Cultural Aspects and Terminology
- A Translation Study of three Political Articles

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Abstract
This study focuses on the translation from English to Swedish of three political articles published in *The Economist*. The aim was to analyze problems that can occur, and strategies that can be used when translating cultural aspects in the form of proper nouns and political correctness as well as political terminology. The study began by translating the texts mentioned above. The potential areas of special interest in the analysis were also identified. During the translation process, dictionaries, parallel texts and *Statsvetenskapligt Lexikon* proved particularly helpful along with various Internet searches. Theoretical strategies were also consulted and Vinay and Darbelnet’s (V & D in Munday 2008) theories and procedures proved useful. The strategies discussed by Ingo (1991 and 2007) were also applied to a great extent. The results showed that Vinay and Darbelnet’s procedure of *borrowing* along with Ingo’s strategy of *adaption* were most useful for translating proper nouns and political terminology. To use parallel texts as well as Ingo’s strategy of *adaption* proved to be the best way to deal with political correctness when translating the particular texts used for this study.

Keywords: cultural aspects, political correctness, political terminology, politics, proper nouns, theoretical procedures, translation strategies
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1. Introduction
Translation is a process that requires hard work and it often means that the translator has to become an instant expert in order to be able to translate a specific text. Research is therefore a major part in translation. A translation has to keep the information and message that is in the source text and at the same time make it work in the target text. Target audience, the aim of the source text, style and culture are just a few of the aspects that play important roles in a translation.

This study is based on the translation from English to Swedish of three political articles entitled; Searching for the Promised Land, Not for Sale and Crunch Time, published in the weekly newspaper The Economist [www]. The texts discuss American politics covering issues such as Barack Obama winning the presidency in 2008, the mid-term elections in 2010 as well as the financial crisis, his political opponents and his state-of-the-union speech in early 2011. This essay discusses some of the problems that occurred during the translation process, problems that have to do with cultural aspects such as proper nouns and political correctness, as well as political terminology. This study also examines possible solutions and strategies that can be used when translating.

First of all, the aim of this essay will be presented. This will be followed by a presentation of the method and material used in order to write the analysis for this essay. A theoretical background will also be given, and the specific aspects that are of interest to this study will be discussed in greater detail. An analysis with examples, approaches and solutions to translating will follow along with a conclusion.

1.1 Aim
The aim of this essay is to analyze problems that may occur and the strategies that can be used when translating political articles from English to Swedish. The focus of the study will be:

- the translation of references to cultural aspects with focus on proper nouns and political correctness
- the translation of political terminology
1.2 Method

This study was carried out in two steps. I began by translating three English articles about American politics into Swedish. During the entire translation process, any problems or solutions that occurred were written down and the areas that this study focuses on were also identified (see Section 1.1). The translated articles will be presented in Section 1.3.

During the first step, the translation of the source text (henceforth ST), dictionaries such as Norstedts stora engelsk-svenska ordbok (third edition) were frequently used along with their online dictionary ord.se and Merriam-Webster Dictionary [www]. The dictionary Statsvetenskapligt Lexikon was also consulted. The use of parallel texts from papers such as Expo [www] and Dagens Nyheter [www] also proved helpful along the Swedish Congress [www] and the Swedish Nationalencyklopedin [www]. Internet searches via Google were also carried out in order to find equivalent words and expressions that are commonly used in political contexts. This was however done with caution as Google is not always a reliable source. However, these searches proved particularly helpful as the ST presents a few rather new terms that cannot yet be found in dictionaries. The Swedish Television channel 1 news programme Rapport also turned out to be a valuable resource concerning terms that referred to new political occurrences, terms that were easier to find online after having heard them on the programme. Websites such as Språkrådets frågelåda, TT-språket and Språkbankens konkordanser also proved to be of great help.

In the second step, the identification and categorization of strategies used in the translation process, the theoretical model of Vinay and Darbelnet, presented in Introducing Translation Studies (2008) by Munday, was used. Från källspråk till målspråk (1991) and Konsten att översätta (2007) by Ingo also proved helpful as he discusses useful strategies that can be applied when translating. The book, A Companion to Translation Studies (2007), edited by Kuhiwczak and Littau was also useful at times. The theoretical model used will be presented in greater detail in section 2.1.

