

FI: Kansalaiset voivat lähettää kysymyksensä video- tai tekstimuodossa EUtube de en fr-kanavan kautta, jossa niitä voidaan myös äänestää. EUtube on Euroopan komission YouTube-kanava. Kysymyksiä voi lähettää 7.–18.9. klo 13.00 (*Suomen aikaa*) asti, ja Euronews valitsee eniten ääniä saaneista videokysymysten lähettäneistä useita esittämään kysymyksensä Barrosolle henkilökohtaisesti suorassa Google+ Hangout -videokeskustelussa. (1. Euroopan komissio 2012)

BT: Citizens can submit their questions in a video or text format via EUtube de en fr channel where they can also be voted on. EUtube is the European Commission's YouTube channel. The questions can be submitted 7.–18.9. till 13 o'clock (*Finnish time*), and Euronews chooses several of those whose video questions were the most voted to state their questions to Barroso personally in a live Google+ Hangout video chat.

The replacement of the date occurs in English "7 September and 18 September" and in Finnish "7.–18.9." The author/translator of the English version has decided to use numbers and letters but the translator of the Finnish version has decided to use only numbers. Perhaps using letters and numbers in a date format is clearer to the British readers while using only numbers is sufficient to the Finnish readers, not to mention that it also saves space. Furthermore, the replacement of time occurs between "at midday CET" and "klo 13.00 (*Suomen aikaa*)" [13 o'clock (*Finnish time*)]. The "at midday CET" has been replaced with "klo 13.00" [13 o'clock] and with the addition "*Suomen aikaa*" [*Finnish time*]. This modification has been made because there is a one-hour time difference between Central European Time (CET) and Eastern European Time (EET)

which is also the Finnish time. As is evident, the paragraph has been slightly reformulated in Finnish, although no major changes occur in the content. However, the UK follows the Greenwich Mean Time (GMT) which is one hour less than the CET. (Daylight saving time is not taken into account here because it is not relevant regarding the example.) Therefore, the English version is rather more localised to Europeans in general than just for the British readers while the Finnish version is clearly intended for the Finnish readers.

#### 4.1.3 Names

The name changes in the articles were mostly about President Barroso's title and name. The reason for name changes in the articles could be the convenience of shortening a name and saving space at the same time, such as "President" referring to the President of the European Commission (Barroso at the time) or "EU" referring to the European Union. Altogether, replacement of names occurred 15 times. Most of the replaced names were variations of José Manuel Barroso's name and his title as the President of the European Commission at the time. Barroso's name usage varied both in English and in Finnish (see Table 7) but whereas the English versions included the title "President" in most cases, the Finnish versions tended to include Barroso's name more than the title. As mentioned above, using the name and title differently may be partly because of saving space in the text and partly because of differences in formally addressing someone in English and Finnish. It is more fluent in English to use both the title and name or just the title, and in Finnish to use a name rather than the title, although in some cases title and name were used in Finnish as well. References to the EU and its variations as well as other kinds of replaced names were fewer in number. The English references to the EU varied whereas the Finnish references did not change. The other names consisted of a geographical area and a prize, of which one had a different perspective and the other one was presented in a shorter way in English than in Finnish. I divided these different changes into three sections which are presented in the table below.

**Table 6.** Replaced names and their occurrences

<b>Replaced name</b>	<b>Number of occurrences</b>
José Manuel Barroso	10
EU	3
Other names	2
<b>In total</b>	<b>15</b>

Table 6 shows that José Manuel Barroso was referred to most frequently. After that, there were a few references to the EU and other names including a geographical area and a prize. I shall discuss the three sections in the order of occurrence from the most to the least popular.

References to President Barroso were the most common in the articles. The reason for his popularity as a subject of discussion is logical. He represented the institution as the President of the European Commission at the time and was, thus, a popular subject of discussion in the articles. All the references to Barroso are presented in Table 7.

**Table 7.** Variations of the name President

<b>Name in English</b>	<b>Name in Finnish (+ back translation)</b>	<b>Number of Occurrences</b>
president Barroso	Barroso	2
President	puheenjohtaja Barroso (President Barroso)	2
President Barroso	Barroso	1
President Barroso	Komission puheenjohtaja (the President of the Commission)	1
President Barroso	Komission puheenjohtaja José Manuel Barroso (the Commission's President José Manuel Barroso)	1
he	Barroso	1
President Barroso	José Manuel Barroso	1
president Barroso	Barroso / hän (he)	1
<b>In total</b>		<b>10</b>

As seen in Table 7, the most common change is from "president Barroso" / "President Barroso" in the English articles to "Barroso" in the Finnish articles.<sup>10</sup> After that, "President" was changed into "puheenjohtaja Barroso" [President Barroso] a few times. Other variations were each found only once. In some cases, the "president" was spelled with a lower case letter but most often with a capital letter. An interesting aspect is how the word 'president' is used in general. Usually 'president' refers to the head of a republic or the head of a society, council or other organisation. Other uses for the word include a head of certain colleges and universities (especially in North America) or the celebrant at a Eucharist in the Christian Church. The word 'president' originates from Late Middle English via Old French and Latin 'praesident-' which means 'sitting before.' (Oxford Dictionaries 2015) The Commission advises to use initial capitals when writing out titles in full, such as "President of Council" (or in this case President of the European Commission). Lower case letters should be used when talking about a title in general, for instance "Council presidency" but not when it is something specific, such as "Latvian Presidency" (European Commission 2011/2015: 8–9) Since Barroso was the President of the European Commission at the time, it seems suitable in the light of the Commission's style guide that "President" was written most often with a capital letter when specifically referring to him in the text. In the two articles where the lower case letter was used, articles 4 and 11, Barroso was first referred to as "Commission president José Manuel Barroso" and then as "president Barroso," and the capital letter was used only at the beginning of a sentence. For some reason, authors/translators have varied in the use of capital and lower case letters ("president" versus "President") in the English versions of the articles despite the Commission's English style guide. This same variation did not occur in the Finnish articles because "puheenjohtaja" [president] was written with a lower case letter automatically unless, of course, it was placed at the beginning of a sentence.

The following example is about how President Barroso was referred to in the English and Finnish articles. This sample contains one of the most frequently occurred changes

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<sup>10</sup> The names "president Barroso" and "President Barroso" are presented separately in Table 7 because of their different spelling. Altogether they had three occurrences.

and one of the least frequently occurred changes. The next paragraph is from article 11 and it refers to what Barroso has said about the EU receiving the Nobel Peace Prize.

- (11) EN: "The Nobel Peace Prize stands for reconciliation throughout the world. The prize money should benefit the first hope for the future, but also the first victims of present and past conflicts – children," *president Barroso* said. (11. European Commission 2012)

FI: "Nobelin rauhanpalkinnolla edistetään sovinnontekoa kaikkialla maailmassa", *Barroso* sanoo. Siksi palkintosummalla on hänen mielestään aiheellista edistää lasten hyvinvointia. "Lapsissa on tulevaisuutemme, mutta samalla he ovat nykyisten ja menneiden konfliktien ensimmäisiä uhreja", *hän* toteaa. (11. Euroopan komissio 2012)

BT: "The Nobel Peace Prize stands for reconciliation everywhere in the world," *Barroso* says. That is why he thinks that the prize money should benefit the welfare of the children. "The children are our future, but also the first victims of present and past conflicts," *he* states.

In the English version, President Barroso is mentioned only once but in the Finnish version he is mentioned twice. A replacement of a name occurs between the English version "president Barroso" and the Finnish version "Barroso" in which his title has been omitted. In Finnish, it would have been "puheenjohtaja Barroso" [president Barroso]. Another replacement occurs in the Finnish version where Barroso is referred to a second time as "hän" [he] while in the English version the only mention of "president Barroso" also includes this mention. It should be noted that the president has already been mentioned in the article before the above example extract so the reader knows who he is. In this example, the English version is more formal with the title and the Finnish version more general without it. As Table 7 shows, the name and use of the title varied in both languages but "president" occurred more in English than the equivalent term "puheenjohtaja" in Finnish. From this, it can be deduced that using the title is indeed important in English whereas using the title in Finnish is not as relevant if it is already known who the person of interest is.

The English and Finnish articles referred to the European Union in different ways. This change occurred three times and all the examples varied in English. The name in English was either "European Union," "Europe" or "Europeans" while the name in Finnish was "EU." An example of this is presented below. It is from article 1 and it refers to the speech Barroso will give about the state of the Union.

