

## WHEN TRANSLATION MEETS NEWSWRITING: SIMPLIFICATION IN TRANSLATED QUOTATIONS

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**Abstract:** Simplification is one of the translation universals (Baker 1996) and it is often equated with reduced sentence length and lexical complexity. This implies that the translator attempts to ease the reader’s comprehension (Vandevoorde 2020: 17), sometimes “selecting an interpretation, therefore blocking potential others”, raising “the level of explicitness by resolving ambiguity” (Baker 1996: 182). The interplay between simplification and interpretation also characterizes journalistic writing. Journalistic writing requires the simplification of complexity (Cotter 2010: 171), operating within limits related to space and word count and limits related to the readers’ attention. The safest way to overcome them is by using quotations, thus reducing reading complexity (Wasike 2018). Fink and Schudson (2014) coined the term ‘contextualization’ to describe how interpretation, rather than description, has become increasingly important in the journalistic approach towards politicians. As politicians’ political personas are built on the highly interpretive discourse of rhetoric (Price-Thomas and Turnbull 2018), the role played by intermediaries (Dillet 2020) such as journalists may interfere, especially in interlingual translation. This contribution will thus investigate rhetoric, simplification and interpretation in political quotations translated into Italian. The contrastive qualitative analysis will involve articles gathered from press agencies and generalist newspapers covering Hillary Clinton’s concession speech in 2016 and Donald Trump’s victory speech in the same year. The goal is to verify if and how journalistic writing in the form of translated quotations has affected the rhetoric of the speeches, answering the following research questions: 1) does simplification in the translated quotations compromise the rhetoric of the source text? and 2) does simplification in the translated quotations favour a specific interpretation? The analysis will draw on both Rhetorical Political Analysis (RPA) and Critical Discourse Analysis (CDA). In RPA, rhetoric is no longer a mere embellishment technique, but rather acts on “the formation, propagation, development and change of ideas in politics” (Atkins and Finlayson 2013: 162). RPA will reveal how persuasion on the one hand and the combination of form and

performance of argumentation on the other hand are intrinsic to the content of source and target quotations. CDA (Fairclough 1995; Meyer and Wodak 2015) will be used to contrast the language of the source text and target text and unravel the manipulation deriving from text interpretation with its stylistic and ideological underpinning.

**Keywords:** journalistic translation; rhetorical political analysis; political speeches; translated quotation.

## 1. Introduction

One of the translation universals is simplification, which is frequently equated with the hypothesis that translators unintentionally simplify the target language, the message, or both (Baker 1996), but also with the notion that the translator aims to facilitate the reader's understanding (Vandevoorde 2020).

Journalistic writing also displays features of simplification motivated by the need to reduce complexity (Cotter 2010: 171). Quotations are the safest technique to satisfy this need while operating within constraints related to space and word count on the one hand, and the readers' attention on the other (Wasike 2018). In both translation and journalistic writing, simplification is achieved through interpretation.

The growing significance of interpretation over description in the journalistic approach to politicians is defined as "contextualization" (Fink and Schudson 2014). Since politicians' reputation is based on the highly interpretive discourse of rhetoric (Price-Thomas and Turnbull 2018), intermediaries like journalists may have an impact (Dillet 2022), particularly when it comes to interlingual translation.

Thus, this contribution will examine how rhetoric and simplification interact in the context of journalistic communication through an analysis of political quotations translated into Italian and published in *Corriere della Sera* (henceforth: *CdS*), Italy's most read daily newspaper. The aim is to establish whether and how the translation component of the newswriting process affects the rhetoric of political speeches by answering the following research questions: 1) does the source text's rhetoric suffer when quotations are simplified in translation? and 2) does simplification in the translated quotations lead to a specific interpretation?

The contrastive qualitative analysis will include the article covering Hillary Clinton's concession speech in 2016 and the article covering Donald Trump's victory speech in the same year. The analysis will draw on both Rhetorical political analysis (henceforth: RPA) and Critical Discourse Analysis (henceforth: CDA). RPA investigates political rhetoric as a way of understanding and explaining political actions. According to RPA, rhetoric is no longer a mere embellishment technique, but rather acts on "the formation, propagation, development and change of ideas in politics" (Atkins and Finlayson 2013: 162). RPA will reveal how persuasion on the one hand and the combination of form and performance of argumentation on the other hand are intrinsic to the content of the source quotations. CDA (Fairclough 1995; Meyer and Wodak 2015) will be used to expose any manipulation resulting from text interpretation with its stylistic and ideological consequences.

This contribution is organised as follows: the theory of simplification will be introduced in Section 2; news translation, newswriting, and quotations will be covered in Section 3; the rhetorics of political discourse will be examined in Section 4; qualitative analysis will be presented in Section 5; and the conclusions will be presented in Section 6.