1.3 Material

The primary material for this study consists of three articles that were published in the weekly political newspaper The Economist [www]. The article entitled Searching for the Promised Land was published in 2008 and the two articles named Not for Sale and Crunch Time were both published in 2011. The writers of all articles published by The Economist are anonymous. According to the Economist’s website, “many hands write The Economist, but it speaks with a collective voice”. According to the same website, writers often cooperate and
some articles are “heavily edited”. In total, the articles used for this study contained 5590 words and can all be found on the newspaper’s website, economist.com.

The texts are about American politics, ranging from Barack Obama being elected in 2008 and how that might affect the American society, to the opinions of Obama’s Republican opponents and how America will deal with its big budget deficit.

The style of the articles is formal with embedded informal traits. The articles are descriptive as well as mildly argumentative where arguments made by the Democrat side as well as the Republican side are presented.

The linguistic traits in these texts include clear examples of cultural aspects in the form of proper nouns, a few examples being names of political commissions and institutions as well as names of people and places. From a cultural aspect these articles also bring forward the matter of being politically correct when it comes to people’s ethnicity and the colour of people’s skin. There are also political terms to consider when translating these sorts of texts.

The target reader would most likely be someone with an interest in politics and a specific interest in American politics. This means that the target reader most likely also has some previous knowledge on the subject and also knows a little about American society at large. However, some cultural aspects and terms in the ST would be completely or somewhat unfamiliar to the target reader and would require explanations.

2. Theoretical background
Translation theories and models can be useful when translating texts. They can provide practical tips and solutions on how to think and how to solve the different problems that inevitably occur during the translation process. In this section, the theory and procedures presented by Vinay and Darbelnet and the strategies of Ingo will be explained as they will be used as the basis of the analysis in Section 3. Definitions of the aspects that will be the focus of this study will also be presented.

2.1 Translation theory
Vinay and Darbelnet worked with translations between French and English to identify various strategies and methods but their theory can be applied to other languages as well. During the course of their studies they identified two general translation strategies; direct translation and oblique translation and these two are divided into three and four procedures respectively.
Direct translation includes borrowing, calque and literal translation, while the procedures covered under oblique translation are transposition, modulation, equivalence and adaptation (V & D in Munday 2008:56-58).

Borrowing is when an “expression or structure” from the source language is “taken” and used directly in the target language. This is done in order to fill a possible semantic gap in the target language. It can also be applied in order to make the target language more colourful (ibid 2008:56). Calque is explained by Munday as “a special kind of borrowing”. It is when the translator uses an “expression or structure” found in the source language in a literal translation. (ibid 2008:56). Next, literal translation next is described by Munday as a “word for word” translation and according to Vinay and Darbelnet this way of translating is mainly used when the source language and the target language are closely related (ibid 2008:57). However, there are some dangers when using this method, since a literal translation can change the meaning of a sentence or simply make it incomprehensible (ibid 2008:57).

Oblique translation, as previously mentioned, comprises four different procedures. Transposition is when a word class is changed, but the meaning of the sentence remains the same (ibid 2008:57). Modulation “changes the semantics and the point of view of the source language” (ibid 2008:57). Equivalence is the term used by Vinay and Darbelnet to explain what a translator does when describing “the same situation by different stylistic or structural means” (ibid 2008:58). This is used when translating a phrase or expression that is particular to the source language by finding a similar phrase or expression that is commonly used in the target language and has the same meaning (ibid 2008:58). One example here could be the English expression “killing two birds with one stone”, which translates as “slå två flugor i en smäll” in Swedish. Finally there is adaptation which has to do with cultural differences. The translator might have to change a cultural reference if that reference or situation does not exist in the target culture (ibid 2008:58). There are often cultural differences between the culture of the ST and the culture of the target text (henceforth TT). Ingo discusses this in his book, Från källspråk till målspråk, where he points to how cultural diversities can make a translation impossible, at least on a “word level”. According to Ingo, one solution can be to re-write the translation (Ingo 1991:18). In his later book, Konsten att översätta, Ingo refers to this solution as an adjustment or adaption (Ingo 2007:287). To apply adaptation during the translation process allows the translator to take the cultural aspect under greater consideration and adapt the translation of the ST culture to the culture of the TT. This enables the translator to translate in a way that will make sure that the message of the ST is visible in the TT (ibid 2007:153). Pragmatically, the text “should serve its purpose” (ibid 2007:126). To apply the
strategy of semantic additions, where extra information is added by the translator, can therefore be a helpful tool in order for the TT to be balanced and understandable for its target readers (ibid 2007:123-26). These additions can come in the form of separate words or entire sentences, but should only be used when there is a “concrete need to explain” certain aspects for the target reader (ibid 2007:123). Another sort of adaption that Ingo discusses is one called omission. This means that information that was present in the ST is left out in the TT. The translator can use omissions to make a translation clearer and give it a nicer “flow” (ibid 2007:124). This requires much consideration, since there will be a loss of information. However, it could be a useful strategy in order to help the cohesion of the TT and therefore making the text more understandable to the target reader (ibid 2007:124). According to Ingo, the strategy of adaption (additions and omissions) should only be applied as a way of helping the ST and the translator should not create a new text or add or omit information that changes the meaning of the original ST (ibid 2007:123-24).