- (12) EN: President Barroso will give a candid and clear assessment of the situation facing *Europe* and how he believes *Europe* should move forward over the coming years. His speech can be followed live at <http://ec.europa.eu/avservices/ebs/schedule.cfm> (1. European Commission 2012)

FI: "Tilannearvionsa lisäksi Barroso esittää näkemyksensä siitä, kuinka *EU:ta* olisi kehitettävä tulevina vuosina. Puhetta voi seurana suorana lähetyksenä osoitteessa <http://ec.europa.eu/avservices/ebs/schedule.cfm> [en](#) [fr](#) (1. Euroopan komissio 2012)

BT: In addition to his assessment of the situation, Barroso will express his view on how the *EU* should be developed over the coming years. The speech can be followed live at <http://ec.europa.eu/avservices/ebs/schedule.cfm> [en](#) [fr](#)

Replacement of name occurs in "Europe" being technically shortened into "EU" in Finnish. It could be because "EU" in English comes across as jargon while "Europe" is more reader-friendly because it refers to the continent and the people living in it. In the Finnish version, the "EU" is a very matter of fact way of telling the reader what is really the subject matter. It could also be used simply for convenience and to avoid repetition. The part "situation facing Europe" is moved to the beginning of the sentence in the Finnish version and changed into "tilannearvionsa lisäksi" [In addition to his assessment of the situation] and this way repetition of "EU" is avoided whereas "Europe" is mentioned twice in the English version. Whether or not "Europe" and "EU" are interchangeable depends on the context. In news articles produced by the European Commission (or another EU institution) the words are often used interchangeably. This change could also be seen as an interpersonal change because of the aforementioned question of jargon between "EU" and "Europe." As said, "Europe" refers to the

continent but "EU" refers to the organisation and the area of the member states. However, in this context, the overall style is not changed because Barroso represents the EU and is going to give a speech about it. Therefore, I have not categorised this change as an interpersonal change but rather as a replacement of name.

Other names was the last subcategory in replaced names. There were only two occurrences of it in articles 7 and 11. The first one, "Southern Mediterranean" / "Pohjois-Afrikan" [Northern Africa] is discussed below in example 9. The second occurrence of it is written in a very short form in English as "2012 prize" but the longer and official name is used in Finnish as "Vuoden 2012 Nobelin rauhanpalkinto" [The Nobel Peace Prize of the year 2012]. This change is also categorised as an explicitation because it is more elaborate to the reader in Finnish than in English.

I shall discuss one of the names placed in the other names category. A name was replaced in the following example which is taken from article 7. It is about where the EU will be using its budget.

- (13) EN: The money invested in defending Europe's interests will be increased. Recent events in the *Southern Mediterranean* have once again shown the impact on Europe of dramatic events in its neighbourhood. Incentives will be provided for those countries that deliver political and economic reforms that strengthen democracy in the region. (7. European Commission 2012)

FI: Euroopan etujen puolustamiseen käytettäviä varoja tullaan jatkossa lisäämään. *Pohjois-Afrikan* viimeaikaiset tapahtumat ovat taas kerran osoittaneet, miten suuri vaikutus Euroopan lähialueiden dramaattisilla tapahtumilla voi olla Eurooppaan. Näille maille tarjotaan kannustimia, jotta ne toteuttaisivat demokratiaa vahvistavia poliittisia ja taloudellisia uudistuksia. (7. Euroopan komissio 2012)

BT: The money invested in defending Europe's interests will be increased. Recent events in *Northern Africa* have once again shown what a big impact the dramatic events of Europe's neighbourhood can have on Europe. These countries will be given incentives in order to deliver political and economic reforms that strengthen democracy.

The English name "Southern Mediterranean" has been replaced in the Finnish version with "Pohjois-Afrikan" [Northern Africa]. The article is possibly referring to Egypt where protests occurred in 2012 (and 2013) after the Egyptian revolution of 2011. Both names generally refer to the same place but have a different point of view. In the English version, "Southern Mediterranean" refers to seeing the place from Europe and in the Finnish version, "Pohjois-Afrikan" [Northern Africa] refers to seeing the place from Africa. Also, a Finnish reader is more likely to connect Northern Africa than Southern Mediterranean to the "[r]ecent events" that are discussed in the paragraph. 'Mediterranean' is quite vaguely defined in academic texts, but, generally, Mediterranean countries are considered to be those around the Mediterranean Sea. The countries exist in three continents: Europe, Asia and Africa. (von Kondratowitz 2013: 3–4) That way, "Southern Mediterranean" does refer to Northern Africa. Nevertheless, it would not make sense to the Finnish reader and it is possibly confusing to the English reader as well unless he/she is aware of the varying terminology used about the Mediterranean region.

#### 4.1.4 Currency and Number

Replacements of currency and number were technical changes between symbols and words. Replacements of currency and number occurred eight times. Out of these, the change of the currency format occurred most often, seven times, and of a number only once. In the English articles, numbers, signs and abbreviations were used, such as "€" or "bn." In the Finnish articles, mostly numbers and words were used. For instance, the "euro" was in a written form instead of the symbol. Lastly, in the English article, the occurrence of a number included also an abbreviation but in the Finnish article, a number and the word in full were used. The replacement of currency was not a change from one currency to another because it was the euro both in the English and Finnish articles. However, the format changed according to the norms of each language. Moreover, because there was only one change of a number format in the whole study material, it was included in this replacement category.

Currency replacements occurred most often and below is an example of that. All of them were fairly identical changes. The example is from article 5, and it deals with helping the EU countries to recover from the economic crisis with the help of a €120bn package of measures.

- (14) EN: The funds include an expansion of the European Investment Bank's lending capacity by *€60bn*. Another *€55bn* will be redirected from unused EU regional funds to support small businesses and create jobs for young people. (5. European Commission 2012)

FI: Rahoitukseen sisältyy Euroopan investointipankin de en fr lainanantokapasiteetin lisääminen *60 miljardilla eurolla*. Lisäksi *55 miljardia euroa* EU:n rakennerahastojen käyttämättä jääneitä varoja ohjataan pienyrityksille annettavaan tukeen ja nuorten työllisyyttä edistäviin toimiin. (5. Euroopan komissio 2012)

BT: The funds include an expansion of the European Investment Bank's lending capacity by *60 billion euros*. Another *55 billion euros* will be redirected from unused EU regional funds to support small businesses and to measures to increase the employment of young people.

Replacement of currency occurs twice in this example. "€60bn" and "€55bn" in the English version have been replaced with "60 miljardilla eurolla" [60 billion euros] and "55 miljardia euroa" [55 billion euros] in the Finnish version. The same thing happens with the other occurrences of replacements. In the English articles, there is the euro symbol "€" before the number and most often the abbreviation "bn" after the number. In the Finnish articles, the amount of money (for example "miljardia" [billion] or "miljoonaa" [million]) and the euro ("euroa" [euros]) have been written in letters and they appear after the number. Similar to the replacements of date and time where the time in English was presented in the CET instead of the GMT, the currency used in the English articles was euro and not the British pound. There were also no added conversions from euros to pounds inside brackets. This way, the use of currency in the English articles is in concordance with the EU style and the text is actually meant for a European audience rather than just the British readers. The Finnish currency happens to be euro so there is no need to convert it to another currency.

The replaced number is a decimal number with a small change in the format. This example is from article 7 and it refers to the EU's budget and monetary assistance which should be given to those countries that are in need of it.

- (15) EN: Europe, which provides over half of development assistance worldwide, is determined to deliver on its commitment of spending *0.7%* of GNI by 2015. The new budget maintains that pledge. (7. European Commission 2012)

FI: Eurooppa, joka maksaa maailman kehitysavusta yli puolet, on sitoutunut käyttämään bruttokansantulostaan *0,7 prosenttia* kehitysapuun vuoteen 2015 mennessä. Uudessa budjetissa tämä sitoumus säilyy entisellään. (7. Euroopan komissio 2012)

BT: Europe, which provides over half of development assistance worldwide, is determined to deliver on its commitment of spending *0,7 per cent* of Gross National Income by 2015. The new budget maintains that pledge.

There is a replacement between the English item "0.7% " and the Finnish item "0,7 prosenttia." The change is small; there is a comma (0,7) instead of a point (0.7) in the decimal number and "prosenttia" [per cent] is in a written form in Finnish instead of using the per cent sign (%) as is used in the English version.

