

TABLE OF CONTENTS

PART I: INTRODUCTION

1.1: Rationale of the study	1
1.2: Restriction of the study	2
1.3: Method of the study	2
1.4: Application of the study	2

PART II: DEVELOPMENT

Chapter 1: Theoretical background

1.1: Understanding of translation	4
1.1.1: Concepts of translation	4
1.1.2: Types of translation	5
1.1.2a: Word-for-word translation	6
1.1.2b: Literal translation	6
1.1.2c: Faithful translation	6
1.1.2d: Semantic translation	7
1.1.2e: Adaptation translation	7
1.1.2f: Free translation	7
1.1.2g: Idiomatic translation	7
1.1.2h: Communicative translation	7

1.2: Features of current affairs from language to structure	8
1.2.1: Language	8
1.2.2: Structure	9
1.3: Broadcasting and printing newspapers	9
1.3.1: Understanding of Broadcasting and printing newspapers	9
1.3.1a: Broadcasting	9
1.3.1b: Printing newspapers	10
1.3.2: Similarities between Broadcasting and Printing Newspapers	11
1.3.3: Differences between Broadcasting and Printing Newspapers	11
1.3.3a: Practical differences	11
1.3.3b: Historical differences	13
1.3.3c: Regulatory differences	14
Chapter 2: Similarities and differences in Vietnamese-English translation between broadcasting current affairs and printing newspaper current affairs	
2.2.1: Similarities in Vietnamese-English current affairs translation between broadcasting and printing newspapers	
2.2.1a: Short paragraph format	16
2.2.1b: Expanded simple sentences are commonly used in current affairs translation	20
2.2.2: Differences in Vietnamese-English translation between broadcast current affairs and printing newspapers current affairs	

2.2.2a: Differences in Vietnamese-English translation between the lead of broadcasting current affairs and the lead of printing newspaper current affairs	22
2.2.2a1: Differences in the use of tenses	22
2.2.2a2: Differences in complexity of sentence structures	25
2.2.2a3: Differences in the information density	26
2.2.2b: Differences in Vietnamese-English translation between main paragraphs of broadcasting current affairs and printing newspaper current affairs	29
2.2.2b1: Difference in the length	29
2.2.2b2: Differences in the positions of quotation sources	31
2.2.2b2: Differences in the positions of quotation sources	32

Chapter 3: Findings

3.1: Lead reduction and lead expansion

PART III: CONCLUSION

3.1: Conclusion	36
3.2: Suggestion for further study	37
3.3: References	38

PART I: INTRODUCTION

1.1: Rationale of the study

In the pace of global rapid development, broadcasting and newspapers have grown continuously from rudimentary simple forms at the beginning to sophisticated modern ones at the present and played an important role in that development. With a range of news, articles, events involving daily stories or great inventions ... all are transmitted to all over the world. However, each nation owns a significant culture, particularly a specific language, so how to convey successfully contents by broadcasting and newspapers is not easy completely. Actually, the function of language translation is clearly expressed in all fields. So, though you are a foreigner, you catch the meaning of news transmitted by the language bridge - English. All nations are easier to exchange information and get closer each other.

To realize the importance of English in the process of international integration, more and more foreign-language universities in Viet Nam are established to produce the human resources in language translation field in general and those in broadcasting and newspapers translation in particular to meet the demand of national development. Because the knowledge is unlimited, time frame of studying translation subject is limited. Therefore, it is necessary that each student has to study, enhance the professional knowledge, keep enthusiasm and make them become the good quality of a translator in the fields, especially news translation in broadcasting and newspapers.

After deciding to study one foreign-language (English), I hope that someday I would become a sports editor working for the Hai Phong Broadcasting and Television Station. However, there is a lack of knowledge, experience as well as, it is unavoidable for me to make mistakes in the theme-run process. But I believe that I will enrich much more experiences of translating

broadcasting and newspapers news in general and sports news in particular after my theme is completed successfully. It will help me more self-confident to keep my future job.

1.2: Restriction of the study

There are quite several sources that I can pick up important and necessary information for my study. So, this paper graduation is mainly studied in the research of the VOV and the VNS. Generally, they are two sources available and helpful.

1.3: Method of the study

There were useful consultations from my supervisor helping me get over so lot of difficulties in working out paper graduation.

The data analyzed in the present study was composed of translated English current affairs reports and their corresponding Vietnamese originals retrieved from the websites of the VOV and the VNS. I first scanned English current affairs dated from January to May, 2009 and for those identifiable as translations I tracked down their originals by searching the Vietnamese website. I then compared the two texts for shifts.

1.4: Application of the study

This study can be used as reference documents in broadcasting and print media translation. It will give students interested in broadcast and print media a practical help to settle information transmitted in the most effective way.

1.5: Design of the study

The organization of the study is a composition of three main parts

Part I: Introduction represents the rationale, the restriction, the method, the application and the design.

Part 2: Development focuses the main content of the study and is divided into three chapters.

Chapter 1: Theoretical background.

Chapter 2: Similarities and differences in Vietnamese-English translation between broadcasting current affairs and printing newspaper current affairs

Chapter 3: Findings

Part 3: Conclusion gives a brief summary of the study and suggestions for the study.

PART II: DEVELOPMENT

CHAPTER 1: THEORETICAL BACKGROUND

1.1: Understanding of translation.

1.1.1: Concepts of translation.

Translation typically has been used to transfer from written or spoken SL (source language) texts to equivalent written or spoken TL (target language) texts. In general, the purpose of translation is to reproduce various kinds of texts including religious, literary, scientific, and philosophical texts in another language and thus making them available to wider readers.

If language was just a classification for a set of general or universal concepts, it would be easy to translate from a SL to a TL. Furthermore, under the circumstances the process of learning a language would be much easier than it is actually. In this regard, Culler (1976) believes that languages are not nomenclatures and the concepts of one language may differ radically from those of another, since each language articulates or organizes the world differently, and languages do not simply name categories; they articulate their own. The conclusion likely to be drawn from what Culler (1976) wrote is that one of the troublesome problems of translation is the disparity among languages. The bigger the gap between the SL and the TL, the more difficult the transfer of message from the former to the latter will be. Therefore, there are various concepts of translation basing on the individual views. And I have collected and studied some of them.

1.1.1a: Translation is the replacement of text material in one language by equivalent textual material in another language.

(Cartford, 1965:20)

1.1.1b: Translation consists of reproducing in the receptor language the closest natural equivalent of the source language message, firstly in term of meaning and secondly in terms of style.