## 2. *Simplification*

Simplification is defined as the tendency to streamline the language used in translation (Baker 1996: 181) reducing structuration (Toury 2012: 309). Simplification is not merely a matter of word count: the argument that shorter average sentences are ‘simpler’ than longer sentences is a (mere) intuition about how texts can be simplified (Vandevoorde 2020: 17). Simplification raises “the level of explicitness by resolving ambiguity” (Baker 1996: 182), selecting an interpretation and therefore blocking potential others. Vandevoorde (2020) argues that a more up-to-date and complete measure of simplification in Translation Studies would necessarily have to include the notion of readability so as to discover whether translated texts are easier to understand than non-translated texts, and whether factors commonly known to raise readability equally appear in translated texts.

Simplification may be observed at three different levels: lexical, syntactic and stylistic (Kajzer-Wietrzny and Mickiewicz 2016):

1. Lexical simplification, or “making do with less words” (Blum-Kulka and Levensto 1983: 119), can derive from approximation of the concepts expressed in the source text or paraphrase in case of cultural gaps.
2. Syntactic simplification, which is the process of reducing the grammatical complexity of a text while retaining its information content and meaning. Long sentences and sequences may be broken up, complex phraseology may be swapped out for shorter collocations, repetitions and superfluous material may be decreased or eliminated, and words and phrases may be omitted.
3. Stylistic simplification, which is the process of reducing sentences length (Laviosa 2002: 61-62). It frequently occurs in newspaper articles translated into English as opposed to original English articles (Laviosa 1998: 109).

Tendencies associated with simplification are:

- a) grammatical conventionality and overrepresentation of typical target language features (Toury 1980);
- b) avoidance of repetitions (Toury 1991; Mauranen and Kujamäki 2004: 1);
- c) levelling out (Laviosa 1998) or underrepresentation of unique target language items (Tirkkonen-Condit 2004). It follows that lexical density levels amongst translated texts should be more similar than lexical density levels amongst non-translated texts.

Genre as a variable has been rarely investigated in the context of Translation Universals (Liu and Afzaal 2021). For this reason, little progress has been made regarding the relationship between genre and the features of translation universals. Therefore, this contribution will contextualize simplification in the field of journalistic translation, whose features will be discussed in the next section.

### 3. *News translation and quotations*

The presence of translation in journalism is not widely acknowledged: readers are unaware that translation is a part of journalistic writing, and journalists do not see translation as one of the tasks to be handled (Holland 2013; Filmer 2014). Translation scholars were the first to go deeply into the topic of translated news and to draw attention to the role that translation plays in the production of worldwide news (Valdeón 2018). In the newsroom, translation is mostly dependent on information gathered “from the outside”, with source texts being methodically modified to fit the requirements of the news outlet (Bielsa and Bassnett 2009; Zanettin 2021: 60). Therefore, it can take some effort to identify which sections of the text have been translated; however, this should not be the case for quotations from foreign speakers, when it should be obvious that translation was needed.

Editing quotations, as with any other source, requires both exegesis and synthesis (Barbano 2012: 166). It involves three stages:

1. Decontextualisation: the journalist selects and extracts the segments to use as a quotation;
2. Contextualisation: the chosen excerpt is placed into the article’s updated framework so as to complement the storyline;
3. Textualisation: alterations such as removals, edits, additions, and linguistic form standardisation are made to the referenced content (Haapanen 2018: 100-113).

In the context of news translation, these stages also represent further simplification procedures embedded in the genre and add to the levels seen in Section 2.

According to Reuters, the editing is not supposed to compromise accuracy. Quotations “must never be altered other than to delete a redundant word or clause, and then only if the deletion does not alter the sense of the quote in any way”<sup>1</sup>. The common perception of quotations is that they are essentially verbatim repetitions of an original utterance: “while the *form* needs to be altered slightly, the meaning must be maintained” (Haapanen 2018: 98, emphasis in the original). The Italian approach to quoting, however, is far less strict: the journalist “does not have the obligation to report the words [of an interview] literally” (Barbano 2012: 167. Translation mine), which contradicts the verbatim claim. Some Italian journalists acknowledge that quotations – called “virgolettati” (i.e. words enclosed in quotation marks) – are frequently misused and abused, exposing the habit of using quotation marks for utterances that were never spoken and claiming that these false quotations are “a rarefied cloud eluding any known classification: they are not a fact, an opinion, or a statement, but a volatile mix of the three” (translation mine)<sup>2</sup>.

<sup>1</sup> <https://www.reutersagency.com/en/about/standards-values/> (last accessed 14/12/2023).

<sup>2</sup> “Una nuvola che sfugge alle categorie note: non [sono] un fatto, non [sono] un’opinione e non [sono] una dichiarazione, ma un misto volatile delle tre”. Francesco Costa, ‘Morning’, podcast, episode from 8 November 2021.

Quotations may serve a number of purposes:

1. They enliven the story. From a cognitive perspective, quotations take use of the perceptual bias that states readers prefer stories with vivid examples over ones with just raw data (Gibson and Zillmann 1998, 167). From a stylistic perspective, quotations make the story visibly pleasing and more understandable;
2. They allow for subjective interpretations and opinions to be included into the article;
3. They are newsworthy: being primary sources, they enhance the credibility of the account. The authority of the source legitimates the quotations, which perform a fundamentally ideological function (Seghezzi 2007).