#### 4.2 Explicitness Change

Explicitness change refers to having either explicitation or implicitation in the text. Explicitations are changes that consist of something being explained and elaborated more in one language version than in the other language version, whereas implicitation means that something is expressed in an implied way in one language version but not as clearly expressed as in the other language version. It is the opposite of explicitation. Explicitness change occurred 55 times and had the second most occurrences in the study material. Below follows more discussion about the explicitations and the implicitations.

#### 4.2.1 Explications

Explications had 34 occurrences in the study material. I divided the changes into reformulation, emphasis, and equivalence based on certain differences that existed between them. Reformulations affected the fluency of the text. In the English articles, a simple expression would have appeared vague to the Finnish reader. Therefore, the text had to be modified by reformulating it. For instance, in article 8, "They" in English was translated into "Jotkut vapaaehtoistoimintaan hakeutuvat" [Some of those who seek to volunteer] in Finnish. "They" refers to the volunteers that are mentioned in the previous paragraph of the English article whereas the Finnish sample is more explicit by explaining exactly the subject matter. Emphasis, then, expressed who was speaking in the text. The English articles were more vague in that sense than the Finnish articles which tended to stress the Commission in the text. An example of this would be in article 9 which deals with EU enlargement. It is expressed in English that "The 2012 report on enlargement strategy...assesses..." which has been translated into Finnish as "Komissio tarkastelee EU:n laajentumisstrategiaa koskevassa vuoden 2012 raportissaan..." [The Commission assesses in its year of 2012 report on the EU enlargement strategy...]. In the English article, it is expressed that the report assesses the progress of these countries wanting to join the EU. In the Finnish article, however, it is explicitly explained that the Commission is the one who assesses, not the report that is made by the Commission. The last subcategory, equivalence, refers to words or expressions which do not have exactly the same use or function. For example, "speech" is more general than "linjapuhe" [policy speech]; see subsection 3.2). Another example would be in article 4 which deals with a summit where EU leaders will discuss proposals for growth and consolidating the union. One of the proposals mentioned is "keeping national budgets within agreed limits" in the English version which has been translated into "pidetään EU-maiden julkiset menot sovitussa rajoissa" [keeping public expenditure in the EU countries within agreed limits] in the Finnish version. The Finnish version is more accurate than the English version. The subcategories and the number of their occurrence are presented below in table 8.

**Table 8.** Subcategories of explicitations

<b>Explicitation</b>	<b>Number of occurrences</b>
Reformulation	19
Emphasis	9
Equivalence	6
<b>In total</b>	<b>34</b>

Reformulated explicitations were the most common changes. After that, explicitations where the emphasis changed occurred the second most often and the least common were explicitations with a change of equivalence. I shall give an example of each subcategory below.

Reformulations occurred the most often, 19 times. These kinds of explicitations occurred because the text could not be explained fluently in Finnish unless the text was reformulated. The example presented below is from article 6 that deals with the Commission's plans for 2013 in which the priority is in exiting the economic crisis and generating sustainable growth in the EU. The example is part of a list and connected to what the Commission's proposals will cover. The other proposals include boosting competitiveness, connecting Europe, supporting the unemployed, building a safe and secure Europe and promoting European interests and values globally.

- (16) EN: *energy, resources & environment* – through sustainable growth policies, meeting energy needs, responding to climate change, improving air quality and waste management (6. European Commission 2012)

FI: *EU:n voimavarojen hyödyntäminen paremmin energia- ja ympäristökysymyksissä* – kestävä kasvun edistäminen, ilmastonmuutokseen sopeutuminen sekä ilman laadun ja jätehuollon parantaminen (6. Euroopan komissio 2012)

BT: *tapping into the resources of the EU in a better way in questions of energy and environment* – promoting sustainable growth policies, responding to climate change, improving air quality and waste management

In this example, "energy, resources & environment" has been made explicit in the Finnish version as "EU:n voimavarojen hyödyntäminen paremmin energia- ja ympäristökysymyksissä" [tapping into the resources of the EU in a better way in questions of energy and environment]. The elements of energy, resources and environment can be found in the Finnish item as well but instead of simply listing them, the information is reformulated. In the Finnish version, "voimavarojen" [resources] has been made the most important subject. After that follows an explanation of whose resources they are (the EU's) and how they want to use them (in a better way) and what they are related to (in questions of energy and environment). This example indicates that the English version has not been opened up to the readers so it explains less than what has been explained to the readers of the Finnish version.

Explicitation where the emphasis changes occurred nine times. The change of emphasis means that something is stressed more in one version than the other. This example is from article 3 which deals with a proposal for a banking union. The shared currency and close financial integration make the Eurozone vulnerable to banking crisis and the Commission believes that greater supervision at the EU level would help to prevent a similar crisis in the future. The example refers to a new proposal by the Commission which will help in supervising banks in the Eurozone more effectively.

- (17) EN: *A new proposal* would see the European Central Bank (ECB) gaining new powers to monitor the performance of the 6 000 or so banks in the eurozone. The arrangement would be known as the single supervisory mechanism. (3. European Commission 2012)

FI: *Komission uudessa ehdotuksessa* valtuutetaan Euroopan keskuspankki (EKP) valvomaan euroalueen noin 6 000 pankin toimintaa. Järjestelyä kutsutaan yhteiseksi valvontamekanismiksi. (3. Euroopan komissio 2012)

BT: *A new proposal by the Commission* mandates the European Central Bank (ECB) to monitor the performance of the 6000 or so banks in the eurozone. The arrangement is called the common supervisory mechanism.

In the Finnish version, it is explicitly indicated that the new proposal is made by the Commission but in the English version, the Commission is not mentioned. However, the Commission is the institution that makes the proposals so therefore it is implicitly present in the English version. The Commission is emphasized more in the Finnish version with the item "Komission uudessa ehdotuksessa" [A new proposal by the Commission]. In the English version, on the contrary, the institution does not come to the foreground as much with the item "A new proposal."

Explicitations with equivalence change had six occurrences. These changes consisted of terms or expressions where the equivalence was not the same between the English and Finnish versions. The next example is from article 7. It is about the Commission's budget proposal and where the money will be spent.

- (18) EN: A large part of the budget will be aimed at getting people into work and the economy growing. A new *Connecting Europe Facility* will finance the missing links in energy, transport and information technology. (7. European Commission 2012)

FI: Merkittävä osa budjetista käytetään työllisyyden ja taloudellisen kasvun tukemiseen. Uudella "*Verkkojen Eurooppa*" -rahoitusvälineellä (*Connecting Europe*) tuetaan energia-, liikenne- ja tietotekniikkayhteysien rakentamista. (7. Euroopan komissio 2012)

BT: A significant part of the budget will be aimed at supporting the increase of employment and the economic growth. A new "*Europe of networks*" financial instrument (*Connecting Europe*) will finance the missing links in energy, transport and information technology.

There is an explicitness change between the English term "Connecting Europe Facility" and the Finnish term ""Verkkojen Eurooppa" -rahoitusvälineellä (Connecting Europe)" ["Europe of networks" financial instrument (Connecting Europe)]. The Finnish term is more elaborate and explains that "Connecting Europe" is a financial instrument, whereas the English term uses the term "Facility" which is more vague.

#### 4.2.2 Implications

Implications had 11 occurrences and I divided them into three subcategories: equivalence (words or expressions which do not have the same use or function in the text), reformulation (reformulating the text) and emphasis (who is speaking in the text). In implications where the equivalence changed, the English items were more informative than the Finnish ones. In reformulations something explicit in English was explained more implicitly in Finnish in a reformulated way which also included omissions of some words. However, the information was still apparent in the text. Finally, emphasis occurred only once and included the difference of emphasising that issues were discussed at a summit and emphasising the issues that were discussed at the summit. These three subcategories are the same as in explicitations in subsection 4.2.1. The subcategories of implications and the number of their occurrences are presented below in Table 9.

**Table 9.** Subcategories of implications

<b>Implication</b>	<b>Number of occurrences</b>
Equivalence	5
Reformulation	5
Emphasis	1
<b>In total</b>	<b>11</b>

Implications with equivalence change and reformulated implications occurred the most frequently and implications based on emphasis had the least occurrences. I present examples of each section below.

Implications with equivalence change occurred five times. The next example is from article 4 and it refers to a summit where EU leaders will discuss investments directed to growth and jobs and keeping a closer look at the economic and monetary situation in banks in the eurozone.