(Nida and Taber, 1969)

1.1.1c: Translation is the process of finding a target language (TL) equivalent from a source language (SL) utterance.

(Pinhhuck, 1977:38)

1.1.1d: Translation involves the rendering of a SL text into the TL so as to ensure that surface meaning of the two will be approximately similar and the structure will be seriously distorted.

(Mc Guire, 1980:2)

1.1.1e: Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.

(Newmark, 1981:7)

1.1.1f: Translation is the transfer process which aims at the transformation of a written SL text into an optimally equivalent TL text, and which requires the syntactic, the semantic and the pragmatic understanding and analytical processing of the SL.

(Will in Noss, 1983)

Generally, translation is converting one language (SL) to another (TL) so that the TL could convey the intended message in SL. In other words, it is a process through which the translator decodes SL and encodes his understanding of the TL form.

1.1.2: Types of translation.

There is a considerable variation in the types of translations produced by translators. Some work only in two languages and are competent in both. Others work from their first language to their second language, and still others from their second language to their first language. Depending on these matters of language proficiency, the procedures used will vary from project to project. In most projects in which SL is involved, a translation team carries on the project. Team roles are worked out according to the individual skills of team members. There is also some variation depending on the purpose of a given translation and the type of translation that will be accepted by the intended audiences. According to Peter Newmark, there are 8 methods of translation on which a professional translator can rely.

1.1.2a: Word-for-word translation.

In this kind of translation, TL is often right below the SL words. The SL word-order is preserved as precisely as possible and the words are translated word-by-word by their most common meanings regardless of the context. Culture words are translated literally. The main use of word-for-word translation is either to understand the structures of the SL or to analyze a difficult and complex text as a pre-translation process.

He was presented by his director.

Anh ấy đã- ợc trao th- ờng bởi giám đốc của anh ấy

1.1.2b: Literal translation.

The SL grammatical structures are converted to their nearest TL equivalences but the lexical words are again translated word-by-word regardless of the context

1.1.2c: Faithful translation.

A faithful translation is used when translators want to reproduce the precise contextual meaning of the SL within the restriction of the TL grammatical structures. It converts cultural words but reserves the degree of grammatical and lexical “abnormality” in the translation. It attempts to be completely faithful to the intentions and text-realization of the SL writer.

1.1.2d: Semantic translation.

Semantic translation is closer, more literal; it gives highest priority to the meaning and form of the original, and is appropriate to translations of source texts that have high status, such as religious texts, legal texts, literature, and perhaps ministerial speeches

1.1.2e: Adaptation translation.

This seems to be the freest form of translation. It is used mainly for plays and poetry in which the themes, characters and plots are usually preserved, the SL culture converted to the TL culture and text rewritten.

1.1.2f: Free translation.

This reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original, a so-called “intralingua translation”.

1.1.2g: Idiomatic translation.

Idiomatic translation reproduces the content of the original but tends to distort nuances of meaning by borrowing colloquialism and idioms where these do not exist in the original.

A penny saved is a penny gained

Tích tiểu thành đại

1.1.2h: Communicative translation.

The difference mainly between two methods of semantic and communicative translation is that the semantic form adheres more to literal translation while the communicative strategy is more concerned with the overall sense of the text.

Communicative translation is freer, and gives priority to the effectiveness of the message to be communicated. It focuses on factors such as readability and naturalness, and is appropriate to translations of pragmatic texts where the actual form of the original is not closely bound to its intended meaning. These are texts like advertisements, tourist brochures, product descriptions and instructions, manuals. (*Andrew Chesterman*).

Among the methods of translation mentioned above, we can see that the first four methods emphasize on the SL meanwhile the last methods emphasize on the TL. Therefore, in a certain context, a method of translation is employed.

1.2: Features of current affairs in terms of language and structure.

1.2.1: Language.

The language of current affairs writing should be clear, concise, exact and interesting. (*Approved by the BBC College of Journalism*)

1.2.1a: Clear

The meaning should be understood without leaving any room for doubt. Whenever there is a choice between two words, opt for the simpler one

1.2.1b: Concise

Saying everything with minimum of words

1.2.1c: Exact

Writing without ambiguities, or distracting digressions

1.2.1d: Interesting

Making the reader want to keep reading. Writing like talking to a friend

Now, it is an example containing some of language factors above:

“The Ministry of Foreign Affairs yesterday published on its website the National Report to Review Implementation of Human Rights in Viet Nam.”

(VNS)

The information given is exact, clear, concise and quite interesting (What happened? who involved? when did it occur? where did it come out?).

1.2.2: Structure

Current affairs stories are written in an inverted-pyramid style, with the conclusion first, details later

This means that the basic facts, the conclusion, the lead, etc..., come first. As you move through the story, succeeding paragraphs explain and amplify. Each successive paragraph contains progressively less important information. Answer the questions: Who, When, Why, What, Where and How in any order in the first two or three sentences

Example:

The Mayor of Tadwich (Who) planted a tree (What) on Tuesday (When) at St. Jouhn’s School (Where) to commemorate a brave pupil who died saving a classmate from drowning (Why)

The next few paragraphs will tell the reader who the brave pupil was, when where and how he/she died, who was saved. Then the story might tail off with details of who else was at the ceremony, other events planned, and so on

1.3: Broadcasting and printing newspapers.

1.3.1: Understanding of Broadcasting and printing newspapers.

1.3.1a: Broadcasting.

Broadcasting is the distribution of audio and/or video signals which transmit programs to an audience. The audience may be the general public or a relatively large sub-audience, such as children or young adults.

Broadcasts can be classified as *recorded* or *live*. The former allows correcting errors, and removing superfluous or undesired material, rearranging it, applying slow-motion and repetitions, and other techniques to enhance the program. However some live events like sports telecasts can include some of the aspects including slow motion clips of important goals/hits etc in between the live telecast (*Kahn Frank, 1984; Lichty Lawrence W., and Topping Malachi C.,*)

1.3.1b: Printing newspapers.

A newspaper is a publication containing news, information, and advertising. General-interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons.

Features a newspaper may include are:

- + Editorial opinions and op-eds
- + Comic strips and other entertainment, such as crosswords, sudoku and horoscopes
- + Weather news and forecasts
- + Advice, gossip, food and other columns
- + Critical reviews of movies, plays, restaurants, etc.
- + Classified ads

(*Brook, Timothy.1998: A Newspaper Timeline, World Association of Newspapers*)

1.3.2: Similarities between Broadcasting and Printing Newspapers.

