

*Original Research Article*

# Analysis of Translation Techniques in the English Translations of Press Releases

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## Abstract

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This article is aimed at identifying, describing and explaining the types of translation techniques used in translating press releases from French into English published on the official websites of some ministries of Cameroon. These include the areas of public exams (Ministry of Public Service and Administrative Reforms), education (Ministries of Secondary and Higher Education), transport (Ministry of Sports), health (Ministry of Public Health), economy (Ministry of Finance), and public relations (Ministry of External Relations). The Descriptive Translation Studies (DTS) approach by Gideon Toury, the communication and skopos theories of translation were used to analyse 50 (fifty) excerpts of French press releases which have been translated into English. The findings show that the most used translation technique in the English translation of press releases was Modulation, followed by Amplification. However, 11 translation techniques are identified in the English translations of press releases.

**Keywords:** Press Release, Translation, Translation techniques

## INTRODUCTION

Translation plays an important role in communication. It serves as a medium of transferring knowledge or information. It can be a bridge which connects people of different languages and cultures. Translation is not merely changing words, but also transferring cultural equivalences of the original language with that of the recipient language such that it is accepted by the target audience. Cameroon is a bilingual country due to its historical heritage of being a Mandate and then a Trust territory of not just one but two countries (Britain and France) from 1916 to 1961. Therefore, bilingualism is a core component in the day-to-day life of Cameroonians in general and translators in particular ever since the country was officially established as a bilingual country in 1961 (1996 Constitution).

Bassnet (2014) stated that nowadays, translating is a common human condition and the rapid increase of media causes a rise in the importance of translation. Press

Releases (PR) play a crucial role in disseminating information to a wider audience. In today's globalized world, the need for accurate and effective translation of press releases from one language to another has become increasingly important. It is therefore normal for official documents in general and Press Releases in particular to be conveyed in both French and English in order for the communities in Cameroon of different languages, different cultures and having different ways of expressing their thoughts through language to easily have access to information. In order for these communities to have important information, Press Releases need to be translated so that the English community does not only have access to such information but for the translations to sound as natural as possible and to be generally accepted.

Translation techniques have been proposed by many researchers in the field. Molina and Albir (2002) proposed

18 classifications of translation techniques: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition and variation. These translation techniques were derived from existing techniques proposed by other experts such as Nida's (1964) translation theory and Newmark's (1988) translation methods. The translation techniques were developed because the methods, strategies and techniques needed to be further distinguished due to the need of the functional concept of translation techniques (Molina and Albir, 2002).

This article studies some PR of Cameroon ministries written in two languages, French and English and analyses the translation techniques used in the English translation of press releases using translation techniques proposed by Molina and Albir (2002). Therefore, the problem of analysis can be stated as what types of translation techniques are used in the English translations of press releases and how to analyse them to find the most dominant techniques. Thus, based on the analysis problems, the aim of this article are formulated to identify the types of translation techniques used in the English translations of press releases.

## Literature Review

This section involves a review of translation definitions, press releases and translation techniques. It also examines studies carried out by other researchers relating to Translation Quality Assessment and how they impact the translation process where press releases are concerned.

## Definition of Translation

Over several years, translation has been defined by different scholars among which are prominent scholars in translation studies as will be seen below.

Catford (1965) defines translation as "The replacement of textual material in one language (SL) by equivalent textual material in another language (TL). His definition focuses on textual material and equivalent. However, it fails to take into consideration extra-linguistic components notably the skopos context, culture and above all the receptor. Ladmiral (1979) defines translation as the conveyance of a message from source language into target language. Vinay and Darbelnet (1973:20) define translation as the movement from one language A to another language B to express the same reality X. Nider and Taber (1974:12) define translation as "reproducing into the receptor language, the closest natural equivalence of the source language message first in terms of meaning

and secondly in terms of style". This definition focuses on meaning and distinguishes meaning and style as objects of translation. Newmark (1988) defines translation as "a craft consisting in the attempt to replace a written and/restatement in one language by the same and/or another language.