- (19) EN: *Leaders will also debate* a draft plan for closer economic and monetary union, to be presented by Council president Herman Van Rompuy in collaboration with the presidents of the Commission, the Eurogroup and the European Central Bank (ECB). (4. European Commission 2012)

FI: *Esillä on myös* luonnos talous- ja rahaliiton tiivistämisestä. Sen esittelee Eurooppa-neuvoston puheenjohtaja Herman Van Rompuy yhdessä komission, euroryhmän ja Euroopan keskuspankin (EKP) puheenjohtajien kanssa. (4. Euroopan komissio 2012)

BT: *Also featuring is* a draft plan for closer economic and monetary union. It is to be presented by Council president Herman Van Rompuy in collaboration with the presidents of the Commission, the Eurogroup and the European Central Bank (ECB).

"Leaders will also debate" in the English version is an explicit expression while "Esillä on myös" [Also featuring is] is an implicit expression in the Finnish version. The fact that "Leaders" has been omitted in the Finnish version and the sentence has been changed from active to passive voice makes it more implicit. It does not express that the leaders will debate, that is, present different views about the matter as the English version suggests. If something features somewhere, it could be presented but it is not necessarily discussed afterwards. That is what the Finnish version suggests. This example is also categorised as an interpersonal change where the voice changes.

Reformulated implicitations also occurred five times. In most of the changes, an item that was included in the English version was omitted in the Finnish version. Yet, I did not include these changes into omissions because the information or intent in each change was still implicitly present. Therefore, I included them into reformulated implicitations. Reformulation in this case includes also omitted words or expressions. The next example is from article 1 and it is about inviting people to send questions to President Barroso.

- (20) EN: "Ask President Barroso about the state of the Union – *he will answer* in a live interview on 19 September." (1. European Commission 2012)

FI: "Kysy puheenjohtaja Barrosolta EU:n tilasta \* suorassa lähetyksessä 19.9." (1. Euroopan komissio 2012)

BT: "Ask President Barroso about the state of the EU in a live broadcast 19.9."

In the English version, it is stated that "he will answer"(referring to Barroso) whereas in the Finnish version "he will answer" is omitted (as well as the dash before that). It is still implicitly evident that Barroso will answer the questions. "[He] will answer" could be translated into Finnish as "hän antaa vastauksensa" [he will give his answer] but it would seem unnecessary information to a Finnish reader. If the reader is invited to ask questions, it is expected that they will be answered.

Implication where the emphasis changes occurred once. The example is presented below. It is taken from article 4 and it refers to a summit where economic matters will be discussed.

- (21) EN: *At their* 18-19 October *summit*, EU leaders will discuss measures to invest more in growth and consolidate the union. (4. European Commission 2012)

FI: EU:n johtajat *kokoontuvat* 18.–19.10. keskustelemaan lisäpanostuksista kasvuun ja unionin vakauttamiseen. (4. Euroopan komissio 2012)

BT: EU leaders *will meet* 18.–19.10. to discuss measures to invest more in growth and consolidate the union.

An explicitness change occurs in the English version "At their...summit" and in the Finnish version "kokoontuvat" [will meet]. The English expression is more explicit and accurate in explaining to the reader that it is a summit where the EU leaders meet. The Finnish expression is more vague and informs that the EU leaders are meeting but does

not directly inform that it is a summit although that is what their meetings are usually called. This is why the Finnish version is implicit. The emphasis in the English version is on the summit and in the Finnish version on the issues which the leaders will discuss.

### 4.3 Interpersonal Change

Interpersonal change is a category that refers to the changes on the overall style. It occurs when the relationship between the text/author and the reader changes so, for instance, changes on the formality level or on the level of technical lexis would be interpersonal changes. This category had 42 occurrences in total in the study material. I divided the interpersonal changes into different subcategories in order to examine these changes more closely. The subcategories are POV (point of view), formality, specificity, certainty, formality/POV and voice (active/passive). The subcategories are presented in Table 10 below.

**Table 10.** Subcategories of interpersonal changes

<b>Interpersonal change</b>	<b>Number of occurrences</b>
POV	16
Formality	12
Specificity	4
Certainty	4
Formality/POV	3
Voice	3
<b>In total</b>	<b>42</b>

The POV affected the distance between the text and the reader. In the English articles, the text came closer to the reader for example by using the personal pronoun "we" whereas in Finnish it was often the "EU" or something else in the third person. Also, the English versions seemed to have room for other suggestions as well but the Finnish versions were more absolute and opinionated. Formality changes included formal and

informal languages which were more like neutral and figurative expressions in both the English and the Finnish articles. However, it was noticeable that the English versions were more informal and personal than the Finnish ones. The POV changes and formality changes also overlapped to some extent and that is why there is a separate subsection for them. The second subcategory, specificity, included changes where information was more specific or general. Both the English and the Finnish versions had either specific or general information so there was no clear difference between them. Certainty referred to changes where the sureness changed. In the English versions, the use of "would" was visible while in the Finnish versions, the matter was simply stated as a fact without using a conditional form. This made the Finnish versions sound more convincing than the English ones. Finally, voice included passive and active voice in the text. The English versions favoured the active voice and the Finnish ones the passive voice. All of the interpersonal changes affected the fluency of both language versions. I shall give an example with analysis of each subcategory below.

The POV changes were the most common. One of the examples where the POV changes would include the following from article 1. This sample refers some of the questions which President Barroso will answer in his speech.

(22) EN: Where do *we* stand and how will the *European Union* emerge from the economic crisis?" (1. European Commission 2012)

FI: "Miten *EU:lla* menee ja kuinka *se* selviytyy talouskriisistä?" (1. Euroopan komissio 2012)

BT: "How is the *EU* doing and how will *it* survive the economic crisis?"

In the English version, the reader is included in the text by using the word "we" in the clause "Where do we stand (...)." This suggests that it is assumed that the reader is a European citizen and has a part in deciding how the EU can emerge from the economic crisis. In the Finnish version, however, there is more distance between the text and the reader by using "EU" instead of "we." The point of view changes. The EU is not

considered close to the reader. This introduces the differences between the British and the Finnish ways of being convincing. The reason why the reader is addressed directly in English could be because it is more engaging and it makes the text more interesting than an indirect approach. However, the reason why the reader is left outside in Finnish could be because it would feel strange to a Finnish reader to be addressed so directly in a news story which is supposed to be objective and informative.

The subcategory with second most occurrences was changes on the formality level. I have presented an example of this below which is taken from article 5. This sample refers to one of the decisions that the EU leaders made at their 18-19 October (2012) summit.

- (23) EN: *Leaders* agreed to make the EU's single market work better by fast tracking Commission proposals already on the table. (5. European Commission 2012)

FI: Ehdotukset de en fr, joita *komissio* on tehnyt sisämarkkinoiden de en frtoiminnan parantamiseksi, päätettiin käsitellä mahdollisimman pikaisesti. (5. Euroopan komissio 2012)

BT: The proposals made by the *Commission* to make the EU's single market work better have been decided to be dealt with as fast as possible.

An interpersonal change occurs between the English item "Leaders" and the Finnish item "komissio" [Commission]. In this case, "Leaders" is more informal and "komissio" [Commission] is more formal. The English term refers to the Commission leaders but the Finnish term "komissio" [Commission] contains the meaning of the whole institution, including the leaders.

Changes of specificity varied between specific and general information. Specificity occurred four times. Below is an example which is taken from article 5. It refers to the decisions that the EU leaders made at their 18-19 October (2012) summit with a focus on the economic and monetary union.

- (24) EN: The financial sector must also make a fair contribution to the recovery. The Commission will take a first step towards introducing a tax on financial transactions and present a plan to *crack down on* tax fraud and tax evasion before the end of the year. (5. European Commission 2012)

FI: Myös rahoitusalan on osallistuttava elvytystyöhön. Komissio tarkastelee finanssitransaktioveron de en fr käyttöönottoa ja julkaisee ennen vuoden loppua suunnitelman veropetosten ja veronkierron *torjunnasta*. (5. Euroopan komissio 2012)

BT: The financial sector must also make a fair contribution to the recovery. The Commission will consider introducing a tax on financial transactions and present a plan to *prevent* tax fraud and tax evasion before the end of the year.