In order to find down the similarity between broadcasting and printing newspapers, let's see one definition followed:

Journalism is the production of news reports and editorials through media such as newspapers, magazines, radio and television, and the Internet.

(Deuze, 2003; De Wolk, 2001)

It means that they belong to the same genre: the journalistic genre. They are a good means to report the piece of information that meets the features of current affairs language: clear, concise, exact, interesting.

1.3.3: Differences between Broadcasting and Printing Newspapers.

Besides the basic similarity, both have particular differences: practical difference, regulatory difference, historical difference.

1.3.3a: Practical differences.

Structure and style:

There are numerous structural and stylistic differences between broadcasting and printing newspapers. I will refer to just three: structure, editorial influence and pace.

Broadcasting and printing newspapers differ in structure. Printing news stories use an inverted pyramid structure with the most important items (the facts of the story) reported in the first paragraph. Remaining facts are then presented in descending order of importance. Broadcasting news stories on the other hand are broader (no pun intended). Important facts are still reported in the first paragraph, but broadcasting news stories end decisively and do not trail off as do printing news stories (Higgins, 2004).

Printing newspapers edit more than broadcasting. Newspapers edit for clarity, fairness, and accuracy (Colgan, 2004). They also edit to ensure

individual house style. In broadcasting, however, exactly what you write is often exactly what airs, with little or no editing. The extensive editing process in printing newspapers allows more time for eloquence and prose. Conversely, the relative lack of editing in broadcasting warrants the short, sharp, succinct language of a more conversational tone (Higgins, 2004).

Lastly, broadcasting and printing news stories differ in length and pace. The average radio news story is just 30 seconds long. The average television news story is one minute and 30 seconds long. Read at a pace of 180 words per minute these lengths equate to 90 and 270 words respectively for radio and television news stories. The average print new piece can vary greatly in length, but has been described as "12 snappy pars" (Ricketson, 2004). Ultimately, the newspaper journalist has little control over the pace at which the story is read; it is the reader who dictates the pace.

Impact:

Broadcasting and printing newspapers also differ in how much the audience can retain and recall. Average printing newspaper readers retain and recall more information than do average broadcasting viewers and listeners (Alysen, 2000). The reason for this difference is, in my opinion, that broadcast media can be turned on but then forgotten. Printing newspapers however cannot be ignored in this way. For it to be of any use, people must interact with printing newspapers. Consider people who come home from work with a printing newspaper. They walk into the house, throw the paper on the table, turn on the television and move to the kitchen to fix a snack. While in the kitchen they can still hear the television but they do not interact directly with it. Newspapers cannot interact with their audience the same way television can. Printing newspapers require a much higher degree of interaction with its audience. This higher degree of interaction is why people retain and recall more information from printing newspapers.

Another area in which broadcasting and printing newspapers differ is in permanence. It is a simple matter to read last week's current affairs. Libraries keep newspapers dating back decades, perhaps centuries. If the actual paper itself is not available then a facsimile of some type, most likely microfiche, will be. Compare this to broadcasting where it is difficult to watch last week's television current affairs and next to impossible to listen to radio newscasts from decades past. New technology is slowly changing this, but it will be some time before data compression and storage technologies reach a level where libraries will be able to archive broadcasting. When technologies do reach this level, will libraries have the desire to compress and store all this information? If so, will anyone want or require it? Printing newspaper has posterity, while broadcasting is fleeting.

Finally, broadcasting and printing newspapers vary in how they influence their respective audiences. In broadcasting tone of voice, physical build, gender, and dress all influence the audience's perceptions of authenticity and accuracy. People who watch broadcasting current affairs form perceptions immediately based on what they see or hear. In contrast, newspaper readers are often oblivious to the physical characteristics of the reporter. Usually all the reader knows of the reporter comes from the by-line and suggests the reporter's sex. Newspaper reporters must rely solely on their writing skills to affect reader.

1.3.3b: Historical differences.

The main historical difference between broadcasting and printing newspapers is their development. Printing newspapers evolved from a process. Anthony Smith (1980; in Herbert 2001) states: "Printing evolved from a series of divisions of labor that had been introduced in an effort to speed up the task of manuscript copying." In short, printing newspapers developed from a process already in place for centuries, namely the manual transcription of manuscripts. In contrast, broadcasting was born of technology. The telegraph, telephone,

radio, television, and Internet were not built specifically for journalism nor did they evolve from some existing process related to journalism; instead, people adapted these inventions to serve the media. In this sense, broadcast is a relatively young medium especially when compared to printing newspapers.

1.3.3c: Regulatory differences.

The most striking difference between broadcasting and printing newspapers regulation is inequality. As Albon and Papandrea (1998) write: "...print media are not subject to direct regulatory controls, [however] they are indirectly influenced by cross-media ownership rules..."

Reasons for the regulatory disparity between broadcasting and printing newspapers are too numerous and too complex to warrant discussion here. Suffice it to say that ambiguous and intangible ideals such as the 'public interest'; the electromagnetic spectrum as a 'scarce resource'; and broadcast media as 'intruders' in people's homes are cited as reasons to regulate and control broadcast media. The Joint Parliamentary Committee on Wireless Broadcasting in Australia (Gibson, 1942; in Albon & Papandrea 1998) proposed that, "...no medium of entertainment, whether it be stage, cinema or literature has such a powerful influence for good or evil as broadcasting."

In the forward to Krattenmaker and Powe's 1994 book *Regulating Broadcast Programming* Christopher C. DeMuth, the president of the American Enterprise Institute for Public Policy Research poses the questions:

Is federal telecommunications regulation impeding competition and innovation, and has this indeed become its principal if unstated function? Is regulation inhibiting the dissemination of ideas and information through electronic media? Does the licensing regime for the electromagnetic spectrum allocate that resource to its most productive uses?

While the answers to these questions could fill volumes, a quick way to test DeMuth's hypotheses is to apply current broadcast regulations to print media and measure the public's reaction.

Imagine if the Australian government placed restrictions on who could own and use pens, pencils, and paper. Then imagine if the government declared paper a scarce resource and that interference occurs when two or more people write simultaneously on the same sheet of paper. Now imagine that after declaring these things the government proclaims that it owns all the paper in Australia and a Federal Paper Commission will decide: a) how much paper will be available and b) to whom paper will be available. Just imagine.