In addition, newsability has always to be assessed and compared with the expectations of the readers: the excerpts that meet those expectations will be quoted (Barbano 2012, 167). Quotability factors involve narrative relevance but also aspects more directly related to the “intrinsic properties of the source material” (Matsushita 2020: 161), such as conspicuousness and extractability. The former describes utterances which are quotable thanks to their intrinsic structure, rich in metaphor or contrasts, and the latter describes utterances which are easy to recontextualize because they do not require background information.

Given the need to condense long political speeches into a limited number of sentences, the complex rhetorical imprint of political arguments may be affected by the journalist’s mediation. The next section will explore the rhetorical features of political communication.

#### ***4. Political speeches and rhetorics***

“The language of politics is not a neutral mechanism that conveys ideas independently formed; it is a [...] structure of meanings that channels political thought and action in certain directions” (Connolly 1974: 1). These meanings are framed in debates through the deeply creative practice of rhetoric (Marlow-Stevens and Hayton 2021).

Rhetoric can be forensic, epideictic and deliberative. Forensic or legal rhetoric is concerned with prosecution or defence, is focused on the past and aims to secure justice or injustice. It usually focuses on proving a person’s motivations—or lack thereof.

The aim of epideictic or ceremonial rhetoric is to commend or criticise an individual or entity. Focused on the present and the emotions of the audience, it frequently follows a ritualistic approach, practising shared ideals and consolidating and reinforcing them by setting ‘us’ apart from ‘them’.

Deliberative, political rhetoric aims to encourage or discourage a course of action by outlining any potential benefits or drawbacks (Finlayson 2007: 556).

A rhetorical piece is pragmatic in that it exists to fulfil a certain purpose. The political text must be characterised in terms of the rhetorical circumstance that

gives rise to it before its rhetoric genre can be identified (Bitzer 1968: 4). Any rhetorical situation consists of two primary components:

1. The exigence: the matter or concern that needs attention. A rhetorical exigence is capable of positive modification and requires to be assisted by discourse.
2. The audience: those who are capable of being influenced by discourse. Ideological positions are presented in a style that is compatible with the imagined audience (Atkins 2015).

The appeal is the main focus of any rhetorical technique; there are three main types of persuasive appeal: ethos, pathos, and logos. Appeals to ethos rely on the speaker's integrity, authority, and credentials when they make claims of knowledge or first-hand involvement with the subject at hand. Politicians actively seek to establish a positive ethos through 'image management' (Finlayson 2007: 558) that encourages authority and trust. Appeals to pathos seek to evoke feelings in the listeners in order to put them in the right frame of mind to accept the speaker's claims. Appeals to logos offer logical justifications and rational explanations (Finlayson 2012: 557).

Many political communications are filtered to the public by the media – newspapers, magazines, broadcasters – in the form of news and analysis. Therefore, the media's prejudices may be reflected in this new mediated perspective, with both intentional and unintended political implications (Alexander 1969: 256).

Rhetorical analysis frequently overlooks the situatedness of speeches in other media since the platform—a newspaper website or an amateur or professional social media page—determines how the political communication is packaged (Dillet 2022: 232). The media introduce an element of ambiguity, for the possible fruition contexts as well as the identity of participants are multiplied. Further ambiguity is introduced by translation: the ideas that define the newspaper and are intended to appeal to a particular group can reasonably be used to frame the audience of reference; the quotation may or may not be properly contextualised. The following section will verify whether the selection and the simplification deriving from creating quotations (as seen in Section 3) impacts on the rhetoric of the source as perceived by the target audience.

## **5. Analysis**

### **5.1. Hillary Clinton**

#### *5.1.1. Rhetorical analysis*

As to the rhetorical situation, this is a concession speech, which entails the acknowledgement of the electoral result: "The rhetorical challenge is to pronounce one's own defeat as a chapter of honor[sic] in the nation's history" (Corcoran 1994: 110-111). The audience mainly consisted of Democratic voters. Regarding

exigence, Clinton obviously needed to address the unanticipated outcome of the election and her missed opportunity to become the first female president. Moreover, as is customary with concession speeches, she needed to reunite voters.

As to the rhetoric genres:

- a. Epideictic rhetoric is found in the “unifying common values” (Finlayson 2007: 556) of the inclusive and welcoming America, strengthened by the many instances of ‘inclusive we’ (“we believe that the American dream is big enough for everyone”): Clinton promotes unity within Democrats while hinting at those who, in contrast, advocate exclusion. She also mentions the unfulfilled electoral promise, which unites all Democratic voters (“I know how disappointed you feel because I feel it too, and so do tens of millions of Americans who invested their hopes and dreams in this effort”);
- b. Instances of deliberative rhetoric are evident whenever Clinton promotes support for the newly elected President (“I still believe in America and I always will. And if you do, then we must accept this result and then look to the future [...]”), while reiterating epideictic rhetoric by referencing the respect of the American democracy (“Our constitutional democracy demands our participation, not just every four years but all the time [...] Our constitutional democracy enshrines the peaceful transfer of power and we don’t just respect that, we cherish it”). She also encourages her young supporters, offering her own experience as an example and advocating resilience (see Example 3 and 6 in Section 5.1.2).