An interpersonal change occurs in "a plan to crack down on tax fraud and tax evasion" and "suunnitelman veropetosten ja veronkierron torjunnasta" [a plan to prevent tax fraud and tax evasion]. "[C]rack down on" is a specific phrasal verb which refers to taking severe or repressive measures against something. However, "torjunnasta" [prevent] is a more general phrase but it indicates making sure that something does not happen. In the context of the article, both phrases refer to the same thing, making tax fraud and tax evasion hard or impossible to achieve but they have a different approach to it.

Certainty refers to the tone of the text and whether it sounds certain or uncertain. This change occurred four times as well. The next example is from article 4 and it is about a summit that is to take place and what kinds of unions the EU leaders hope to form.

- (25) EN: *According to president Barroso*, this week's discussion should lead to finalisation in December of a roadmap for a banking union, fiscal union, economic union and steps towards political union. (4. European Commission 2012)

FI: *Barroso toivoo*, että kokouksen tuloksena saataisiin joulukuussa valmiiksi suunnitelma pankki-, finanssi- ja talousunionin toteuttamisesta ja seuraavista askeleista kohti poliittista unionia. (4. Euroopan komissio 2012)

BT: *Barroso hopes* that as a result of the meeting, in December, there would be a finalised roadmap for a banking union, fiscal union, economic union and steps towards political union.

There is an interpersonal change between the English verb "According to" and the Finnish verb "toivoo" [hopes]. In the English version, it is stated neutrally that Barroso thinks that the discussion should lead to a certain result. In the Finnish version, Barroso hopes for a certain result. It changes the tone of the text more positive but uncertain. In the English version the tone is more certain.

Three sections contained changes on the formality level and point of view. The next example is from article 9 and refers to EU countries deciding which aspiring countries will be the new EU member countries.

- (26) EN: *EU governments* will consider the recommendations at their meeting in December 2012 and make decisions about each country moving towards membership. Meanwhile, the Commission will continue to help the countries make the necessary reforms. (9. European Commission 2012)

FI: *EU-maiden johtajat* käsittelevät suosituksia kokouksessaan joulukuussa. Samalla päätetään, miten kunkin valtion jäsenyysneuvottelujen osalta edetään. Komissio aikoo jatkossakin auttaa jäseniksi pyrkiviä maita toteuttamaan tarvittavat uudistukset. (9. Euroopan komissio 2012)

BT: *The leaders of the EU countries* will consider the recommendations at their meeting in December and make decisions about each country moving towards membership. Meanwhile, the Commission will continue to help the countries make the necessary reforms.

An interpersonal change occurs between the English sample "EU governments" and the Finnish sample "EU-maiden johtajat" [The leaders of the EU countries]. The Finnish sample underlines that the leaders, the people who run the countries, are the ones considering recommendations. However, the English sample mentions governments which is a more abstract expression, although it means the same thing as the Finnish expression. The English expression, in this case, is more formal than the Finnish one and the language versions also have a different point of view.

Change of the passive and active voice occurred only three times but it was noticeable that the change made a difference between the English and Finnish versions. The next example is from article 6. It is about the Commission's plans for 2013 which includes new proposals and those already agreed on.

- (27) EN: The Commission will also work to ensure that measures already agreed on are properly implemented.

*It will work closely with* the European Parliament, EU leaders in Council, national parliaments and other stakeholders to achieve tangible results for Europe's citizens. (6. European Commission 2012)

FI: Komissio pyrkii myös varmistamaan, että jo aiemmin hyväksytyt toimenpiteet pannaan asianmukaisesti täytäntöön.

Euroopan parlamentin, EU:n ministerineuvoston, EU-maiden kansanedustuslaitosten ja muiden tahojen kanssa *tehdään tiiviisti yhteistyötä*, jotta EU:n toimilla saadaan aikaan konkreettisia tuloksia kansalaisten hyväksi. (6. Euroopan komissio 2012)

BT: The Commission will also work to ensure that measures already agreed on are properly implemented.

*Work is done closely with* the European Parliament, EU leaders in Council, national parliaments and other stakeholders to achieve tangible results for Europe's citizens.

There is an interpersonal change "It will work closely with" and "tehdään tiiviisti yhteistyötä" [work is done closely with]. In this example, "It" refers to the Commission in the English sample. In the Finnish sample, the Commission is not mentioned directly because a passive voice is used in the item "work is done closely with." It is still evident when looking at the first paragraph of the Finnish example that the Commission is the subject in the following one as well.

#### 4.4 Information Change

Information change includes omissions and additions. Omission means omitting information from the source text that is not relevant in the target text. Additions are adjustments which add new information to the text instead of omitting information. In total, these changes occurred 17 times. I shall first discuss omissions and then additions.

#### 4.4.1 Omissions

Omissions occurred 12 times in the study material. The differences between the English and Finnish articles were mostly action or time related. Additionally, other omissions consisted of clauses or words which indicated what something is like or who is doing something. Therefore, I divided omissions into three subcategories: action, time and other omissions. There were four occurrences in each subcategory. Action related omissions included changes with verbs or words that indicate doing something. Time related omissions included a date, year or any indication of time, such as "today." Other omissions were hard to divide into any specific section because they all included different items, such as adjectives. Therefore I chose the name "Other omissions" for that section.

Below is an example of time related omissions. It is taken from article 6 and it refers to the plans that the Commission has made in order to return the EU to growth and to increase employment. There is a list of new proposals and what they will cover, such as a closer economic and monetary union and support for the unemployed. The example is the title of the article.

(28) EN: *EU plans for 2013 – growth & jobs still top concern* - 24/12/2012 (6. European Commission 2012)

FI: \*EU:n painopisteinä edelleen työllisyys ja talouskasvu - 24/12/2012 (6. Euroopan komissio 2012)

BT: The focus of the EU still employment and economic growth - 24/12/2012

The English version contains the item "plans for 2013" which has been omitted in the Finnish version. It could be translated as "suunnitelmat vuodelle 2013" [plans for the year 2013]. It can be assumed that the translator has made the decision to omit the item because otherwise the Finnish title would have been too long. The same title is also

used as a link in the web page that leads to this article so that is why the length matters more in this case than in the rest of the text. Another point for omitting the item could be that the year becomes apparent in the article itself so the reader knows that the plans are made for 2013. The English title catches the reader's attention more with the year number, using a dash (–) and also using an ampersand (&) instead of the word "and" while the Finnish title is more neutral to the reader and contains more jargon.

An action related omission is presented in the example below. The paragraph is taken from article 3 and it is about what would happen if the European Central Bank gained new powers to monitor the banks in the eurozone.

(29) EN: The ECB would take over tasks such as authorising banks and other credit institutions, ensuring they have enough (liquid) capital *to continue operating even when sustaining losses* and monitoring the activities of financial conglomerates. (3. European Commission 2012)

FI: EKP:n tehtävänä olisi esimerkiksi myöntää pankkien ja muiden luottolaitosten toimiluvat, varmistaa niiden (likvidin) pääoman riittävyys \* sekä valvoa finanssiryhmittymien toimintaa. (3. Euroopan komissio 2012)

BT: The ECB would, for example, take over tasks such as authorising banks and other credit institutions, ensuring they have enough (liquid) capital and monitoring the activities of financial conglomerates.

The part "to continue operating even when sustaining losses" which is included in the English version has been omitted in the Finnish version. It could have been translated as "jotta ne voisivat jatkaa toimintaansa myös silloin, kun ne tekevät tappiota" [so that they could continue operating even when they are sustaining losses]. The item has most likely been omitted because the sentence would have become too long in the Finnish version.

Other omissions included changes which could not be categorised otherwise. The next example is from article 8 and it deals with the EU wanting to support volunteers to work for humanitarian aid projects worldwide.

- (30) EN: They may be looking to gain experience in the humanitarian sector, or be *experts or retired workers with specialist skills*. Training and deployment would depend on their level of experience. (8. European Commission 2012)

FI: Jotkut vapaaehtoistoimintaan hakeutuvat haluavat kenties työkokemusta humanitaarisen avun alalta. Toiset voivat olla esimerkiksi jo \* *eläkkeelle jääneitä alan asiantuntijoita, jotka haluavat edelleen käyttää erityistaitojaan*. Koulutuksessa ja työtehtävissä otettaisiin huomioon aiempi kokemus. (8. Euroopan komissio 2012)

BT: Some of those who volunteer may be looking to gain experience in the humanitarian sector. Others could be, for example, *retired experts who still want to use their specialist skills*. Training and deployment would depend on their level of experience.