CHAPTER 2: SIMILARITIES AND DIFFERENCES IN VIETNAMESE-ENGLISH TRANSLATION BETWEEN BROADCASTING CURRENT AFFAIRS AND PRINTING NEWSPAPER CURRENT AFFAIRS.

Both of broadcasting current affairs and printing newspaper current affairs pertain to the same genre: the journalistic genre. The major functions of them are identical (reporting news). Two of them do share a certain number of linguistic features which mainly lie in structures. On the other hand, they have differences in introductions, in main paragraphs and in their overall styles. These similarities and differences totally make a decision to the way of Vietnamese-English current affairs translation. Such features are clearly aligned to their functions as discourse. After assembling and analyzing some sources of data, I found that their current affairs translating similarities mainly exist in structures.

2.2.1: Similarities in Vietnamese-English current affairs translation between broadcasting and printing newspapers.

2.2.1a: Short paragraph format.

Broadcasting current affairs and printing newspapers current affairs translation use the short paragraph format because their basic aims are identical: they are both concerned to present a certain number of facts to readers, listeners or viewers. Consider the following two current affairs items: one (1) is the translation of broadcasting current affairs and the other (2) is the translation of printing newspaper current affairs:

(1) Vietnam's deputy representative to the UN Security Council (UNSC) has called on concerned parties in Chad to stop fighting to seek a negotiated solution to the current conflict in the country.

Ambassador Hoang Chi Trung made the call while addressing the UNSC urgent meeting on the situation in Chad in New York on May 8.

The ambassador urged all the rebel groups in the country to renounce violence and engage in political dialogue with the Government in accordance with the signed agreements.

(VOV-10/05/2009)

(2) Vietnamese deputy representative to the UN Hoang Chi Trung has called on concerned parties in Chad to stop fighting and seek a negotiated solution to their current conflict.

Trung made the call while addressing the UN Security Council meeting in New York on the situation in Chad last Friday.

Trung urged all the rebel groups in the country to renounce violence and engage in political dialogue with the Government.

(VNS-11/05/2009)

“Phó đại diện Việt Nam tại Hội đồng bảo an đã kêu gọi các đảng phái liên quan ngừng chiến, nhằm tìm giải pháp cho xung đột hiện nay thông qua đàm phán.

Đại sứ Hoàng Chí Trung đã phát biểu tại cuộc họp khẩn cấp về tình hình tại Chad do Hội đồng bảo an tổ chức tại New York 8/5

Đại sứ đã thúc giục các nhóm nổi loạn ngừng giao tranh và ngồi vào bàn đàm phán với chính phủ theo các thỏa thuận đã kí”

(VOV-10/05/2009)

Both (1) and (2) consist of the first three paragraphs of the current affairs and the rest of the paragraphs follow the same pattern of short paragraph formats. All translated paragraphs only have one sentence. Most of them have a single sentence. A piece of current affairs translated can be either long or short, however, it is generally separated into several short paragraphs. The current

affairs item as a whole is split into smaller units. This unique structure typical of journalistic discourse is the opposite of the conventionally “true” paragraph structure (Brown & Yule, 1983)

The difference between the “true” paragraph structure of prose writing and the short paragraph structure typical of current affairs reporting can be well expounded from their different functions. The function of a “true” paragraph is basically to develop an idea or support opinion. Normally, this kind of paragraph contains a topic sentence and several sentences as its development. In printing newspaper current affairs and broadcasting current affairs, the major task is to report news, instead of developing an idea or supporting an opinion. The translator seldom writes his opinion or what he thinks and seldom brings himself into his translating papers. He considers himself merely a bridge over a linguistic river to transmit information in right track. Therefore, translated paragraphs in current affairs items are often short, including one or two sentences. There is no topic sentence in current affairs reporting, almost every sentence is equally important.

The function of broadcast current affairs and newspaper current affairs is the same (conveying a piece of information). The short paraphrase format is a good means to report the piece of information. So short paraphrase format formats well match the function of current affairs translating.

Another example:

(3) The council members heard reports on the humanitarian situation in northern Sri Lanka, which were presented by the UN Under-Secretary General, Vijay Nambiar, who visited Sri Lanka last week, and Sri Lanka Representative to the UN, Ambassador H.M.G.S Palihakkara.

Mr Minh applauded the Sri Lankan Government's endeavors to evacuate tens of thousands of innocent civilians from the conflict area. However, he also expressed concern about the safety of numerous civilians still trapped in the battle zone.

The ambassador emphasized Vietnam's views that in all conflicts, concerned parties must take measures to protect civilians, abide by international humanitarian law and facilitate humanitarian operations.

(VOV-23/04/2009)

(4) Council members were told of the desperate plight of the Sri Lankan civilians from UN Under-Secretary General Vijay Nambiar, who visited Sri Lanka the last week, and Sri Lankan Representative to the UN Ambassador HMGS Palihakkara.

Minh applauded the Sri Lankan Government's efforts to evacuate tens of thousands of civilians caught up in the conflict in northern Sri Lanka.

The ambassador said warring sides must abide by international humanitarian law.

(VNS-24/04/2009)

“Các thành viên hội đồng đã nghe báo cáo về tình hình nhân đạo tại Sri Lanka do đại diện của tổng th- kí Liên hợp quốc và đại diện Sri Lanka tại liên hợp quốc thực hiện trong chuyến công du tuần qua.

Đại so Vito Nam tại liên hip quack, Lê Long Mina, đã horn nghênh các nỗ lực của chính phủ Sri Lanka nhằm sơ tán chuc ngàn ng- ời dân vô tội khỏi vùng giao tranh. Tuy nhiên, Đại sứ cũng bày tỏ quan ngại về sự an toàn của vô số dân th- ờng đang mắc kẹt tại các vùng chiến.

Đại sứ nhấn mạnh quan điểm của Việt Nam về tình hình Sri Lanka là: các bên liên quan phải thực hiện các biện pháp bảo vệ dân thường, tuân thủ luật nhân đạo quốc tế và tạo điều kiện thuận lợi cho các hoạt động nhân đạo”

(VOV-23/04/2009)

2.2.1b: Expanded simple sentences are commonly used in current affairs translation.

(5) This was confirmed by head of the Swiss Federal Department of Economic Affairs, Doris Leuthard, and the director general of the Swiss Agency for Development and Cooperation (SDC), Martin Dahinden, during their talks with visiting Vietnamese Minister of Planning and Investment Vo Hong Phuc in Berne, Switzerland.