Clinton’s ethos is positive and based on the following principles:

1. Respect for the American institutions: “Donald Trump is going to be our president. We owe him an open mind and the chance to lead”: Clinton uses the present continuous to state a fact in the future and the lexical verb ‘owe’ to indicate why the results of the election must be respected (for further instances, see point b above).
2. Praise and thankfulness for her supporters’ efforts: “You poured your hearts into this campaign” exploits the cognitive metaphor THE CAMPAIGN IS A CONTAINER and FEELING IS LIQUID (Lakoff and Johnson 2003); “I am so grateful to stand with all of you”.
3. Family values: “To Bill and Chelsea [...] our brothers and our entire family, my love for you means more than I can ever express”;
4. Togetherness, revealed by the consistent use of the inclusive we throughout the speech: “our responsibility as citizens is to keep doing our part to build that better, stronger, fairer America we seek”. Further instances will be discussed in Example 5, Section 5.1.2.

Appeals to pathos are visible in two main instances:

1. Pride for the campaign and supporters: “This wonderful campaign that we built together [...] You represent the best of America’. In one instance Clinton also builds authority: by saying that ‘being your candidate has



been one of the greatest honors [sic] of my life”, Clinton established her ordinariness, which is a common feature of political rhetoric used to establish authority (Atkins and Finlayson 2013);

2. Disappointment: it refers not only to the election results (see above, point a) but also in terms of gender equality, with the metaphor: “Now, I – I know – I know we have still not shattered that highest and hardest glass ceiling [...]”.

### 5.1.2. Analysis of translated quotations

All quotations are presented in the same order in which they feature in the article, using the transcript and the recorded speeches as the Source Text. Bold indicates the correspondence with the Source Text, italics indicates the difference between the transcript and the quotation. The Italian article was authored by Paolo Valentino.

1)

<i>CdS</i>	<i>Transcript</i>
<p>“[1] Lasciamo che governi”  Dopo ore di silenzio Hillary compare composta ma devastata: “ [2.1] È <b>doloroso e lo sarà a lungo, però</b> [2.2] <i>non fermatevi</i>”</p>	<p>We owe him an open mind and the chance to lead”  [...] <b>This is painful and it will be for a long time, but I want you to remember this. Our campaign was never about one person or even one election, it was about the country we love and about building an America that’s hopeful, inclusive and big-hearted.</b></p>

In Clinton’s speech there is no exact equivalent of the headline quotation [1]: lexical simplification here comes from rewriting rather than paraphrasing (see Section 2). The sub-headline quotation [2] clearly references Clinton’s speech. The first clause “è doloroso e lo sarà a lungo” ([2.1]), is a direct translation of “this is painful and it will be for a long time”. The second clause, however, is clearly decontextualised: after the coordinating conjunction “but”, the Italian quotation inserts an exhortation (“don’t stop” [2.2]) which comes later in Clinton’s narrative. This is an example of the editing process which combines utterances belonging to different moments of the speech. These quotations suggest deliberative rhetoric, and appeal to pathos in terms of disappointment.

Headlines condense meaning and shape the news by evoking details to which the narration will refer throughout the article and exploiting both verbal and visual content. The headline is accompanied by a picture showing Hillary Clinton and her husband with the same tense expression of disappointment on their faces. It is by pairing the quotations of the headline (and sub-headline) and the picture that the article frames in terms of defeat and dismay.

2)

<i>CdS</i>	<i>Transcript</i>
Anche Hillary si asciuga una furtiva lacrima [...]. È chiaramente emozionata, la voce all'inizio sembra sul punto di incrinarsi: “[1.1] <b>Mi dispiace che non abbiamo vinto questa elezione, in nome dei valori e della visione che vogliamo per il nostro paese</b> , [1.2] ma l’America è <b>più divisa di quanto pensassimo</b> ”	[...] This is not the outcome we wanted or we worked so hard for and <b>I’m sorry that we did not win this election for the values we share and the vision we hold for our country. But I feel pride and gratitude for this wonderful campaign [...].</b> Our campaign was never about one person or even one election, it was about the country we love and about building an America that’s hopeful, inclusive and big-hearted. <i>We have seen that our nation is <b>more deeply divided than we thought</b>. But I still believe in America and I always will.</i>

While [1.1] is a direct translation from the speech (“I’m sorry that we did not win this election...”), it is less clear why it is logically connected to and contrasted with [1.2] (“America is more divided than we thought”). Coherence was compromised because of syntactic simplification achieved through adversative coordination: the Italian quotation suggests that Clinton lost because American voters are divided. Clinton does, however, balance her grief over the election outcome with a different, more positive appeal to pathos (pride for the campaign), bringing up the issues of divide later in the address. Moreover, when the reference to division comes, the clause “we have seen that” is removed from the Italian quotation due to grammatical reduction. This translated quotation retained the appeal to pathos via disappointment and the epideictic rhetoric based on shared values (see Section 5.1.1).