There is an omission in the Finnish sample. The English sample "experts or retired workers with specialist skills" is changed into "eläkkeelle jääneitä alan asiantuntijoita, jotka haluavat edelleen käyttää erityistaitojaan " [retired experts who still want to use their specialist skills] in Finnish. This changes the meaning in the Finnish article because "experts" as a standalone word has been omitted and changed into "retired experts." The word "esimerkiksi" [for example] in the Finnish version covers the omission of "experts" and gives a chance to use the reformulated version.

#### 4.4.2 Additions

Additions occurred five times. The differences between the English and Finnish articles were not very significant. Because additions were rare, I did not divide them into any smaller subcategories. Below is an example of an addition which was the most obvious one in the material. It is from article 11 and deals with the Nobel Peace Prize celebration in different places in Europe.

- (31) EN: Copenhagen will hold a torch-light procession *on 10 December*. In Bratislava, a concert and an exhibition will be organised *from 7 to 11 December*. (11. European Commission 2012)

FI: *Helsingissä palkintotilaisuutta voi seurata Eurooppasalissa (Malminkatu 16) ja samalla nauttia kakkukahvit tilaisuuden kunniaksi. Kööpenhaminassa puolestaan juhlistetaan palkintoa soihtukulkueella \* ja Bratislavassa konsertilla \**. (11. Euroopan komissio 2012)

BT: *In Helsinki, the award ceremony can be followed in Eurooppasali (Malminkatu 16) while at the same time enjoying coffee and cake in honour of the event. As for Copenhagen, a torch-light procession will be held to celebrate the prize and in Bratislava, a concert will be held.*

There is information in the Finnish version which is not included in the English one: "Helsingissä palkintotilaisuutta voi seurata Eurooppasalissa (Malminkatu 16) ja samalla nauttia kakkukahvit tilaisuuden kunniaksi" [In Helsinki, the award ceremony can be followed in Eurooppasali (Malminkatu 16) while at the same time enjoying coffee and cake in honour of the event]. This is added because the information is relevant and interesting to the Finnish readers. They want to know what happens in their country. The English paragraph is meant for the general public and there is no mention of a celebration anywhere in the United Kingdom.

I shall now discuss which articles contained the majority of the subcategories and explain if there was a reason why these articles contained certain subcategories or if it was arbitrary. The subcategories and their occurrences in the articles are displayed below in table 11.

**Table 11.** Subcategories and their occurrences in the articles

<b>Category</b>	<b>Articles with most occurrences</b>	<b>Number of occurrences/article</b>
<b>Replacement</b>		
• Links	1, 2	7
• Date and time	1	5
• Names	1	6
• Currency and number	5	4
<b>Explicitness change</b>		
• Explications		
○ Reformulation	4, 8	4
○ Emphasis	9	4
○ Equivalence	1	2
• Implications		
○ Equivalence	1	2
○ Reformulation	1, 10	2
○ Emphasis	4	1
<b>Interpersonal change</b>		
• POV	7, 11	4
• Formality	7, 5	3
• Specificity	4, 5	2
• Certainty	3	2
• Formality/POV	6, 8, 9	1
• Voice	4, 5, 6	1
<b>Information change</b>		
• Omissions	6, 11	3
• Additions	11	3

The category of replacement contained the subcategories of links, date and time, names and currency and number, which were concerned with technical changes in the study material. As seen in Table 11, articles with most occurrences for links were article 1 and 2. Date and time occurred the most in article 1 and name also occurred the most in article 1. Article 1 is about the possibility to send questions to President José Manuel Barroso concerning the state of the Union and article 2 about a speech given by President Barroso in which he makes new suggestions to overcome the economic crisis and to make Europe more united. The reasons for article 1 and 2 containing all these replacements could be that they inform about something that is about to happen (article 1) or are a combination of something that has happened and something that will happen

(article 2). By adding links into the articles it is easy to invite the readers to participate through different social media platforms, such as YouTube and Google+. Date and time, then, are naturally needed when talking about future or past events. Name changes occurring the most in article 1 are mainly because of repetition of President José Manuel Barroso's name and title in different ways. He is the person about to give a speech and the one people should send questions to so he is therefore mentioned many times in the article. The remaining subcategory, currency, was identified the most in article 5. The article is about the European Council meeting where EU leaders gathered to discuss the ways to stimulate the economy, taking steps towards a closer economic and monetary union and making international decisions regarding Syria, Iran and Mali. Because the article deals with economy, currency is used in explaining how much money is directed to different places. The euro is expressed differently in the Finnish ("euro" in the written form) and English (the symbol "€") language versions. All in all, replacement includes technical changes where the connection between the topic and the number of occurrences in an article can be logically determined. For instance, it is logical that an article about economy would include monetary terms. Because the other changes in the study material are not technical changes, it mostly cannot be determined whether the topic of any article has anything to do with the changes identified.

In the category of explicitness change, explicitations were divided into reformulation, emphasis and equivalence. Reformulation occurred the most in articles 4 and 8. Emphasis occurred the most in article 9 and equivalence in article 1. Implicitations were also divided into equivalence, reformulation and emphasis. Equivalence was identified the most in article 1, reformulation in articles 1 and 10, and emphasis in article 4. Furthermore, interpersonal change was divided into POV, formality, specificity, certainty, formality/POV and voice. POV was identified the most in articles 7 and 11, formality in articles 7 and 5, specificity in articles 4 and 5, certainty in article 3, formality/POV in articles 6, 8 and 9, and voice in articles 4, 5 and 6. The changes in the subcategories of explicitness change and interpersonal change were few and arbitrary. There was no connection with the topics of the articles and any changes occurring between the Finnish and English language versions. Lastly, information change was divided into omissions and additions. Omissions occurred the most in articles 6 and 11

and additions in article 11. Omissions occurring in article 6 were arbitrary. However, article 11 is about following the Nobel Prize ceremony online or at public screenings, and omissions and additions occur in it because the article contains local times and places that are targeted to more generally European readers in the English version and specifically to the Finnish readers in the Finnish version.

As can be seen in this closer examination of the study material, replacements, that is, the technical changes occurred the most often but they were relatively small changes. Replacements did not alter the content, they simply informed the reader in the way which is common in the UK and in Finland, respectively. Replaced links informed about the languages in which each website or document was available. Most often there were no Finnish links provided in the Finnish versions and therefore there were one or several links provided in other languages, including English which most Finns are familiar with. There was always a link in English provided in the English versions because it has a different status than Finnish. It is the lingua franca and therefore it is one of the languages that many people in Europe and in the world are familiar with. Date and time, then, were about changing the format according to English and Finnish norms. However, the time zone used in the English articles was not the GMT which it is in the UK but CET which it is in Brussels, Belgium, for example. Therefore, the time used in the English articles was more addressed to European readers in general than just British readers. Name replacements were mostly different versions about President Barroso and the use of his title and name in the English articles or the decision to not always use the title in the Finnish articles. There were also a few references to the interchangeable use of "EU" and "Europe," for instance. There were only two changes of the other names but one of them was probably the most interesting considering this study. This would be example 9, in which "Southern Mediterranean" and "Northern Africa" showed the different points of views of seeing a geographical area. Finally, currency and number replacements did not change the content in any way and these changes were also made in order to deliver information in the right format to the readers. Yet, once again, the use of euro in both language versions showed that the style was predominantly the EU style and the information was intended for European readers instead of only British readers. In the Finnish versions there was no need to convert the

euro because the currency is used in Finland. However, the euro is not used in the UK and it was not converted into the British pound in the English articles. Lastly, there was a connection between the topic of the article and the subcategories of replacement that appeared the most in each article. For instance, article 1 is about inviting people to communicate back to the Commission and includes several links to the institution's social media channels. The connection between the topic and occurrences could be deduced logically.