(VNS-11/05/2009)

(6) This was confirmed during talks between the Swiss Minister of Economics Loris Leuthard and Vietnamese delegation headed by Minister of Planning and Investment Vo Hong Phuc which visited Switzerland from May 2-8.

(VOV-08/05/2009)

“ Ngày 8/5 vừa qua, trong cuộc hội đàm diễn ra tại Berne, Bộ trưởng kinh tế Thụy Sĩ Loris Leuthard và Bộ trưởng kế hoạch và đầu tư Việt Nam, Võ Hồng Phúc đã phê chuẩn khoản hỗ trợ trị giá 50 triệu đô la đối với Việt Nam”

(VOV-08/05/2009)

Item (5) (printing newspaper) translated in this item is a simple expanded sentence. In addition to the subject and the predicate, there are three phrases, two adverbs. Item (6) (broadcasting) is also a common simple expanded

sentence. With one past participle phrase and one finite-clause, the simple sentence becomes much longer and contains more additional information.

Although a piece of news can be long or short in general, the translators of both broadcasting current affairs and printing newspaper current affairs like to use expanded simple sentences. That is because the general pressure working on both broadcasting current affairs translators and printing newspapers translators is the same: the need for compression of the information into limited space.

2.2.2: Differences in Vietnamese-English translation between broadcast current affairs and printing newspapers current affairs.

The basic difference between broadcasting current affairs and printing newspaper current affairs is that the former is written for ears to hear while the latter is written for eyes to see and that is the basic background for current affairs translation. Broadcast current affairs translation must be easy to follow on hearing once and such translated current affairs must be received and understood immediately after every word and every sentence are announced. If listeners can not grasp the main content of the current affairs after hearing once, the broadcasting current affairs translation is a failure, for the information which has been transmitted by radio waves disappeared forever. However, the situation for readers is different. If they don't understand the current affairs well the first time, they can read it again till they grasp its meanings. When they encounter a less common word, they can even refer to a dictionary at any time then read on. But it is impossible for listeners to do so. Therefore, the vocabulary in broadcasting current affairs should be easy to understand. The broadcasting current affairs translators are required to use common words more and use polysyllabic words less in translating process. Whereas in printing newspapers translated words could be less common and translated sentences could be less simple, for readers can read the same piece of current affairs more than once (Guan, 1984:18). More specifically, my focus will be put on the following two

aspects: differences in their introductions and differences in their main paragraphs.

2.2.2a: Differences in Vietnamese-English translation between the lead of broadcasting current affairs and the lead of printing newspaper current affairs.

Broadcasting current affairs translation and printing newspaper current affairs translation have their own characteristics. Broadcasting current affairs translation differs from printing newspaper current affairs translation in styles to some extent. As far as their leads are concerned, they have some differences in linguistic features. Their major differences lie in the following aspects.

2.2.2a1: Differences in the use of tenses:

Printing newspapers use translated forms to report what happened, so it seems suitable to use past tense. Consider the following current affairs leads about “Vietnam’s human rights report posted on website”

(7) The Ministry of Foreign Affairs yesterday published on its website the National Report to Review Implementation of Human Rights in Viet Nam

(VNS- 24/04/2009)

In the printing newspaper lead quoted above, the predicate verb is in past tense: “published”. However, the situation for broadcasting current affairs translation is different. The announcer reports what has happened orally, so the present perfect tense is often used in order to show that the current affairs are reported in time. In fact, broadcast announcers often report important events shortly after they happened. As they often say, when the current affairs breaks they will break in.

When reporting the same event: “Vietnam’s human rights report posted on website”, VOV uses present perfect tense:

(8) Today, the Ministry of Foreign Affairs has made public on its website the National Report to Review Implementation of Human Rights in Viet Nam

(VOV-23/04/2009)

“Hôm nay (23/4), trang web của Bộ Ngoại giao Việt Nam chính thức đăng tải Báo cáo quốc gia kiểm điểm định kỳ việc thực hiện quyền con người ở Việt Nam.”(Việt Nam công bố báo cáo về nhân quyền- 23/04/2009)

Here, the present perfect tense is used to show that the current affairs are reported in time. Such broadcasting current affairs lead translation wants to give listeners and viewers the impression that the incident has just happened. If the listener has got the sense that the incident happened in the past, perhaps he will not be interested in it. The following examples are the same:

(9) A Vietnamese diplomat said Viet Nam supports other nations in condemning the Liberation Tigers of Tamil Ealam (LTTE)'s use of civilians as hostages in Sri Lanka.

(VNS- 24/04/2009)

(10) A Vietnamese diplomat has voiced support for efforts to put an end to the Liberation Tigers of Tamil Ealam (LTTE)'s intentional use of civilians as hostages to extend the conflict it initiated in Sri Lanka.

(VOV- 23/04/2009)

“Đại diện Việt Nam tại Liên hợp quốc, Lê Lương Minh cho biết: Việt Nam hoan nghênh các nỗ lực nhằm chấm dứt tình trạng bắt dân thường làm con tin tại Sri Lanka.”

(VOV- 23/04/2009)

And:

(11) Deputy Prime Minister Truong Vinh Trong, who chairs the National Committee for AIDS Control, concluded a six-day trip to Holland on Saturday under a project funded by the Joint United Nations Programme on HIV/AIDS.

(VNS-27/04/2009)

(12) Deputy Prime Minister Truong Vinh Trong, who chairs the National Committee for AIDS Control, has paid a six-day trip to Holland under a project funded by the Joint United Nations Programme on HIV/AIDS.

(VOV-26/04/2009)

“ Chủ tịch Ủy Ban quốc gia về kiểm soát AIDS, Phó thủ tướng Trương Vĩnh Trọng, đã có chuyến công du kéo dài 6 ngày tại Hà Lan theo một dự án có sự hỗ trợ của ch- ong trình Liên hợp quốc về HIV/AIDS.”

(VOV-26/04/2009)

The present tense is also popularly used in broadcasting current affairs translation to achieve the effect of vividness as in (13) & (14):

(13) Viet Nam was willing to share with Mozambique its experiences in agriculture development, poverty reduction and education, Party General Secretary Nong Duc Manh said in Ha Noi yesterday.

(VNS-03/04/2009)

(14) Vietnam is willing to share its development experience with Mozambique, especially in agricultural production, poverty reduction and education and training, said Party General Secretary Nong Duc Manh.