3)

<i>CdS</i>	<i>Transcript</i>
Il dramma personale della predestinata fermatasi a un passo dalla vetta, la delusione bruciante di donna che con la sua biografia ha ridefinito il ruolo femminile nella società americana, emergono nel messaggio ai giovani militanti che l’hanno sostenuta: «[1.1] <b>Per tutta la vita mi sono battuta per quello in cui credo</b> , [1.2] <b>ho vinto e ho perso</b> . [2.1] Molti di voi sono all’inizio, [2.2] <b>avrete alti e bassi</b> , ma [2.3] <b>non fermatevi mai, perché vale sempre la pena lottare per ciò che è giusto</b> »	<b>I have</b> , as Tim said, <b>spent my entire adult life fighting for what I believe in. I’ve had successes and I’ve had setbacks. Sometimes, really painful ones. Many of you are at the beginning of your professional public and political careers. You will have successes and setbacks, too.</b> This loss hurts, but <b>please never stop believing that fighting for what’s right is worth it.</b>

Two instances of lexical simplification can be observed: first, in the omission of the premodifier in the noun phrase “my adult life”, translated as ‘per tutta la vita’ (‘my whole life’) [1.1], which leaves the impression that Clinton’s political career is a lifetime commitment; and second, in the omission of the adverb phrase ‘too’ at the end of [2.2], which reinforces Clinton’s connection with her volunteers.

The omission of the ‘success and setbacks’ parallelism ([2.2]), which was paraphrased with ‘alti e bassi’, led to stylistic simplification. In [2.3], another example of lexical and syntactic simplification coming from rewriting is found after the adversative conjunction ‘but’: the back translation is ‘don’t ever stop, because it’s always worth it to fight for what is right’. What is missing is the idea of belief that propels one’s actions. Furthermore, the omission of the exclamation ‘please’ erases Clinton’s plea.

This quotation confirms the appeals to pathos through disappointment and the deliberative rhetoric coming from exhorting young supporters to resilience (see Section 5.1.1).

4)

CdS	Transcript
<p>Ma Hillary è anche generosa e leale verso l'avversario, rispettosa dei riti e della sostanza della democrazia americana. Sembra passato un secolo dagli insulti di una campagna volgare e contundente: «[1] <b>A Donald Trump dobbiamo un atteggiamento aperto e una opportunità di guidare il paese. [2] Gli auguro di avere successo come presidente di tutti gli Americani</b>»</p>	<p>Last night, <i>I congratulated Donald Trump and offered to work with him on behalf of our country.</i>[2] <b>I <u>hope</u> that he will be a successful president for all Americans.</b> This is not the outcome we wanted or we worked so hard for [...] I know how disappointed you feel because I feel it too, [...]</p> <p>But I still believe in America and I always will. And if you do, then we must accept this result and then look to the future. <i>Donald Trump is going to be our president.</i> [1] <b>We owe him an open mind and the chance to lead.</b></p>

This quotation centres on Clinton’s deliberative rhetoric. The sequence of the utterances in the speech, where [2] coming before [1], is changed after the reordering step of the quotation-building process. The change in the lexical verb [2] alters the meaning: “gli auguro” (‘I wish him’) does not accurately convey Clinton’s concerns (“I hope”) about the new president’s leadership skills. In this quotation, simplification is also associated with the selection aspect of the quotation-building process. In the speech, before [1], Clinton underlines a fact in the future, abiding by the rules and acknowledging the new president with great respect for the American democratic institution (“Trump is going to be our president”) which builds her epideictic and deliberative rhetoric as well as her appeal to ethos. However, that part was omitted in the quotation, which leads to approximation.

5)

<i>CdS</i>	<i>Transcript</i>
Con paletti ben fermi, però “[1] <b>Il sogno americano è abbastanza grande per tutti, per le persone di ogni religione e razza, per gli immigrati, per le donne e gli uomini, per le persone in salute e per quelle disabili</b> ”. Un piccolo, elegante compendio di tutte le cose inaccettabili della campagna del presidente-eletto	<i>We’ve spent a year and a half bringing together millions of people from every corner of our country to say with one voice that we believe that the American dream is big enough for everyone -- for people of all races and religions, for men and women, for immigrants, for LGBT people, and people with disabilities. For everyone.</i>

In quotations, what is missing or not selected is as important as what was included. In this example, the phrase “le persone in salute” (‘healthy people’) was added in place of the reference to LGBT individuals. Because of syntactic and lexical simplification, Clinton came out as less inclusive in the translated quotation. Clinton’s ethos based on togetherness is partially preserved (see Section 5.1.1) but weakened by the loss of the many instances of ‘inclusive we’ preceding the selected excerpt.