Venuti (2013) offers a definition of translation as "the rendering of a source-language text (or texts) into an equivalent target-language text (or texts)." This definition focuses on the message that has been rendered. Munday (2016) defines translation as "the transfer of a written or spoken text from one language to another, seeking to capture the original meaning, style, and register." This definition focuses on the meaning and distinguishes meaning, style and register. Gentzler (2017) defines translation as "the rewriting of a source text in another language, culture, and historical moment. His definition of translation focuses on the creativity that translation brings to message by taking into consideration the aspects of history, culture and language of the target language.

## Defination of Translation

### Press Release

A press release is an official statement delivered to members of the news media for the purpose of providing information, creating an official statement or making an announcement directed for the public. Press releases are considered primary sources in that they are original informants for information (Lammers and Ronald, 2012). It is traditionally composed of the nine structural elements: a headline, dateline, introduction, body, and other components (Turney, 2003). They are typically delivered to new media electronically, ready to use, and often subject to "do not use before" time known as news embargoes (Adams and Warren, 2016).

## Translation Techniques

These are ways of transferring messages from the source language to the target language applied at the level of words, phrases, clauses or sentences. According to Molina and Albir (2002), there are 18 types of translation techniques. These include:

### Adaptation

This technique is used to replace cultural or social elements in the source text (SL) with cultural or social elements which are more common or functionally comparable in the target language culture. This technique can be used if the elements of those cultures have equivalents in the target language:

- Example: Baseball which in the US culture is equivalent to football in the French culture and football in the United Kingdom.

### Amplification

This technique is used to add information or introduce details that are not present in the source text (SL). It could come in the form of explanatory paraphrasing and footnotes. This additional information or detail aims at making the original message of the source text (SL) become more explicit:

- Example: Adding “the Muslim month of fasting to “Ramadan “ in a translation from Arabic to English
- He talked himself out of a job (SL) is translated as “Il a perdu sa chance pour avoir trop parlé” in French.

### Borrowing

This technique is used to take a word or expression straight from another language into the target text. Borrowing can be pure or naturalized. In the case of pure borrowing, the foreign word is not modified in any way:

- Example: Hamburger (Germany), café (France), pizza (Italy), kimono (Japan)

While in the case of naturalized borrowing, the word in the SL is used in TL with an adapted spelling in the TL culture

- Example: Football and meeting in English which are translated as “futbol” and “mitin” in Spanish.
- Bulldozer in English is translated as Bulldozer in French.

### Calque

This technique is used to perform a literal translation of a foreign word or phrase when translating a source language into a target language:

- Example: skyscraper becomes gratte-ciel in French.
- “Fin de semaine” in French is translated as “weekend” in English.

### Compensation

This technique is used to include an element of information or a stylistic effect in a different place in the target text because it cannot be reflected in the same place as in the source text:

- Example: A sentence from “The Jungle Book”, “I was seeking thee, Flathead”.

In this case, there is the use of archaism *thee*, rather than *you* to convey majesty and respect. In French, however, no form of the pronouns (*tu*, *te*, *toi*) has an equivalent archaic use. So the translator uses the vocative *O* to convey the same idea and puts it in a different position in

the translated French version: “Envérité, c’est bien toi je cherche O Tete-Plate”.

### Description

This technique replaces a term in the source language, with a description of its form and/or function in the target language. This technique is used when a term in the source text does not have a term in the target language:

- Example: translating “panettone” from Italian to English will become, Italian cake that is eaten on New Year’s Eve.

### Discursive Creation

This technique is used to establish a temporary equivalence that could never be anticipated out of context. It is often used in the translation of titles of movies, books, and novels:

- Example: The translation of Manuel Puig’s novel *Boquitas Pintadas* from Spanish to English as *Heartbreak Tango*.