(VOV-03/04/2009)

“Tổng Bí thư Nông Đức Mạnh phát biểu: Việt Nam sẵn sàng chia sẻ kinh nghiệm trong các lĩnh vực phát triển nông nghiệp, giảm nghèo và giáo dục với Mô zăm bíc” (Tổng Bí thư tiếp đón ngoại tr- ởng Mô zăm bíc

(VOV-03/04/2009)

2.2.2a2: Differences in complexity of sentence structures.

The lead translation of a printing newspaper uses more complex sentence structures than that of a broadcast. In the newspaper lead, the multi-layered deep structure is often adopted in order to contain as much information as possible (Guan, 1984:20). Let's take (15) & (16) as examples:

(15) Switzerland will raise the amount of aid. It gives Viet Nam to US\$50 million from now until 2012.

(VNS- 11/05/2009)

(16) Prime Minister Nguyen Tan Dung and National Assembly deputies from the northern port city of Hai Phong last Saturday met voters in Le Chan District to listen to discussions about the country's socio-economic situation.

(VNS-11/05/2009)

In examples cited from the VNS, the first one has 2 clauses with 2 main verbs. The second one has one clause with background information. But such complicated structures are not allowed in broadcasting current affairs translation because of short-term memory limitations. So much information contained in a lead makes it difficult for listeners or viewers to catch. Take VOV's lead of the same event for example:

(17) Switzerland will continue to provide Vietnam with development aid worth US\$50 million during the 2009-2012 period.

(VOV- 08/05/2009)

“Thụy Sĩ sẽ tiếp tục trợ giúp phát triển đối với Việt Nam bằng khoản tiền trị giá 50 triệu đô la, giai đoạn 2009-2012”

(18) PM Dung held the meeting with voters in Le Chan district in the northern port city of Hai Phong on May 9.

(VOV-09/05/2009)

“Ngày 9/5, Thủ tướng Nguyễn Tấn Dũng cùng đoàn đại biểu Quốc hội thành phố Hải Phòng tiếp xúc với đông đảo cử tri quận Lê Chân” (Thủ tướng Nguyễn Tấn Dũng tiếp xúc cử tri quận Lê Chân (Hải Phòng))

(VOV- 09/05/2009)

The leads only contain the main information with the simpler structures than the structures in VNS. The above difference can be explained by their different means of information receiving: one through eyes and the other through ears. Generally speaking, in a limited time, a person can receive more word through reading than through hearing. When the reader feels tired, he can stop reading at any time and then go on reading. If necessary, he can also go back and read the lead or some parts of it again. However, the listener or viewer has no way to stop listening without missing some parts of the information, it is impossible to ask the announcer to repeat some parts of the news when he has not got the main points. So the broadcasting current affairs lead translation should be easy to understand. As a result, the lead of the broadcast current affairs uses simpler sentence structures.

2.2.2a3: Differences in the information density.

The lead of printing newspaper translation must be clear the important content of the current affairs items. As a result, the translated current affairs are shaped as the upside-down pyramid structure (that is more important information preceding less important one, from the most important to the least important).

Therefore, the lead of printing newspapers current affairs are longer than that of the broadcast current affairs. It is required to include the five factors: who, what, when, where, why and how (Hough, 1980).

(19) At a ceremony to hand over the national flag to the head of the Russian expedition team, Nikolai Kalyakin, last Friday, Vietnamese Ambassador Bui Dinh Dinh highlighted significantly the traditional friendship and strategic partnership between Viet Nam and Russia, and thanked the Russian explorers very much for their goodwill in carrying Viet Nam's flag to the North Pole.

(VNS-06/04/2009)

In the lead of the printing newspaper current affairs, the five Ws (who, what, when, where and how) are include in one sentence. However, the lead of broadcasting current affairs is written differently. Their different ways in lead writing are determined by different means in information receiving. In a certain amount of time, there are more limitations for the brain to receive information through hearing and watching. If the 5 Ws are announced at one breath, it is strenuous for viewers and listeners to watch and hear and also difficult for them to catch them all.

Therefore, the main aim of broadcasting current affairs lead translation is to draw the attention from listeners and viewers. On one hand, such a lead should inform them of what kind of news is to be announced; on the other hand, not all the key points are introduced at the beginning. Only when the listeners and viewers have gotten well prepared to listen to the current affairs carefully, can the announcer make clear what is going on (the main points of the current affairs). The broadcasting lead is often just like a rough draft with vague outlines, there is not much details and factual information.

(Guan, 1984:20)

(20) Ambassador Dinh highlighted centrally the traditional friendship and strategic partnership between Vietnam and Russia and thanked deeply Mr Kalyakin for his goodwill in carrying Vietnam's flag to the top of the world.

(VOV-04/04/2009)

“Đại sứ Dinh đã nhấn mạnh tình hữu nghị truyền thống và sự hợp tác chiến lược giữa hai n-ớc, đồng thời cảm ơn sâu sắc thiện chí mang cờ Việt Nam lên cực Bắc của các nhà thám hiểm Nga” (Cờ Việt Nam có mặt tại cực Bắc

(VOV-04/04/2009)

The following pairs as further examples:

(21) Prime Minister Nguyen Tan Dung and National Assembly deputies from the northern port city of Hai Phong last Saturday met voters in Le Chan District to listen to discussions about the country's socio-economic situation.

(VNS-11/05/2009)

(22) PM Dung held the meeting with voters in Le Chan district in the northern port city of Hai Phong on May 9.

(VOV-09/05/2009)

“Ngày 9/5, Thủ tướng Nguyễn Tấn Dũng cùng đoàn đại biểu Quốc hội thành phố Hải Phòng tiếp xúc với đông đảo cử tri quận Lê Chân” (Thủ tướng Nguyễn Tấn Dũng tiếp xúc cử tri quận Lê Chân (Hải Phòng)

(VOV- 09/05/2009)

And:

(23) General Secretary of the Communist Party of Viet Nam Nong Duc Manh arrived in Tokyo yesterday, starting his four-day visit to Japan with an aim to elevate bilateral ties.

(VNS-20/04/2009)

(24) Party General Secretary Nong Duc Manh arrived in Tokyo on April 19 for an official four-day visit to Japan at the invitation of Prime Minister Taro Aso.

(VOV-19/04/2009)

“Nhận lời mời của Thủ tướng nội các Nhật Bản Taro Aso, ngày 19/4, Tổng Bí thư Nông Đức Mạnh và Đoàn đại biểu cấp cao Việt Nam đã lên đ- ờng thăm chính thức Nhật Bản.”(Tổng Bí thư Nông Đức Mạnh bắt đầu thăm chính thức Nhật Bản- (VOV-19/04/2009)

2.2.2b: Differences in Vietnamese-English translation between main paragraphs of broadcasting current affairs and printing newspaper current affairs.