6)

<i>CdS</i>	<i>Transcript</i>
Ma il rammarico di Hillary è per la Storia che non si è fatta, l’impossibilità dell’America di diventare normale, eleggendo una donna a comandante in capo: “[1] a tutte le donne, soprattutto alle ragazze che hanno posto la loro fiducia <u>in questa campagna, voglio dire che nulla mi ha reso più orgogliosa di essere il vostro campione.</u> [2] So che non abbiamo ancora rotto <u>quel tetto di cristallo, ma spero che un giorno accadrà e che questo succeda prima di quanto oggi riteniamo possibile</u> ”.	[1] <b>And to all the women, and especially the young women, who put their faith in this campaign and in me, I want you to know that nothing has made me prouder than to be your champion.</b> Now, I -- I know -- [2] I know we have still not shattered <i>that highest and hardest</i> glass ceiling, but <u>some day someone will and hopefully</u> sooner than we might think right now.

This quotation refers to Clinton’s appeal to pathos and deliberative rhetoric. In [1], the prepositional phrase ‘in me’, which reaffirmed Clinton’s commitment and pride, is omitted. The lexical simplification in [2] results in the omission of two crucial premodifiers, “highest and hardest”, which undermines accuracy. In the second part of [2], the use of “spero che” (I hope that) instead of “some day someone will” after the coordinating conjunction determines a crucial shift in expressing Clinton’s ideas: the adverb “hopefully” refers to the speed of the process, not its realization, and Clinton’s use of the future (“someone will”) conveys certainty.

## 5.2. Donald Trump

### 5.2.1. Rhetorical analysis

As to the rhetorical situation, this is a victory speech expecting to include thanks to the supporters, reminders of the key points of the campaign, and mention to a bright future (Gornostayeva 2018). The exigence arises from declaring the victory while unifying American voters.

Epideictic rhetoric is found in Trump's celebration of the government's presence in citizen's lives which is also a realization of deliberative rhetoric: "It is a movement comprised of Americans [...] who want and expect our government to serve the people – and serve the people it will". Epideictic and deliberative rhetoric are once more combined in the mention of the American dream and national pride: "We must reclaim our country's destiny and dream big and bold and daring".

Deliberative rhetoric is also evident in Trump's projections into the future: "Every single American will have the opportunity to realize his or her fullest potential. The forgotten men and women of our country will be forgotten no longer....".

Trump's ethos is positive, founded on:

1. Authority, in that Trump underlines his past as an entrepreneur as a crucial component of his expertise: "I've spent my entire life in business, looking at the untapped potential in projects and in people all over the world". This might also be seen as an implicit appeal to logos, since Trump's accomplishments in his prior professional endeavours presumably guarantee him success as the President of the United States.
2. Family values: "First, I want to thank my parents [...] my sisters ... they're here someplace. They're very shy, actually. [...] my brother Robert, my great friend [...] Great brothers, sisters, great, unbelievable parents. To Melania and Don and Ivanka";
3. Pride for the campaign and supporters, with Trump depicting his campaign as a wider and bigger phenomenon: "ours was not a campaign but rather an incredible and great movement, made up of millions of hard-working men and women who love their country".
4. Inclusion: "It is a movement comprised of Americans from all races, religions, backgrounds, and beliefs". Inclusivity is further analysed in Example 1, Section 5.2.2.
5. Fair play, expressed at the beginning of the speech in reference to Clinton: "we owe her [Clinton] a major debt of gratitude for her service to our country". However, Trump's narrative places the success of the election first (see Example 1, Section 5.2.2), thus emphasising his own political persona.
6. Togetherness, which emerges in the call to unity ("to all Republicans and Democrats and independents across this nation, I say it is time for us to come together as one united people") and to the assurance that all American will be represented ("I pledge to every citizen of our land that I will be President for all of Americans"). However, later in the speech, Trump's use of the inclusive 'we' seems to refer only to Republicans (see Example 2 and 3, Section 5.2.2), which limits the potential unifying tone of the speech.

### 5.2.2. Analysis of translated quotations

The article, authored by Aldo Cazzullo, features a lower number of quotations if compared to the previous section. Furthermore, there were several utterances that were reported as quotations by Trump but could not be found online or in Trump's address (which confirms the confusing nature of Italian newswriting about 'virgolettati', see Section 3). Thus, they could not be incorporated into the analysis due to the absence of the source text.

1)

<i>CdS</i>	<i>Transcript</i>
[1] "Mai più nessuno sarà dimenticato". Il primo discorso dopo la vittoria Il grazie alla rivale sconfitta, l'appello all'unità: [2] "Tempo di lavorare insieme"	The forgotten men and women of our country will be forgotten no longer [...] Now it is <b>time</b> for America to bind the wounds of division, have <b>to get together</b> .