### Established Equivalence

This technique uses terms or expressions recognized by the dictionary through language as an equivalent in the target language:

- Example: The translation of the expression; As white as snow into French as “blanche comme neige”.
- “Comme un chien dans un jeu de quilles” in French is translated as Like a bull in China shop in English

### Generalization

Also known as neutralization, this technique uses more general or neutral terms to translate terms from source language to target language. It is used when a term in the source language refers to a specific section that does not exist or does not refer to the same section in the target language:

- Example: Translating any of the French terms “guichet”, “fenêtre”, “devanture” into English as a window.

### Linguistic Amplification

This technique adds linguistic elements without any grammatical or normative need to do so into the target language. It is often used in consecutive interpreting or dubbing:

- Example: The translation of No way in Spanish as “De ninguna de las maneras” instead of using an expression with the same number of words such as “En absoluto”.

## Linguistic Compression

This technique is used to synthesize linguistic elements without any grammatical or normative need to do so in the target text. It is often used in simultaneous interpreting and subtitling:

- Example: Translating “Science politique” which is literally political science in English, can be rendered simply as politics in English.

## Literal Translation

This technique translates a syntagm or expression word for word. It does not however translate a single word:

- Example: “I want a glass of water” would be literally translated as “je veux un verre d’eau” in French.

- “L’encre est sur la table” in French is translated as The ink is on the table.

## Modulation

It is a technique which changes the point of view, focus or cognitive category in relation to the source language. It can be lexical or structural.

- Example: A French speaker will talk of “dernier étage” which is (literally last stage) of a building, while an English speaker will refer to it as “top floor”.

- “Encre de chien” in French is translated as Indian ink in English.

## Particularisation

This technique uses a more precise or concrete term to translate a source text. This technique contrasts with the technique of generalization

- Example: Translating window into French as “guichet”, “fenetre”, and “devanture”

## Pragmatic Variation

This technique is used to change linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation (change of textual tone, style, social dialect, geographical dialect). This includes for instance introducing or changing dialectal indicators to characterize individuals in translation for theatre, changing tone in adaptations of novels for children.

## Reduction

This technique is used to suppress partially or entirely, a source text information element in the target text:

- Example: Opting not to include the Muslim month of fasting in apposition to Ramadan in a translation from English to Arabic.

## Substitution (Linguistic, Paralinguistic)

This technique is used to change linguistic elements for paralinguistic elements (intonation, gesture) and vice versa. It is mostly used in interpreting:

- Example: translating the Arab hand-on-heart gesture as “thank you”, the Indonesian nodding of the head as “yes”

## Transposition

This technique is used to change a grammatical category in the target language while still preserving the source text meaning. It is mostly used between languages with different grammatical structures:

- Example: the french sentence “je l’ai vu avant la rentrée” can be translated as “I saw her before school started”. here the noun “la rentrée” becomes the verb started

- “Defense de fumer” in French is translated as No smoking in English.

The techniques of translation proposed by Molina and Albir (2002) are relevant to this article because they show that, in order to carry out the activity of translation which does not only involve conveying words and expressions, but conveying message(s) in the target language, these different techniques have to be used. The use of these techniques which is at the micro level of translating will depend on the macro level techniques the translator has decided to use in order to convey the source text message(s). This means that a translator who chooses to domesticate a target text (making a text to closely conform to the culture of the target language) will not use the same translation techniques as a translator who chooses to foreignise a target text (making a text to retain the culture of the source language).

## Previous Studies

Several studies have been conducted with Molina and Albir’s translation techniques to analyse data. Anwar, Haryanti, and Mukti (2020) analysed the translation of Aladdin’s movie script using these techniques. The findings of their study showed that linguistic compression was used the most dominantly at 56.52%, while other techniques occurred less frequently (10% and below).