2.2 Cultural aspects

There are many definitions of culture. One of the definitions that can be found when using the dictionary Merriam-Webster [www] and the entry word culture is:

“The customary beliefs, social forms, and material traits of a racial, religious, or social group; also: the characteristic features of everyday existence (as diversions or a way of life) shared by people in a place or time”.

When working on a translation it is always important to keep the cultural aspect in mind in order for the TT to be comprehensible to the target audience. In order to do that, the translator has to remember that differences in society, history or religion may exist between the target culture of the ST and the target culture of the TT. As Ingo points out, translating means adapting a text to a new cultural environment (Ingo 1991: 254-57). Although important, the cultural aspect is relatively new to translation studies. In the book A Companion to Translation Studies, one of the contributing authors, Susan Bassnett, points to “broader issues of context, history and convention” for modern translation and how translation has moved beyond just finding equivalent words (Kuhiwczak, Littau 2007:13). For this study, I have divided the cultural aspects into two sections; proper nouns, political correctness.

The first cultural aspect is, as mentioned above, proper nouns. The articles translated for this study contained many proper nouns and according to Maria Estling Vannestål, proper
nouns are words that “give specific names to people, places, days of the week, months, holidays, historic events and certain other things” (Estling Vannestål 2007:96). The second aspect of this study concerning cultural aspects is the issue of how to translate in a way that is politically correct i.e. political correctness. When entering the word political correctness, the Merriam-Webster Dictionary [www] gives the definition that political correctness is “conforming to a belief that language and practices which could offend political sensibilities (as in matters of sex or race) should be eliminated”. Political correctness is not limited to politics, but includes the whole society. No one should feel offended by words used when referring to, for example, the colour of people’s skin.

2.3 Political terminology
This study has a focus on terminology as well. To better understand what terminology means, a search with the entry word terminology via the Merriam-Webster Dictionary [www] was conducted. According to Merriam-Webster it means, “the technical or special terms used in a business, art, science, or special subject”. The terminology found in the articles that were translated for this study was political terminology which means that they are terms used especially in political contexts. This kind of terminology can refer to single words that are used by politicians or authors writing about politics. But, political terminology can also include political occurrences that are typical for a certain culture or society. This means that the readers of the ST might be well acquainted with a certain term due to the fact that they are a part of that specific culture. However, the readers of the TT might not be familiar with that same term based solely on the fact that they are members of a different culture and by that, a different political culture. The part of the analysis dealing with political terminology will present problems that can occur as well as possible solutions concerning such terminology.
3. Analysis
This section of the essay deals with the analysis of the translation. Problems and solutions regarding cultural aspects and political terminology will be discussed with support from the theory of Vinay and Darbelnet (V & D in Munday 2008). Ingo’s (1991 and 2007) viewpoints will also be taken into account along with other relevant literature. This part of the study will begin with the analysis of the cultural aspects concerning proper nouns and political correctness. Section 3.2 will discuss political terminology.

3.1 Cultural aspects
Cultural aspects were a prominent feature in the ST and the two that were most noticeable were proper nouns and political correctness. The proper nouns found in the ST were mainly names of people, buildings and governmental organisations. Political correctness played a great role in the translation due to the fact that the ST used the word black to describe people’s skin colour. The issue was then to focus on how to translate this in a way that would fit into the target language and the target culture without offending the target reader or in any way make the TT seem racist. An analysis will now follow where proper nouns will be discussed first, followed by a discussion on political correctness.