Broadcasting current affairs translation and printing newspaper current affairs translation differ from each other not only in their introduction, but also in their main paragraphs (body). The main paragraph differences are also largely due to their different means of news-transmitting and news-receiving. Mainly they differ in the following aspects.

2.2.2b1: Difference in the length.

In general, printing newspapers current affairs translation is longer than broadcasting current affairs translation. Here the factor of an announcer should be paid attention to. In normal reporting, the announcer can only say about 170-180 words per minute (Guan, 1984:21). When that announcer has been reporting for half an hour, he/she can hardly finish all of the content on one newspaper page. Therefore, broadcast current affairs translation should be short and essential. The important points should be focused on. The details must be removed as much as possible for the sake of simplicity. In this way, the announcer can report a piece of current affairs at one breath. On the contrary, the

printing newspaper current affairs translation can contain a lot of information. Each newspaper has at least 4 pages and some even have more than 20 pages. So it can report the current affairs in detail. Sometimes translated background information is included in the main paragraphs. Furthermore, the reader has one great advantage over the listeners or viewers. He can just glance at the current affairs item and pick up the important points. He can also read some important or interesting parts of the current affairs instead of reading the whole current affairs while the listener can not do so.

Example:

(25) They discussed preferential policies for people who had made contributions to the country, the underprivileged and needy. They also suggested greater loan support for enterprises, better healthcare for islanders, and proposals regarding compensation and site clearance, anti-corruption activities and administrative reform.

(VNS-11/05/2009)

(26) Local voters also raised concerns over land acquisition and compensation and emphasized the need to simplify administrative procedures to access banks loans.

(VOV-09/05/2009)

“Đông đảo cử tri đã bày tỏ sự quan tâm đến các vấn đề đền bù và giao nhận đất, đồng thời nhấn mạnh việc cần đơn giản hóa các thủ tục hành chính đối với các khoản vay ngân hàng”

(VOV-09/05/2009)

2.2.2b2: Differences in the positions of quotation sources.

In order to show the reliability and vividness of the current affairs, quotations are often used in both broadcasting current affairs translation and printing newspaper current affairs translation in their main paragraphs. However, the positions of the quotation sources are somewhat different in these two types of current affairs. Printing newspaper news translation tends to put the quotation after the quotation itself in order to put focus on the content of the quotation. In so doing it is possible for readers to understand what the quotation is and what is not often by means of punctuation. But the announcer does not say the punctuation itself while reporting the news. So broadcasting current affairs translation often uses indirect quotations and puts the source before the quotation to remind listeners or viewers that following is the quotation.

Compared the following translated broadcast current affairs item with translated newspaper current affairs item:

(27) He emphasized that Vietnam is willing to create ideal business environment for Swiss enterprises to invest in different projects

(VOV-08/05/2009)

(28) "Viet Nam is willing to create every favorable condition for Swiss businesses to invest in different projects in the country," said the Minister.

(VNS-11/05/2009)

"Việt Nam sẵn sàng tạo mọi điều kiện thuận lợi cho các doanh nghiệp Thụy Sĩ đầu tư vào các dự án tại Việt Nam"(Thụy Sĩ cam kết tài trợ cho phát triển nhiều hơn nữa đối với Việt Nam

(VOV- 08/05/2009)

General speaking, translated broadcasting current affairs quotations can not be too long. Otherwise, listeners or viewers will lose track of the quotation and as a result they will not be sure whether it is the announcer's words for reporting the current affairs or others' words quoted by the announcer.

2.2.2b3: Differences in repetitions of key words and phrases.

In main paragraphs of broadcast current affairs translation, some key words or phrases should be repeated.

(29) He said that Vietnam is in a better position than Singapore to curb the downturn and that the country should pay attention to re-training its human resources. He suggested that Vietnam send gifted students and experienced young teachers abroad for higher education, who will then return and hand down their knowledge to juniors to improve the education level.

(VOV-14/04/2009)

(30) Lee said Viet Nam was in a better position than Singapore to tackle the crisis and advised the country to take advantage of the present economic downturn to train workers and improve English language levels by sending good students and lecturers abroad."

(VNS-14-04-2009)

"Việt Nam có vị trí tốt hơn so với Singapore để kiểm soát suy thoái kinh tế và Việt Nam cũng nên tập trung đào tạo lại nguồn nhân lực thông qua việc gửi sinh viên giỏi và giáo viên trẻ học tập tại nước ngoài để góp phần nâng cao trình độ giáo dục."(Cố vấn Bộ trưởng Singapore thăm Thành phố Hồ Chí Minh

(VOV-14/04/2009)

Two pieces of translated current affairs all together consist of 2 sentences. *He, Viet Nam, and education* are repeated 2 times in the first current affairs.

In the printing newspaper current affairs translation, there are so not many repetitions, for the readers can read the same current affairs more than once. If he has not grasped the essential points after reading it the first time, he can go back and read the whole current affairs again.

Chapter 3: FINDINGS

From the analysis above, I found that there are two cases of translating the current affairs lead: the first one is to make the lead clearer, simpler, more concise by reducing background information and the second one is to make the lead more sophisticated, even more difficult by supporting background information. However, the common point they have is to create the most attractive, interesting leads to recipients (listeners, viewers). With the same current affairs translation, lead reduction (with semantic translation) is used popularly in broadcasting, but lead expansion (with free translation) is usually occurred in printing newspaper.

3.1: Lead reduction and lead expansion.

There are two translating ways of basically reducing background information in the lead sentences. One is the deletion and the other is the replacement. Two of them originated from striking out phrases or clauses including supporting information that is not really essential to the lead sentence. This is exactly the same as the type illustrated by example (26) in broadcasting current affairs translation. The information which was removed from the lead sentence was either lost for good or stated in a separate sentence after the lead sentence. But that information could be added to the lead sentence in printing newspaper current affairs translation. Consider the following examples:

(23) General Secretary of the Communist Party of Viet Nam Nong Duc Manh arrived in Tokyo yesterday, starting his four-day visit to Japan with an aim to elevate bilateral ties.

(VNS-20/04/2009)

(24) Party General Secretary Nong Duc Manh arrived in Tokyo on April 19 for an official four-day visit to Japan at the invitation of Prime Minister Taro Aso.