Baihaqi and Oktaviani (2019) carried out a study on the Translation of English notice into Indonesian language. This study involved discussing on the types of English imperatives used in notices, the way of constructing English and Indonesian imperatives and the reason translation procedures were being applied. The research

is qualitative in nature and is corpus based. Data was collected from some notices as source language (English) and target language (Indonesia) from Cahaya Madani Banten Boarding School. The study found out that, there are different sentence imperatives in English imperatives found in the translated versions (English to Indonesian) of Cahaya Madani Banten Boarding School: negative, command, requested and positive command and that, in the SL, they were formed by syntactical process, whereas in TL it was formed by morphological process, that is by attaching the marker. The result also showed that there were four types of translation procedures used in this study. All of them were oriented towards the target language. Those procedures were: borrowing, modulation, transposition, and literal translation. Baihaqi and Oktaviani's study (2019) is similar to the present study in that, they are both corpus-based researches with a qualitative method as well as the use of translation strategies. However, the data collection instrument differs. The present study uses the random sampling procedure to collect 50 press releases from official online websites even though classified in a thematic structure. Whereas Baihaqi and Oktaviani's study under discussion, uses translation techniques orientated towards the target language, the present study analyses all translation techniques orientated towards either target or source language.

Furthermore, Dare and Yede (2021) carried out a research study on an Evaluation of English-to-Yoruba Translations of some Concepts by Selected Radio News Bulletins. The research work involved examining translations of selected official names/titles contained in news broadcasts in the Yoruba speaking part of Nigeria, interrogating their adequacy and appropriateness. The research study was qualitative in nature and corpus based. Data was collected through a non-random sampling procedure which involved the selection of sixty-five concepts/titles extracted from one hundred news bulletins presented by five radio stations across the Yoruba-speaking States of Nigeria. Descriptive and simple statistical tools were used to analyze the data collected. Dare and Yede's study (2021) found out that, while rendering concepts in Yoruba, translation weaknesses like semantic narrowing, expansion, wordiness, and even unwitting distortions occurred. This work is similar to the present study in that, they are both corpus-based researches with a qualitative method as well as the use of translation strategies. However, the data collection instrument differs. The current study uses the random sampling procedure to collect 50 press releases from official online websites even though classified in a thematic structure, goes further to explore translation techniques, their effective use as well as, proposes acceptable translations of the translations considered inadequate.

The gap that exists between all the works mentioned above and the present study is that, there is a uniqueness in this study as it not only seeks to analyse the translation

techniques used in the English translations of press releases (French), but to account for their use and effectiveness as well as propose adequate translations where the translations were considered inadequate.

## Problem Statement

Cameroonians find it difficult to access information, especially public service information which is natural, acceptable and comprehensible in both English and French. For this to be possible, it will therefore require the use of not just translation techniques but effective ones in order to obtain acceptable English renditions of Press Releases.

## Objectives

This study aims to:

- i. Find out the various translation techniques used in the translation of press releases from French to English.
- ii. Explain how these various translation techniques were effectively used.

## Research Methods

This section presents the research design, research instruments, data collection procedure as well as data analysis and mode of presentation.

## Research Design

This research is a corpus-based study with the corpus (data) generated from the official websites of the various ministries of Cameroon. The data collected is then classified according to themes (education, transportation, economy, health, and public exams) to ease analysis of the collected data. Since this study aims at identifying, presenting, and describing elements of translation techniques in press releases in both French and English, account for their effectiveness as well as propose translations for translation considered ineffective, the study is fundamentally descriptive.

The Descriptive Translation Studies (DTS) model proposed by Toury (1995) is used in this study which is essentially qualitative and focuses on presenting, describing, and explaining the various translation techniques used to translate press releases from the source language (French) to the target language (English).