3.1.1 Proper nouns
The ST contained many proper nouns that sometimes proved problematic to translate. The most common kinds of proper nouns found in the ST were names of people, places, and buildings along with political organisations, departments and treaties. The first decision to make was whether to translate the proper nouns into the target language or to keep the English word. Since the ST is about American politics and there are several organisations and treaties mentioned that do not have Swedish equivalents, the best option seemed to be to keep the English word. The risk of losing the meaning and message of the ST also played a part in making that decision. Keeping the English word was done by applying several procedures and strategies. In example (1), Vinay and Darbelnet’s procedure of borrowing has been used, thus transferring the ST proper noun to the TT without making any changes (V & D in Munday 2008:56).
For example, an organisation called FreedomWorks, founded by Dick Armey, a veteran Republican and former House majority leader…

To keep the English word seemed to be the best way to deal with the proper nouns found in the ST for this particular study. However, a question that emerged during the translation process was if borrowing is always the correct way to deal with these kinds of proper nouns. Ingo discusses a few main rules related to this. There could for example exist a recognized term or name in the intended target language that refers to a specific building or city. According to Ingo, if a recognized term or name does exist in the target language, it should be used in the translation. If it does not, it should be transmitted via borrowing into the TT (Ingo 2007:137-38). Illustrated in example (2) is when the target language in fact has a recognized term for a certain well known building:

(2) He is still a presence in Republican politics, pondering a run for the White House, but he overreached as speaker.

Another strategy that was frequently used in the translation process was Ingo’s adaption, i.e. additions and omissions. By using additions, the translator can add information to the TT that was not in the ST, for cultural reasons, thus making a cultural adjustment (ibid 2007:153). An omission on the other hand is when the translator takes away certain words or sentences that are in the ST. Omissions can be a useful tool to apply in order to make the TT fluent (ibid 2007:124). In accordance with Ingo’s suggestions, this was only done for pragmatic reasons when there were aspects of the ST that needed to be clarified or explained in order to work in the target culture (ibid 2007:123-26). In this study, additions proved particularly helpful when people who are named in the ST are not that well known in the target culture. With the help of just a few explaining words as can be seen in example (3), the target reader will get a better idea of who these people are, what they do and how they are involved in American politics. Without additions, the TT would have run the risk of losing some of its meaning if the target reader would not have been familiar with the names.
(3) Just after the new House convened and Nancy Pelosi passed the speaker’s gavel to John Boehner came a shooting spree in Tucson, Arizona.

A further example of when adaption is useful in these circumstances can be seen in example (4). The people mentioned in the ST would be known to the original target reader due to the fact that these people are famous businessmen and women. They have also tried to be a part of the American political life and have consequently been discussed in America. However, as they have “flopped” as politicians and not reached very far, they are unknown to the culture of the target reader. Since the ST discusses the fact that people who are already rich and famous can more easily win a seat in a public office than others, it is important to give these people short presentations of what it is they are known for, apart from not making it in American politics. It helps the target reader to better understand why they are present in the text. To simply cite the names would not have meant anything to the target reader.

(4) But often they flop: think of Mitt Romney, Steve Forbes, Ross Perot and Meg Whitman.

Very little information is added in example (4). The strategy of adaption is not supposed to change the message or the meaning of the ST in any way, so the translator has to be careful and only add clarifications that can help the TT become clearer. By making the TT clearer, the translator also helps the reader to get a better understanding of the text in terms of context and message (Ingo 2007:123-24).

What was also noticeable during this study was how often borrowing and adaption could be used in combination. For the translation done for this study it can be argued that the procedure of borrowing was helped along by adaption. To use adaption before or after a borrowing can help clarify the word that has been borrowed. In the case of example (5), the mentioning of Mr Davis becoming the first black governor in the state of Alabama (of all places) gives the impression that this is something that is fairly controversial. Alabama is left untranslated, but
to make the target reader fully aware of why the thought of a black governor in Alabama is seen as rather spectacular, adaption is applied. Adaption in this case means adding a historical context to the translation. With an extra sentence, the target reader will now completely understand why Mr Davis is mentioned in the text and why his campaign to be governor in Alabama is special.

(5) Mr Davis, who first met Mr Obama at Harvard, plans to be the first black governor of Alabama, of all places.