The changes that showed best how the texts are targeted at the readers were the pragmatic changes: explicitness change (explicitation and implicitation), interpersonal change (changes in the overall style, such as change in the point of view or formality changes) and information change (omission and addition). While explicitness change and interpersonal change (as well as replacement) altered the style to some extent but not the content, information change altered the content. Since most of the changes were stylistic changes and only a minority were about changing the content, it would be fair to say that fluency mattered more than the interest of the readers. In this case, fluency would refer to stylistic changes and interest of the readers to the content. As mentioned at the beginning of this chapter, the nature of the EU texts plays an essential role because the texts are to be very similar to each other. It was important that the readers could understand the text and that it was concise and readable. Still, the content was not changed very much. The results of this study indicate a similar result as in the study made by the Commission (2009) about web translation: modifying the content happens less than modifying the style (see Chapter 1). Finally, the connection between a topic of an article and the changes in the subcategories of explicitness change and interpersonal change were arbitrary. In the subcategories of information change, the only connection that could be found between a topic and any changes was between the few omissions and additions in article 11. Overall, the web articles by the Commission included subtle changes and were targeted at readers in the UK and Finland by replacing technical elements, providing either explicit or implicit information about certain matters, changing the overall style (point of view or formality, for example) and by changing the content only a little.

The digital content that is available online is dynamic and ever changing. In 2016, the news on the website of the European Commission is found in three languages: English, French and German. These are the three internal business languages at the Commission and the only languages used in the news currently instead of translating it into several languages as in 2012. Using fewer languages makes translation of the news more efficient and cost-effective. Nevertheless, the news from the Commission to the public is now accessible only to those who understand any of these three languages, although they are understood by a large majority within the EU. The best way for the European Commission to reach the public is through the social media, such as Facebook and Twitter where the institution can share links to its recent news stories and other information. This makes it easy for those who are interested in the matters of the EU to communicate back to the institution.

## 5 CONCLUSIONS

The present research offers some insights into the nature of institutional web news translation. The aim of this study was to find out what kind of localisation occurs in the English and in the Finnish versions of the Commission's web news articles and how readers of the different language versions have been taken into account. There was no clear hypothesis but there was an assumption that the texts are as concise, readable and reader-oriented as possible. Based on this assumption, the results showed that the Finnish and English articles were very similar to each other with only subtle changes. Some of the articles also included invitations for the readers to take part in communication with the EU. In general, both language versions included the most important information at the beginning and the least important information at the end. All these features made the text concise, readable and reader-oriented. In order to define the readerships, I assumed that the readers of the English versions would be British and readers of the Finnish versions would be Finnish. Therefore the results were reflected in the light of the readers' expectations in the UK and in Finland.

The articles were chosen on the basis of a certain period of time when they were published, that is, between September and December 2012. Most of these articles appeared in the categories *EU explained* and *External relations and foreign affairs*. I had no assumptions that a certain topic of the articles would mean that more changes occur in the content, for instance. The articles simply happened to be written about these certain topics during this period of time. However, the results showed that the replaced items, that is, links, date and time, names, and currency and number were connected to the topics of the articles. For example, article 1 was about inviting people to communicate back to the Commission and included several links to the institution's social media channels. Another example would be article 5 which dealt with economy, and currency was used in explaining how much money was directed to different places.

All in all, 174 instances of localisation could be identified in the material. Replacement, explicitness change and interpersonal change altered the style to some extent while

information change altered the content. Replacement brought out the writing/translation style of the European Union in the texts. In an earlier study about institutional translation which was discussed in Chapter 1, Koskinen (2008: 24) mentions that the institution speaks through the translation. In the material of this thesis the institutional voice came through in replacements, such as in time and date changes where the time zone used in the English articles was more addressed to European readers in general (CET) than just British readers (GMT). The time in the Finnish articles, however, was changed to the local Finnish time. Another example would be the currency and number replacements which delivered information in the right format to the readers. The use of euro in both language versions despite only Finland having the euro in use and the UK having the British pound showed that the style was predominantly the EU style.

Explicitness change contained changes of explicitation and implicitation. These changes affected the fluency in three ways which were categorised into reformulation, emphasis and equivalence. In explicitations, the most significant changes appeared in the subcategories of reformulation and emphasis. An expression in the English articles would appear vague to the readers of the Finnish articles and was thus reformulated as more explicit in Finnish (see example 16 in subsection 4.2.1). The English articles were also more vague about who was speaking in the text while the Finnish texts tended to emphasise the Commission. In implicitations, the subcategories of equivalence and reformulation were the most essential ones, although they only had few occurrences. For instance, words and expressions which were more accurate in the English articles appeared more vague in the Finnish articles and not equivalent with the English version. Also, items that were included in the English articles were omitted in the Finnish articles. They were not counted as omissions, however, because the information was implicitly there and these items were therefore placed in the subcategory of reformulation.

Interpersonal change affected the fluency in several ways. Firstly, the distance between the text and the reader was changed ("we" in English became "EU" in Finnish) and secondly, the formality level was changed as well (the English versions were more informal and personal than the Finnish ones). Also the use of "would" was visible in the

English versions while a matter was simply stated as a fact in the Finnish versions. Finally, the English versions favoured the active voice and the Finnish ones the passive voice.

Changes in the category of information change were only few. This would be because they are EU texts and the English and Finnish language versions should be equal to each other, even if targeted at the general public (see Chapter 1). Changing the content was necessary only in some cases. Generally it was about where something happened, such as informing the reader about what is going on in his/her country.

Overall, stylistic changes were more frequent than changes in the content. That is why I concluded that it was more important that the readers could read text that is fluent for them rather than text that is interesting for them. Stylistic strategies, in this case, would refer to the fluency, such as using appropriate date and time formats in each language version, being explicit or implicit about information or being more formal or informal according to what the target audience is used to. Changes in the content would refer to the interest of the readers, such as adding information to the reader about happenings in his/her country.

In this thesis I looked at how news at the European Commission was produced in 2012. Even though the research material was limited to 11 articles, the results of this study about institutional web news translation confirm the results of the study made by the Commission (2009) about web translation: the style is modified more than the content. This study can offer a starting point for future research in institutional web news translation. An interesting aspect would be to compare how news articles about the EU are targeted at the public when they are produced by an EU institution or by a national news paper, for example. This kind of comparison could offer more insight into the field of institutional translation as well as news translation in general.

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## APPENDIX 1. Article 1/En and Fin

**Assessing the state of the union in 2012 - 07/09/2012**

[EU explained](#) > [EU Institutions](#)



Ask President Barroso about the state of the Union – he will answer in a live interview on 19 September

Where do we stand and how will the European Union emerge from the economic crisis? These are just two of a number of questions the President of the European Commission, José Manuel Barroso, will address when he gives the 2012 State of the Union Address at the European Parliament in Strasbourg on 12 September at 09.00 CET.

President Barroso will give a candid and clear assessment of the situation facing Europe and how he believes Europe should move forward over the coming years. His speech can be followed live at <http://ec.europa.eu/avservices/ebs/schedule.cfm>.

In parallel, President Barroso will write to the President of the European Parliament setting out the policy proposals that the European Commission will pursue in the coming months.

On 19 September at 19:00 CET, President Barroso will answer citizens' questions on the State of the Union in a live interview hosted by Euronews, using Google+ Hangout video technology.

Between 7 September and 18 September at midday CET, people are invited to submit video or text questions for him to answer. Questions can be submitted – and voted on – via [EUtube](#), the European Commission's YouTube channel. From amongst the top voted video questions, Euronews will select several participants to put their questions to the President in person, live, via Google+ Hangout.

The interview will be broadcast live on the [Euronews network and website](#), on [EUtube](#), on the [Commission's Google+ page](#), on [Europe by Satellite](#) and the [President's website](#). The livestream of the interview on EUtube will be freely embeddable in any website.

[Watch the President's call for action](#)

- [Join the conversation on Twitter with the #SOTEU hashtag.](#) 
- [Follow president Barroso @BarrosoEU.](#) 

## Arvio Euroopan unionin tilasta vuonna 2012 - 07/09/2012

[Yleiset EU-asiat](#) > [EU:n toimielimet](#)



Kysy puheenjohtaja Barrosoilta EU:n tilasta suorassa lähetyksessä 19.9.

Miten EU:lla menee ja kuinka se selviytyy talouskriisistä? Siinä esimerkki kysymyksistä, joita Euroopan komission puheenjohtaja José Manuel Barroso aikoo käsitellä EU:n tilaa koskevassa vuotuisessa puheessaan. Barroso pitää puheensa Euroopan parlamentin istunnossa Strasbourgissa 12.9.2012 klo 10 (Suomen aikaa).

Tilannearvionsa lisäksi Barroso esittää näkemyksensä siitä, kuinka EU:ta olisi kehitettävä tulevina vuosina. Puhetta voi seurana suorana lähetyksenä osoitteessa <http://ec.europa.eu/avservices/ebs/schedule.cfm> [en](#) [fr](#).