## Data Collection Instruments

This research is mostly documentary. It made use of the

**Table 1.** Frequency of Translation Techniques

NO	Translation technique	Frequency	Percentage
1	Modulation	16	32%
2	Amplification	12	24%
3	Literal translation	10	20%
4	Reduction	9	18%
5	Calque	5	10%
6	Borrowing	4	8%
7	Adaptation	4	8%
8	Reformulation	4	8%
9	Description	2	4%
10	Transposition	1	2%
11	Compensation	1	2%

various official websites of ministries to gather data on the various themes to be discussed in this study. Data for the corpus of press releases from French to English was collected primarily from the websites. These websites are primarily official ministerial websites which publish information including press releases in French and English for the Cameroonian public. Documentary data was collected from the internet and library sources comprising of research articles and theses.

### Data Collection Procedures

Data collection was done through a careful perusal of the official ministerial websites for press releases translated directly from French into English. Fifty (50) excerpts were collected from the websites and thematically classified, and their translations analysed using descriptive and analytical procedures such as the Descriptive Translation Studies (DTS). In order to collect the French-English data to build up this study's corpus, the researcher first of all identified the relevant and authentic sources of information by searching and reading up on the various ministries with various French press releases and their corresponding English translations that are relevant to the study's thematic classification. After identifying and selecting the various ministerial websites, the researcher then proceeded to study and observe the various websites critically to pick out press releases that have been translated into English and then classify them under the domains: economic, health, external relations transport and public exams. A total of fifty headlines with their English translations were selected to create a parallel corpus for the analysis of ten press releases per domain. Press releases were collected over a one-year period, that is, press releases published from January 2023 to June 2023. In order to ensure a greater level of accuracy and representativeness, press releases were collected from five different ministries and classified under five different categories as follows:

i. Public Exams: includes ten French press release and their corresponding English versions (Ministry of Public

Service and Administrative Reforms).

ii. Education: includes ten French press release and their corresponding English versions (particularly the Ministries of Secondary and Higher Education).

iii. Transport: includes ten French press release and their corresponding English versions (Ministry of Sports).

iv. Health: includes eight French press release and their corresponding English versions (Ministry of Public Health).

v. Economy: includes eight French press release and their corresponding English versions (Ministry of Finance).

vi. Public Relations: includes two French press releases and their corresponding English versions (Ministry of External Relations).

### Data Analysis

The data collected were analyzed descriptively. They were classified according to the types of translation techniques proposed by Molina and Albir (2002). After identifying the data, data is classified by type, and its description provided. Then data were tabulated using statistical formula in order to find out the different techniques used in the English translations of press releases. The statistical formula being used was percentage formula where:

P is the percentage number, F is the frequency, and N is the number of translation techniques

### FINDINGS

This section describes the types of translation techniques used in the English translation of press releases. Molina and Albir's (2002) translation techniques were used. Fifty press releases were used. The result is described by counting the types in each press release and its percentage numbers. The frequency of the translation technique and the percentage of their use. The first step was identifying the translation techniques and classifying them into the various categories. Next, the types of techniques used were counted to get their frequency.

Finally, the frequency of the translation techniques

were counted to get their percentages.

From Table 1 above, it can be seen that the translation techniques are categorized into eleven categories which are, Modulation (16 occurrences or 32%), Amplification/Addition (12 occurrences or 24%), Literal Translation (10 occurrences or 20%), Reduction/Omission (9 occurrences or 18%), Calque (5 occurrences or 10%), Borrowing (4 occurrences or 8%), Adaptation (4 occurrences or 8%), Reformulation (4 occurrences or 8%), Description (2 occurrences or 4%), Transposition (1 occurrence or 2%) and Compensation (1 occurrence or 2%). The analysis and description of the translation techniques used are as follows:

a) **Modulation:** This translation techniques occurs 32% in the English translation of press releases.

Example 1 (excerpt 2)

SL: *L'appel devant les salles d'examen se fera dès 07 heures précises.* TL: Candidates are equally informed that the latest time to arrive at their examination centers is 7:00 a.m prompt.

The source text which is quite explanatory is modulated to capture the essential part of the message in the target text.

b. **Amplification/Addition:** This technique appeared 24% in the English translation of press releases.