Davis, som träffade Obama första gången på Harvard, planerar att bli den första svarta guvernören i Alabama, en delstat som historiskt sett dominerats av vita och där Rosa Parks vägran att ge sin bussplats till en vit man blev startskottet för medborgarrättsrörelsen.

An additional example of when borrowing was used in combination with adaption can be seen in example (6) when the ST talks about a rather new political movement. The name of the movement is translated via borrowing. This was done because there is no equivalent Swedish name for this movement to be found in dictionaries. Adaption was applied to make sure that the target reader understands that this is a rather unique type of movement and that it is different from the more well known Democratic Party and Republican Party that are also discussed in the ST.

(6) The notion caught on. Tea parties erupted everywhere, attracting millions.

Idén slog igenom och så kallade Tea parties, extremt konservativa möten, poppade upp överallt och drog till sig miljontals anhängare.

As mentioned above, a Swedish term for Tea parties in this context does not exist. However, when the ST later referred to this phenomenon as a movement, a Swedish term recommended by *TT-språket* was used, as illustrated in example (7) below:
(7) The Tea Party movement has a cranky fringe, but its core belief—that the government should tax and spend less—is attractive to many mainstream Americans. Tea Party-rörelsen har en extrem ytterkant, men dess kärnfråga – att regeringen borde beskatta och spendera mindre – är lockande för många vanliga amerikaner.

Since there was a recommended Swedish name that could be used in example (7) the decision to use that name was rather easy to make. Ingo also says that if there is a recognized name for something in the target language, that name should be used in the translation (Ingo 2007:138).

3.1.2 Political correctness
This part of the analysis will deal with political correctness regarding skin colour. The ST translated for this study contained the word black when referring to the colour of people’s skin. Since it was so frequently used the main focus during the translation process, regarding political correctness, was then to consider how to translate that specific word mentioned above into the target language and target culture without running the risk of the TT being perceived as politically incorrect or racist. While working with the translation, a few questions emerged. First of all, should the reference to skin colour be omitted in the TT? And if so, should Vinay and Darbelnet’s procedure of equivalence be applied in order for the TT to have a semantically and structurally (V & D in Munday 2008: 58) different alternative to black?

A possible equivalent word to use in the translation would be afroamerikan, but to make the correct choice here proved difficult. Språkrådets frågelåda was therefore consulted and they pointed out that in Sweden we may use afroamerikan, but that svart is the most common word by far. Afroamerikan would refer to people and background and not to skin colour. A search through Språkbankens konkordanser proved that svart in this context is used far more than afroamerikan. However, it should be mentioned that Språkbankens konkordanser dates back to 2004 and had there been an opportunity to do the same search for 2010, the result might have been different. The use of a parallel text also proved helpful in making the decision. The magazine Expo published a short article in 2008 called Obama bryter ny mark. This particular article contains similarities with the ST used for this study as the Expo article discusses the fact that Obama is the first black president.

Based on the results from the sources mentioned above, Vinay and Darbelnet’s procedure of equivalence (V & D in Munday 2008:58) would not be helpful here since the target culture
would most commonly translate *black* as *svart* in this context. The decision was therefore made to translate *black* into *svart* whenever the ST used the word *black* in reference to skin colour. This decision can also be viewed in the light of Ingo’s views on the sociological aspects of translating, where the target reader is supposed to react to and understand the TT in the same way as the original reader of the ST (Ingo 2007:13). In order to show how the use of *svart* instead of *afroamerikan* is better in the translation done for the present study, two examples will be given. Illustrated in example (8) *black* is translated as *svart* (as done in the translation of the ST). In example (9) the word *black* has been translated as *afroamerikan*. The two examples are provided in order to show how different the text turns out when using an equivalent word.

(8) As he sat in a television studio in Alabama on election night, Artur Davis saw a white cameraman with tears in his eyes. It was while Barack Obama was giving his victory speech in Chicago. Of course it was an emotional moment, says Mr Davis, a young *black* congressman. But he was still surprised to see a cameraman cry, because “they're a pretty cynical lot.”