(VOV-19/04/2009)

“Nhận lời mời của Thủ tướng nội các Nhật Bản Taro Aso, ngày 19/4, Tổng Bí thư Nông Đức Mạnh và Đoàn đại biểu cấp cao Việt Nam đã lên đường thăm chính thức Nhật Bản.”(Tổng Bí thư Nông Đức Mạnh bắt đầu thăm chính thức Nhật Bản- (VOV-19/04/2009)

The translator took out of the broadcasting lead the clause “starting his four-day visit to Japan with an aim to elevate bilateral ties” but replacing by a noun phrase “an official four-day visit”. The first phrase is equivalent to the non-finite V-ing clause playing a role to give additional information. The translator opted to delete this information for good.

This compares with the example below where the same type of information is taken out from the lead but, instead of being discarded, is written into a separate sentence after the lead in the printing newspaper current affairs translation:

(31) A Vietnamese flag will be planted at the North Pole by a Russian expedition team, according to the Vietnamese Embassy in Moscow. After planting Viet Nam’s national flag, the team will record images confirming the time and co-ordinates.

(VNS-06-04-2009)

“ Theo tin từ Đại sứ quán Việt Nam tại Matxcơva, một đoàn thám hiểm người Nga đã cắm cờ Việt Nam tại cực Bắc và ghi lại những hình ảnh xác nhận về mặt thời gian và công việc thực hiện”

(06-04-2009)

(32) A Russian expedition team will plant Vietnam's national flag at the North Pole and record images confirming the time and coordinate, according to the Vietnamese embassy in Moscow.

(VOV-04/04/2009)

The next type of reduction involved replacing lengthy references to persons or organizations with more general descriptions. In the following example, the translation in broadcasting uses a general description to refer to the “Who” element of the current affairs, instead of ‘job title + personal name’ used in the printing newspaper lead. The name and the job title are given in the next sentence after the lead. The effect that replacement had on reducing the lead was rather minimal compared to that resulting from deletion-based reduction.

(33) Viet Nam Deputy Prime Minister Nguyen Sinh Hung and Cambodia's Deputy Prime Minister and Interior Minister SarKheng reiterated the importance of the border talks between their two countries in a joint communique issued yesterday.

(VNS-02/05/2009)

(34) Leaders of the Vietnamese border provinces of Tay Ninh and Long An and the Cambodian province of Svay Rieng have held a working session to review their joint collaboration programme on border protection.

(VOV-01/05/2009)

“Lãnh đạo các tỉnh Tây Ninh, Long An phía Việt Nam và tỉnh Svay Rieng phía Campuchia đã có buổi làm việc nhằm đánh giá chương trình hợp tác về bảo vệ đường biên giới chung” (02/05/2009)

So we can see that lead expansion is limited in broadcasting translation but it is more pervasive and varied in the circumstances under which it occurred.

PART III: CONCLUSION

3.1: Conclusion

The findings reported above show that lead reduction does not appear in printing newspaper translation as frequently as in broadcasting translation. So, it may be the case that lead expansion is more characteristic of printing newspaper translation. The greater frequency of lead expansion also indicates that in printing newspaper translation the translator is not so much restrained by concern with the length of the lead as in broadcasting. Broadcast translation places greater emphasis than print newspaper translation on brevity and simplicity, which appears to be the key to explaining the marked contrast in the translator's attitude on the presence of unessential background information in the lead.

It points to the fact that the print newspaper current affairs translator is exercising greater latitude than the broadcast current affairs translator in deciding how the lead should be formed. This leads us to observe that there may be some differences in the role played the translator in two modes of translation. While both translators appear to be fulfilling their traditional role as “cultural mediator” and “decision maker” (Leppihalme 1997:19), the print newspaper current affairs translators also act much more visibly as a “gatekeeper” (Vourimen 1995) by taking advantage of greater freedom to determine what is to be included or excluded in the lead.

The greater discretion exercised by the print newspaper translators in forming the current affairs may also indicate that print newspaper translation has greater scope for managing (steering the situation in a direction favorable to the text producer's goal as opposed to monitoring (giving an unmediated account of the situation) than broadcasting translation (Shunnaq 1994)

3.2: Suggestion for further study

The relatively small size of data analyzed for this paper, however, prohibits me from making conclusive remarks about any of the points above. Future research will have to employ a larger corpus and a more elaborate statistical analysis to shed more credible light on the points in this paper.

REFERENCES

- Cartford, 1965
- Nida and Taber, 1969
- Pinhhuck, 1977
- Mc Guire, 1980
- Newmark, 1981
- Will in Noss, 1983
- Andrew Chesterman
- Kahn Frank J., ed. *Documents of American Broadcasting*, fourth edition (Prentice-Hall, Inc), 1984.
- Lichty Lawrence W., and Topping Malachi C., eds. *American Broadcasting: A Source Book on the History of Radio and Television* (Hastings House, 1975.
- Brook, Timothy. *the Confusions of Pleasure: Commerce and Culture in Ming China*. Berkeley: University of California Press. ISBN 0-520-22154-0 (Paperback). Page xxi,1998.
- *A Newspaper Timeline*, World Association of Newspapers
- Albon, R and Papandrea, F. *Media Regulation in Australia and the Public Interest*. ACT: Institute of Public Affairs Limited, 1998.
- Alysen, B*The Electronic Reporter: Broadcast journalism in Australia*. Melbourne: Deakin University Press, 2000.
- Colgan, P *MECO 6900 Writing for the Media (lecture notes)*. University of Sydney, 2004.
- Herbert, J. *Journalism in the Digital Age: Theory and practice for broadcast, print, and on-line media*. Oxford: Focal Press, 2001.

- Higgins, P. *From Print to Broadcast. MECO 6900 Writing for the Media (lecture notes)*. University of Sydney, 2004.
- Krattenmaker, T. and Powe, L. *Regulating Broadcast Programming*. Cambridge: The MIT Press, 2001.
- Rickertson, K. *Writing Feature Stories*. Crows Nest: Allen & Unwin, 2004.
- Brown, Gillian & Yule George, *Discourse Analysis*. Cambridge: Cambridge University Press, 1983
- Heguang Guan, *Stylistic Comparisons between Journalistic Broadcasts and Newspapers Translation, Journal of Foreign Languages*. Vol. 4. 18-22. Shanghai: Shanghai Foreign Language Press, 1984.
- Hough, George A., 1980, *News Writing*. Boston: Houghton Mifflin Company, 1980
- *The VOV and VNS*.