Example 2 ( excerpt 23)

SL: *il prendra toutes les mesures appropriées ainsi que toutes les sanctions prévues par la réglementation en vigueur à l'encontre des contrevenants*

TL: he shall take all the necessary measures and sanctions provided for by the regulation in force against offenders

The Minister of Transport counts on the high sense of responsibility of all road users to considerably curb road accidents

By adding words that were not found in the source text into the target text, the source text message is effectively communicated.

c. **Literal translation:** This technique appeared 20% in the English translation of press releases.

Example 3 ( excerpt 4)

SL: *Informe les candidats déclarés définitive ment admis au concours de formation pour le recrutement de vingt (20) élèves en première année de Master Professionnel en Démographie à l'Institut de Formation et de Recherche en Démographie (IFORD)*

TL: *informs candidates for the training competitive examination for the recruitment of twenty (20) students into the first year of the Professional Master Program in Demography into the Institute of Demographic training and research (IFORD)*

The source text elements are translated word for word in the target language.

d. **Reduction/Omission:** This technique appeared 18% in

the English translation of press releases.

Example 4 ( excerpt )

SL: *Il invite par conséquent les personnes intéressées à prendre connaissance des modalités d'inscription prévues par les actes portant ouverture desdits recrutement dans les Délégation Régionales de ce Département Ministérielou sur le site internet*

TL: *Interested candidats are requested to consult the list of necessary requirements at the MINFOPRA's Regional Delegations or the website.*

from the above, reduction has been used to suppress some SL information in the TL.

e. **Calque:** This technique occurred 10% in the English translation of press releases.

Example 5 (excerpt 18)

SL: *...les invitants à faire parvenir leurs actes de carrière à la porte 310 en vue de la correction des incohérence identifiées entre leur position solde et leur situation carrière*

TL: *...inviting them to deposit their career documents at Room 310 for the correction of inconsistencies between their salary position and their career situation.*

The source text expressions *actes de carrière* and *leur position solde et leur situation carrière* have been calqued.

f. **Borrowing:** This technique occurred 8% in the English translation of press releases.

Example 6 (excerpt )

SL: *...Le Ministre des Enseignements Secondaires informe les candidats à l'examen du Certificat d'Aptitude Professionnelle (C.A.P)*

TL: *...The Minister of Secondary Education hereby informs candidates sitting for the 2023 session of Certificat d'Aptitude Professionnelle (C.A.P)*

The French words *Certificat d'Aptitude Professionnelle (C.A.P)* are borrowed into the target text to communicate the message of the source text.

g. **Adaptation:** This technique occurred 8% in the English translation of press releases.

Example 7 (excerpt 19 )

SL: *...à se présenter de toute urgence à la Direction des Ressources Humaines porte 507 ( bureau des bons de caisse) au plus tard vendredi, le 10 février 2023*

TL: *...to report to the Department of Human Resources, Room 507 ( voucher office) no later than Friday 10 February 2023.*

*Bureau des bons de caisse* has been adapted to the target culture with *Voucher Office*

h. **Reformulation:** This technique occurred 8% in the English translation of press releases.

Example 8 ( excerpt 35 )

SL: *...Par ailleurs, il les invite à appeler le numéro vert 1510*

TL: *...He also invites the population to call the toll-free number*

The expression *toll-free number* is used as an equivalence of the source text expression *numéro vert*

i. **Description:** This technique occurred 4% in the English translation of press releases.

Example 9: ( excerpt 21)

SL:....*Le Ministre des Transports porte à la connaissance de l'opinion publique en général et la communauté portuaire nationale en particulier, qu'il procédera le mercredi 21 juin 2023 à 10 heures précises*

TL:....The Minister of Transport hereby informs the public in general and the national port community in particular that, he will on Wednesday June 21 2023 at 10 a.m prompt

The expression *communauté portuaire* in the source text has been described.

j. **Transposition:** This technique occurs 2% in the English translation of press releases.