Trump's speech features typical features of his rhetoric style such as exact repetition ("forgotten") and paraphrase ("bind the wounds" and "get together"). (Björkenstama and Grigonytė 2020). The Italian quotation [1] uses lexical simplification to cut Trump's repetitions: "mai più nessuno sarà dimenticato" ('no one will be forgotten anymore') translates "the forgotten men and women of our country will be forgotten no longer"; in [2], "tempo di lavorare insieme" ('it's time to work together') translates "it is time for America to bind the wounds of division, have to get together", erasing Trump's paraphrase. The epideictic rhetoric is preserved, and so is the appeal to ethos based on inclusion.

2)

<i>CdS</i>	<i>Transcript</i>
Le prime parole sono per Hillary. Il risultato è talmente netto [...] che Trump può permettersi di non infierire: "[1] <b>È stata una campagna durissima, e il segretario Clinton ha lottato molto duramente</b> ". Più applausi che fischi. "[2] <b>Esprimo la mia gratitudine per il servizio che ha reso al paese, e lo dico molto sinceramente</b> ". Più fischi che applausi. "[3] <b>Ora dobbiamo ritrovarci insieme</b> ".	<i>I've just received a call from <u>Secretary Clinton</u>. She congratulated us. It's about us. On our victory, and I congratulated her and her family on a very, very hard-fought campaign. I mean, she fought very hard. Hillary has worked very long and very hard over a long period of time, and <u>we owe her a major debt of gratitude for her service to our country</u>. I mean that very sincerely . Now it is time for America to bind the wounds of division, <b>have to get together</b>.</i>

The transcript perfectly exemplifies Trump's rhetoric of self-repetition, which combines the abundance of words with a small vocabulary (Björkenstama and Grigonytė 2020: 50). While the repetitions of Example (1) appear to follow an intentional rhetorical pattern, the repetitions in this example may reflect an

unscripted segment of the speech. In terms of style, the Italian quotation preserves Trump's repetitions ("campagna durissima" - 'very hard campaign' - translating "very, very hard-fought campaign", and "duramente" translating "very hard", [1]) and makes sure that coherence is preserved by postponing "segretario Clinton". Decontextualization, however, causes readers to ignore the fact that Trump first brings up Clinton in order to accentuate his win. Trump's ethos based on fair play is significantly impacted by this syntactic simplification as well as the lexical approximation which turns the inclusive "we owe her" of the speech into a more narcissistic "esprimo" ('I express my gratitude').

## 3)

CdS	Transcript
<p>"Together", insieme, è la parola chiave del discorso, accanto a "work", lavoro, e "dream", sogno. [1] <b>Finora ho lavorato per me, ora lavorerò per il mio Paese.</b> [2] <b>E metterò a lavoro milioni di persone.</b> [3] <b>Dobbiamo rinnovare il sogno americano.</b> [4] <b>Sognare in grande.</b> [5] <b>Nessun sogno è troppo grande, nessuna sfida.</b></p>	<p>Working together, we will begin the urgent task of rebuilding our nation and renewing the <b>American dream</b>. I've spent my entire life in business, looking at the untapped potential in projects and in people all over the world.</p> <p><b>That is now what I want to do for our country.</b> [...]</p> <p>We're going to rebuild our infrastructure, which will become, by the way, second to none. <b>And we will put millions of our people to work</b> as we rebuild it.</p> <p>[...]</p> <p><b>No dream is too big, no challenge is too great.</b></p>

There is syntactic simplification in the two clauses building [1]. The first clause "finora ho lavorato per me" ('so far I've worked for myself') paraphrases the segment "I've spent my entire life in business, looking at the untapped potential in projects and in people all over the world". This leaves out Trump's praise for his entrepreneurial acumen, which builds his ethos based on authority and builds on Trump's selfishness. This change logically leads to another: the second clause "ora lavorerò per il mio Paese" ('now I'm going to work for my country') is a syntactical simplification of "that is now what I want to do for our country". Having changed to co-text, the anaphorical reference 'that is now' would have been incomprehensible. It is interesting to notice that the quotation, although non verbatim, imitates Trump's tendency to repetition.

[3] reprises the noun phrase "American dream" from the speech but ("dobbiamo rinnovare" ('we must renew') expresses deontic modality where Trump had used epistemic modality ("we will begin the urgent task of rebuilding"). Syntactic simplification reduces the sentence length, and lexical simplification omits the idea of urgency.

4)

<i>CdS</i>	<i>Transcript</i>
Trump ringrazia i parenti uno a uno. [...] E poi i servizi segreti, “[1] <b>che l’altro giorno mi hanno trascinato via dal palco: era un falso allarme, hanno fatto le prove</b> ”. I duecento generali che l’hanno sostenuto. E i <u>newyorkesi</u> “[2] <b>spesso sono sottostimati, ma io li stimo moltissimo</b> ”.	<i>The Secret Service people. They’re tough and they’re smart [...]. And when I want to go and wave to a big group of people and they rip me down and put me back down in the seat, but they are fantastic people so I want to thank the Secret Service.</i> <i>And <u>law enforcement in New York City</u>, they’re here tonight. These are spectacular people, <b>sometimes underappreciated unfortunately. We appreciate them.</b></i>

In [1], the allusion is to an incident happened on 5 November 2016<sup>3</sup> during which Trump was rushed off stage by security agents at a rally in Reno (Nevada) after a false alarm. Trump’s quotation as featured in the *CdS* article could not be retrieved from his speech nor from other sources. This demonstrates the tendency of quotation newswriting to draw from a variety of – often unverifiable – sources without alerting readers that the context of the utterance has changed. In this case, unless readers verify the transcript themselves, they can legitimately infer that Trump mentioned the false alarm in his speech; he was rather referring to his habit of seeking contact with his supporters, which rhetorically contributes to his appeal to ethos.

