**Importance of Translation in Journalism**

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As you are likely aware, are many different types of journalism, which is the act of collecting and presenting news to a public audience. These types include print, such as you would find in magazines and newspapers, television, and internet. Each of these different types of journalism reaches out to different people in many places, who likely speak a variety of languages. This means that knowing a second language will help a journalist to reach out to their wide audience. However, not only is knowing a second language useful in creating content in said language, it is used for a variety of other things in journalism.

## LANGUAGES AND JOURNALISM

As a journalist, knowing a second language can help with more than creating content in that language. It can help you with jobs related to functioning in that language. Jobs that would require you to function in another language might include conducting interviews (in both foreign countries and with minorities in your own city) and investigations. It’s hard to go to Russia to investigate something and expect that everyone there will speak English. Knowing a second language will also help you to understand cultural context, which will better your presentation of the information you gather. It will also help you to listen and understand court trials so that you can get the best information possible. Another benefit is that you’ll know the nuances of specialized lingo in the language you learn. This can help with scientific, legal, medical, and political terminology.

## LANGUAGES TO KNOW

There are many languages used around the globe, but when it comes to journalism some of these languages are better to know than others. One such language is Arabic, which will help you with news related to the Middle East, CIA investigations, world affairs, and military operations. Another great language to know is Chinese – specifically Mandarin. Chinese is good for journalism related to business, technology, and manufacturing. A third language that would help your career is Spanish. Spanish is a good language to have mastered when it comes to topics relating to Latin America, politics, and domestic issues, such as immigration to the United States. Last but not least, an important language to know is English. If it isn’t your first language, it would be wise to learn English for journalism as it would be helpful in issues ranging from politics to science.

## JOURNALISM TODAY

Journalism’s importance is growing stronger as the world comes closer together through advancing technologies. The world, however, does not yet speak one common language, and so with journalism becoming more important, so does the idea that journalists should know more than one language.

**Untranslatable Text**

Untranslatability is a property of a text, or of any utterance, in one [language](https://en.wikipedia.org/wiki/Language), for which no equivalent text or utterance can be found in another language when translated.

Terms are, however, neither exclusively translatable nor exclusively untranslatable; rather, the degree of difficulty of [translation](https://en.wikipedia.org/wiki/Translation) depends on their nature, as well as on the translator's knowledge of the languages in question.

Quite often, a text or utterance that is considered to be "untranslatable" is actually a lacuna, or [lexical gap](https://en.wikipedia.org/wiki/Lexical_gap). That is, there is no one-to-one equivalence between the word, expression or turn of phrase in the source language and another word, expression or turn of phrase in the target language. A translator can, however, resort to a number of translation procedures to compensate for this. Therefore, untranslatability or difficulty of translation does not always carry deep [linguistic relativity](https://en.wikipedia.org/wiki/Linguistic_relativity) implications; [denotation](https://en.wikipedia.org/wiki/Denotation) can virtually always be translated, given enough [circumlocution](https://en.wikipedia.org/wiki/Circumlocution), although [connotation](https://en.wikipedia.org/wiki/Connotation) may be [ineffable](https://en.wikipedia.org/wiki/Ineffability) or inefficient to convey.

**Skills Required to Present Perfectly**

**1. Show your Passion and Connect with your Audience**

It’s hard to be relaxed and be yourself when you’re nervous.

But time and again, the great presenters say that the most important thing is to connect with your audience, and the best way to do that is to let your passion for the subject shine through.

Be honest with the audience about what is important to you and why it matters. Be enthusiastic and honest, and the audience will respond.

**2. Focus on your Audience’s Needs**

Your presentation needs to be built around what your audience is going to get out of the presentation. As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them.

While you’re giving the presentation, you also need to remain focused on your audience’s response, and react to that. You need to make it easy for your audience to understand and respond.

**3. Keep it Simple: Concentrate on your Core Message**

When planning your presentation, you should always keep in mind the question:

What is the key message (or three key points) for my audience to take away?

You should be able to communicate that key message very briefly.

Some experts recommend a 30-second ‘elevator summary’, others that you can write it on the back of a business card, or say it in no more than 15 words.

Whichever rule you choose, the important thing is to keep your core message focused and brief. And if what you are planning to say doesn’t contribute to that core message, don’t say it.

**4. Smile and Make Eye Contact with your Audience**

This sounds very easy, but a surprisingly large number of presenters fail to do it.

If you smile and make eye contact, you are [**building rapport**](http://www.skillsyouneed.com/ips/rapport.html), which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.

To help you with this, make sure that you don’t turn down all the lights so that only the slide screen is visible. **Your audience needs to see you as well as your slides.**

**5. Start Strongly**

The beginning of your presentation is crucial. You need to grab your audience’s attention and hold it. They will give you a few minutes’ grace in which to entertain them, before they start to switch off if you’re dull. So don’t waste that on explaining who you are. Start by entertaining them.

**6. Remember the 10-20-30 Rule for Slideshows**

This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:

* Contain no more than 10 slides;
* Last no more than 20 minutes; and
* Use a font size of no less than 30 point.

This last is particularly important as it stops you trying to put too much information on any one slide. This whole approach avoids the dreaded ‘Death by PowerPoint’.

As a general rule, slides should be the sideshow to you, the presenter. A good set of slides should be no use without the presenter, and they should definitely contain less, rather than more, information, expressed simply.

If you need to provide more information, create a bespoke handout and give it out **after** your presentation.

**7. Tell Stories**

Human beings are programmed to respond to stories.

Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story. Think about what story you are trying to tell your audience, and create your presentation to tell it.

**8. Use your Voice Effectively**

The spoken word is actually a pretty inefficient means of communication, because it uses only one of your audience’s five senses. That’s why presenters tend to use visual aids, too. But you can help to make the spoken word better by using your voice effectively.

Varying the speed at which you talk, and emphasising changes in pitch and tone all help to make your voice more interesting and hold your audience’s attention.

**9. Use your Body Too**

It has been estimated that more than three quarters of communication is non-verbal.

That means that as well as your tone of voice, your body language is crucial to getting your message across. Make sure that you are giving the right messages: body language to avoid includes crossed arms, hands held behind your back or in your pockets, and pacing the stage. Make your gestures open and confident, and move naturally around the stage, and among the audience too, if possible.

**10. Relax, Breathe and Enjoy**

If you find presenting difficult, it can be hard to be calm and relaxed about doing it.

One option is to start by concentrating on your breathing. Slow it down, and make sure that you’re breathing fully. Make sure that you continue to pause for breath occasionally during your presentation too.

If you can bring yourself to relax, you will almost certainly present better. If you can actually start to enjoy yourself, your audience will respond to that, and engage better. Your presentations will improve exponentially, and so will your confidence.