Example 10 ( excerpt )

SL:....*à se présenter à la Direction du Développement des Ressources Humaines de l'Etat, le jeudi 09 février 2023 à 09 heures pour le retrait des certificats collectifs de prise de service et des décisions mises à disposition*

TL:....to report at his ministry, Department of State Human Resource Development on Tuesday 24 January 2023 as from 9 a.m to withdraw their assumption of duty certificates and posting decisions.

The target text has been transposed from the French use of the adjective *collectifs* to the English use of the pronoun *their*.

k. **Compensation:** This technique occurs 2% in the English translation of press releases.

Example 11 ( excerpt 15 )

SL:....*Le Ministre des Enseignements Secondaires compte sur la bonne compréhension des uns et des autres*

TL:....The Minister of Secondary Education counts on the understanding of all

There is compensation for *uns et des autres* in the target language.

## DISCUSSION

Findings in this study have shown that translation techniques were used to translate press releases from French to English. From the analysis above, it can clearly be seen that various techniques were used to carry out the translation process to suit the target audience. Various techniques were used with Modulation, Amplification, Literal translation, and Reduction being the techniques mostly used while Calque, Borrowing, Adaptation, Reformulation, Description, Transposition, Compensation were used less frequently

The above findings go in line with the findings of Anwar, Haryanti, and Mukti (2020): the translation of Aladdin's movie script using these techniques; Dare and Yede

(2021): an evaluation of English-to-Yoruba Translations of some Concepts by Selected Radio News Bulletins and Baihaqi and Oktaviani (2019): the translation of English notice into Indonesian language.

Firstly, in Anwar, Haryanti and Mukti's study (2020), it can be seen that linguistic compression was the most dominant technique used (56.52%), while other techniques occurred less frequently (10% and below).

Findings of Dare and Yede (2021) show that the most dominant techniques used were paraphrasing and borrowing (32%) while transposition was the most dominant technique in Baihaqi and Oktaviani's study (2019) with 58%.

From the findings of the works presented above, it can however be seen that in the present article, modulation was used the most dominantly at 32%, amplification/addition at 24%, literal translation at 20%, reduction/omission at 18%, while other techniques occurred less frequently (10% and below).

## CONCLUSIONS

The findings show that there is a direct relationship between micro strategies of translation which involve translation techniques and macro strategies which are decisions a translator takes before beginning the translation process. The following conclusion is made as an outcome of the research work and provides some answers to the research questions as well as the research objectives.

The assumption for the first objective was that press releases were translated from French to English using translation techniques. The results of this objective revealed that, translation techniques were used in the English translation of the press releases. Out of the 18 techniques proposed by Molina and Albir (2002), 11 including Modulation, Amplification, Literal translation, Reduction, Calque, Borrowing, Adaptation, Reformulation, Description, Transposition, Compensation were used to translate the press releases.

For objective two, it was hypothesized that the translation techniques were effectively used in the translation of the press releases from French to English. The results from the analysis proved that, the techniques were effectively used to translate the press releases though at different frequencies. Modulation had 16 occurrences, Amplification/Addition 12, Literal Translation 10, Reduction/Omission 9 occurrences, Calque 5, Borrowing 4, Adaptation 4, Reformulation 4, Description 2, Transposition 1 and Compensation 1.

The use of Molina and Albir's (2002) translation techniques clearly shows the translator's ability to use several strategies in order to translate the source language message into the target text language. However, the findings above clearly show that the totality of the 18 techniques proposed by Molina and Albir (2002) were not



clearly used and neither were the techniques used to translate the press releases used at the same frequency. The overwhelming conclusion is that; the use of translation techniques is an essential aspect for effective translation of texts from one language to another. Thus, this study draws the attention of language service providers in general, and translators in particular to be very cautious of the decisions they take before and during the activity of translation so as to enable the source text message to be accurately and effectively passed in to the target text language as well as for it to be acceptable.

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