Komission puheenjohtaja lähettää Euroopan parlamentin puhemiehelle myös kirjallisesti tiedon ehdotuksista, joita komissio aikoo tehdä lähiaikoina.

Viikkoa myöhemmin, 19.9. klo 20 (Suomen aikaa), Barroso vastaa kansalaisten kysymyksiin unionin tilasta Euronewsin isännöimässä Google+ Hangout -videokeskustelussa.

Kansalaiset voivat lähettää kysymyksensä video- tai tekstimuodossa EUtube [de](#) [en](#) [fr](#)-kanavan kautta, jossa niitä voidaan myös äänestää. EUtube on Euroopan komission YouTube-kanava. Kysymyksiä voi lähettää 7.-18.9. klo 13.00 (Suomen aikaa) asti, ja Euronews valitsee eniten ääniä saaneista videokysymysten lähettäneistä useita esittämään kysymyksensä Barrosoille henkilökohtaisesti suorassa Google+ Hangout -videokeskustelussa.

Keskustelu näytetään suorana lähetyksenä Euronews-verkossa ja -verkkosivustolla [de](#) [en](#) [es](#) [fr](#) [it](#) [pl](#) [pt](#), EUtube-kanavalla [de](#) [en](#) [fr](#), [komission Google+-sivulla](#), Europe by Satellite [en](#) [fr](#)-palvelussa ja puheenjohtaja Barroson sivustolla [de](#) [en](#) [fr](#) [pt](#). EUtube-kanavan suoran haastattelun voi vapaasti upottaa muille verkkosivustoille.

Katso puheenjohtaja Barroson pyyntö [de](#) [en](#) [fr](#).

- [Osallistu keskusteluun Twitterissä käyttämällä #SOTEU-hashtagia.](#) 
- [Seuraa puheenjohtaja Barrosoa @BarrosoEU.](#) 

## APPENDIX 2. Article 11/En and Fin

**Nobel peace prize goes to... Europeans - 07/12/2012**

[EU explained](#) > [EU affairs](#)  
[Justice and citizens rights](#) > [EU Citizens' rights](#)

[video]

2012 prize will be presented in Oslo on 10 December recognising EU's role in advancing stability and reconciliation in Europe.

EU Council president Herman Van Rompuy, Commission president José Manuel Barroso and European Parliament president Martin Schulz will be receiving the prize on behalf of Europe's 500 million citizens.

They will be joined by Ana Vicente, 12, from Spain, Elena Garbujo, 16, from Italy, Ilona Zielkowska, 21, from Poland and Larkin Zahra, 23, from Malta – the winners of an online [drawing and writing contest](#) on what peace in Europe means to young people.

The Nobel prize committee said the award to the EU was for 6 decades of work in advancing the causes of peace, reconciliation, democracy and human rights.

President Barroso said the Nobel award is a sign we should cherish the EU for the good of Europeans and for the good of the world.

"The award by the Nobel Committee shows that in these difficult times the European Union remains a force of inspiration for countries and people all over the world and that our global community needs a strong European Union," he said.

The EU is dedicating the Nobel prize money to [humanitarian projects for children](#) who are victims of war and conflicts (matching it, to make a joint sum of €2 million).

"The Nobel Peace Prize stands for reconciliation throughout the world. The prize money should benefit the first hope for the future, but also the first victims of present and past conflicts – children," president Barroso said.

**View the ceremony, celebrate**

You will be able to watch the Nobel award ceremony [live online](#) or at public screenings across Europe and elsewhere. You can contact the Commission's [representative offices](#) in the EU to find out about events in your country, as well as the European Parliament's [information offices](#).

Copenhagen will hold a torch-light procession on 10 December. In Bratislava, a concert and an exhibition will be organised from 7 to 11 December.

Many of the [EU's overseas offices](#) around the world will host screenings of the ceremony and hold special events. For example the office in La Paz, Bolivia will show the ceremony and staff will later visit a children's shelter to make a donation.

In New York, the [EU office to the UN](#) has arranged for the Empire State Building to be lit up in blue and yellow, the EU's colours, on 11 December.

You will be able to view the Nobel Peace Prize medal in Brussels at the [House of European History](#), once it is completed.

Read the [Nobel peace prize official announcement](#)

## **Eurooppalaiset juhlivat Nobelin rauhanpalkintoa - 07/12/2012**

[Oikeusasiat ja kansalaisoikeudet](#) > [Kansalaisten oikeudet](#)  
[Yleiset EU-asiat](#) > [Muut EU-asiat](#)

[video]

Vuoden 2012 Nobelin rauhanpalkinto luovutetaan Oslossa 10.12.2012 EU:lle ja sen kansalaisille rauhan ja sovinnon edistämisestä Euroopassa.

Eurooppa-neuvoston puheenjohtaja Herman Van Rompuy, komission puheenjohtaja José Manuel Barroso ja Euroopan parlamentin puhemies Martin Schulz ottavat Nobelin rauhanpalkinnon vastaan 500 miljoonan EU-kansalaisen puolesta.

EU-johdon seurueeseen kuuluvat myös espanjalainen Ana Vicente, 12, italialainen Elena Garbujo, 16, puolalainen Ilona Zielkowska, 21 ja maltalainen Larkin Zahra, 23, jotka voittivat sarjansa nuorille suunnatussa piirustus- ja kirjoituskilpailussa [en](#). Kilpailun teemana oli "Mitä rauha Euroopassa merkitsee minulle?"

Nobel-valintakomitea totesi perusteluissaan, että EU sai palkinnon toiminnastaan rauhan, sovinnon, demokratian ja ihmisoikeuksien edistäjänä Euroopassa jo kuuden vuosikymmenen ajan.

José Manuel Barrosen mukaan palkinto on osoitus siitä, että EU on yhteisö, jota tulee vaalia eurooppalaisten ja koko maailman hyväksi.

Hänen mielestään palkinto osoittaa, että nykyisinä vaikeina aikoina Euroopan unioni on edelleen esikuva monelle maalle ja kansalle. Voimakasta EU:ta tarvitaan maailmanlaajuisesti.

EU lahjoittaa palkintosumman sodan ja konfliktien uhreiksi joutuneita lapsia auttaviin humanitaarisiin hankkeisiin [en](#) [fr](#). EU täydentää palkintosummaa niin, että sen kokonaislahjoitus on 2 miljoonaa euroa.

"Nobelin rauhanpalkinnolla edistetään sovinnontekoa kaikkialla maailmassa", Barroso sanoo. Siksi palkintosummalla on hänen mielestään aiheellista edistää lasten hyvinvointia. "Lapsissa on tulevaisuutemme, mutta samalla he ovat nykyisten ja menneiden konfliktien ensimmäisiä uhreja", hän toteaa.

### **Seuraa palkintotilaisuutta**

Palkintotilaisuutta voi seurata [suorana lähetyksenä](#) joko kotitietokoneelta tai monissa julkisissa tiloissa. Komission paikallisista [edustustoista](#) ja Euroopan parlamentin [tiedotustoimistoista](#) voi selvittää, mitä tapahtumia omalla kotiseudulla järjestetään.

Helsingissä palkintotilaisuutta voi seurata Eurooppasalissa (Malminkatu 16) ja samalla nauttia kakkukahvit tilaisuuden kunniaksi. Kööpenhaminassa puolestaan juhlistetaan palkintoa soihtukulkueella ja Bratislavassa konsertilla.

Myös monissa EU:n toimipisteissä [en](#) Euroopan ulkopuolella järjestetään palkintoseremonian yhteisiä katselutilaisuuksia ja muita erityistapahtumia. Esimerkiksi La Pazissa Boliviassa toimiva lähetystö tarjoaa mahdollisuuden seurata palkintotilaisuutta, minkä jälkeen edustuston virkailijat vierailevat lasten turvakodissa ja tekevät lahjoituksen sen toiminnan tukemiseen.

EU:n edustusto YK:ssa [en](#) [es](#) [fr](#) juhlistaa New Yorkissa Nobelin palkintoa 11.12. valaisemalla Empire State Buildingin EU:n värein siniseksi ja keltaiseksi.

Nobelin rauhanpalkinnon mitali asetetaan myöhemmin näytteille valmisteilla olevaan [Euroopan historian taloon](#) Brysseliin.

Nobelin rauhanpalkinnon voittajan julkistaminen [en](#)