In [2], one important consideration is the semantic deviation caused by the incorrect interpretation of the speech’s segment: Trump is not praising all New Yorkers but rather the New York city law enforcement. Moreover, the lexical simplification in the omission of the adverb “unfortunately” and in the shift from “we” to “I”, which impact on Trump’s ethos, emphasizing his persona rather than his (Republican?) inclusive rhetoric.

## 6. Conclusions

There are some significant distinctions between the rhetorical strategies of Clinton and Trump in their speeches. Clinton relies on emphasis on unity and respect for democratic institutions to establish ethos trust and authority. Trump’s rhetoric tends to lean towards self-referencing and promises of prosperity, emphasizing themes of wealth and success. Their appeals to authority differ: Clinton’s institutional references versus Trump’s self-referencing signal their respective approaches to leadership and credibility. While the translated quotations could not preserve all these rhetoric features, they selected specific ones to shape the narrative of the news piece.

As to Research Question 1, the simplification embedded in the decontextualisation and textualisation stage of editing quotations led to

<sup>3</sup> <https://www.reuters.com/article/us-usa-election-idUSKBN1300M5> (last accessed 15 December 2023).



highlighting some rhetoric appeals. For instance, decontextualising the sentence “We owe him an open mind and the chance to lead” rephrased Clinton’s ethos based on the respect for the American institutions as based on Trump’s authority. Clinton is described as “rispettosa dei riti e della sostanza della democrazia americana” (respectful of the rites and foundations of American democracy) but the absence of quotations to back up this claim makes it seem like the journalist’s assessment. Clinton’s appeals to pathos based on pride for the campaign and disappointment (see Example 6, Section 5.1.2) were chosen over appeals to ethos based on hard work, family values, and togetherness (see Section 5.1.1). Pathos even made the headline, indicating that this was how the news was supposed to be framed.

Trump’s speech in Italian suffered mostly from the decontextualising step of the quotation-building process. Interestingly, the traditional but also expected acknowledgments on the campaign were erased (while they were kept for Clinton), which aligns with the image of Trump as a self-centred person. Trump’s ethos in translated quotations is based on fair play and inclusion (see Example 2, Section 5.2.2). Authority is featuring, albeit weakened (see example 3, Section 5.2.2), and family values are passingly referenced in the text (“Trump ringrazia i parenti uno a uno”, ‘Trump thanks his relatives one by one’).

As to Research question 2, simplification in translated quotations also contributed to shaping a specific interpretation mostly due to the lack of accuracy (see Section 3). The many shifts in the Italian quotations did not convey Clinton’s scepticism towards Trump (Example 4, Section 5.1.2), her inclusivity (Example 5, Section 5.1.2), and her hopes for women’s emancipation (Example 6, Section 5.1.2). The framing of Trump as a self-centered person is also consistent with the lack of accuracy in translating Trump’s inclusive *we* (likely including only Republicans) into the first person singular (Examples 2 and 4, Section 5.2.2).

The inherent nature of the source material (see Section 3) may have been a contributing factor to the discrepancies in the number of quotations in the analysed articles. It is not unreasonable to assume that Trump’s speech, often characterized by a repetitive and occasionally disjointed structure due to improvised and off-script remarks (Björkenstam and Grigonytė 2020: 43) likely posed challenges during the textualization process. This complexity could account for fewer direct quotations. Conversely, Clinton’s more structured and linear style renders her speeches more easily quotable, thus leading to a higher number of direct quotations. The presence of unreferenced quotations in Cazzullo’s article might instead be attributed to the journalist’s individual style.

Political speeches are devised to express a presidential voice which, if kept consistent, ultimately forms a political identity (Björkenstam and Grigonytė 2020: 43). Maintaining this voice and political identity is often challenged during the translation process, leading to decontextualization, syntactical simplification, and lexical adjustments to fit the target language and the requirements of the news genre. However, the translation shifts underlined in the analysis contradict the theoretical rule that syntactical simplification should preserve information content and meaning (Section 2). This lack of precision in approaching the source text, which is typical of news translation, impacts on the

politician's voice and persona. The influence of genre requirements on the outcome of news translation is a significant point emerging from the analysis. The drive for brevity, readability, and audience engagement of the news genre might lead to choices that, while aimed at meeting these genre demands, could potentially alter the essence or nuance of the original message.

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