(9) As he sat in a television studio in Alabama on election night, Artur Davis saw a white cameraman with tears in his eyes. It was while Barack Obama was giving his victory speech in Chicago. Of course it was an emotional moment, says Mr Davis, a young *black* congressman. But he was still surprised to see a cameraman cry, because “they're a pretty cynical lot.”
In example (8), the author of the ST uses the different skin colours to highlight the historical aspect as Obama is elected as the first black president in America. When that is translated as *svart* into the target language, the message of the ST is still very much present. However, in example (9) where *black* is translated as *afroamerikan*, the message does not come across in the same way. The TT loses part of its original message and meaning due to the fact that *svart* is the word that highlights the enormous breach between white people and black people in America. Subsequently, the TT appears poorer. Ingo’s discussion on how the target reader is supposed to receive and understand the TT in the same way as the reader of the ST (Ingo 2007:13) is therefore suitable to apply here. Emphasis on skin colour has to be present in the TT since the original message of the ST is based on skin colour to a great extent. Examples (10) and (11) show further evidence of the importance to translate *black* as *svart* in order to preserve the original message.

(10) Maybe so. But it is already affecting the way *black* Americans are portrayed in the news. Not long ago, when television producers wanted a talking head to represent *black* America, they would call up Jesse Jackson or Al Sharpton, who would always say the same thing about every problem—that white racism was to blame.

(11) Maybe so. But it is already affecting the way *black* Americans are portrayed in the news. Not long ago, when television producers wanted a talking head to represent *black* America, they would call up Jesse Jackson or Al Sharpton, who would always say the same thing about every problem—that white racism was to blame.
When comparing the use of *svart* and *afroamerikan* in the two examples above, it is evident that the use of *afroamerikan* instead of *svart* in the TT makes the text lose part of its original message. The first concern, that the target reader would react more to the words describing skin colour than to what the text really wants to say can to a certain point be disregarded here as the use of *afroamerikan* disturbs the flow of the text and the real focus is lost. It is when black is put against white that the real issues and concerns in the source culture come forward in the text and to then translate *black* as *afroamerikan* would not have the same effect. Not to mention that to use *afroamerikan* would, as been mentioned before, simply not refer to skin colour, but to background. It can also be argued that the target reader most probably would be aware of the fact that this is a text dealing with issues that are dominant in the ST culture and would therefore accept the use of *svart* when it is clear that it is necessary in order to preserve the message of the ST. The reference to colour can therefore not be omitted. The other option, to use an equivalent word, can in this case not be seen as a good solution either since *afroamerikan* would not refer to the skin colour. What is most essential here is to follow Ingo’s views on how to best translate in a way that will make sure that the original meaning of the ST is transferred into the TT. To make sure that the original message is still present and that the TT can “serve its purpose” (Ingo 2007:126) which in this case means that the TT manages to explain and draw attention to how and why it is so extraordinary for America to have elected their first black president.

### 3.2 Political terminology

The focus for this part of the analysis lies on political terminology due to the fact that the articles translated for this study were political. To translate the ST required a great deal of research in order to understand all the terms correctly. To begin with, dictionaries such as *Norstedts stora engelsk-svenska ordbok* and their online dictionary *ord.se* were used. It became rather clear that many of the political terms used in the ST had Swedish equivalents. *Statsvetenskapligt Lexikon* was also useful as a tool to confirm the ST terms found in the different dictionaries. One very frequent word used in the ST that has a Swedish equivalent is presented below:
(12) Heritage and Brookings, for example, have a joint venture called the “Fiscal Wake-Up Tour” to educate the public about America’s unsustainable deficits. Heritage och Brookings har till exempel en gemensam satsning som kallas the Fiscal Wake-Up Tour (ung. skattereformens väckarklocksturné) för att informera allmänheten om Amerikas ohållbara budgetunderskott.

Since deficit has an equivalent Swedish word, this term was best translated by using dictionaries. The ST translated for this study regularly discussed the financial state of America. Hence, there were many references to jobs or lack of jobs. The term employment was therefore often used in the ST. This could be translated with the Swedish word anställning, but due to the context and situation of the ST that would, in this case, be incorrect. Ingo discusses the importance of paying attention to the “situational factors” when translating (Ingo 2007:19) and because of that, the Swedish Congress [www] was consulted (by using the entry words sysselsättning and anställning) in order to see what term is usually used in the target culture when jobs are discussed by politicians and the government. The results from that search showed that the word sysselsättning is most commonly used in a situation where politicians discuss jobs or lack of jobs on a national or international level. It is when large numbers of people in a country lack employment and when it is seen as a major problem for the country. The word anställning on the other hand, seemed to be most commonly used in reference to rules and laws concerning employment, for example when discussing employment agreements that are to be followed. Illustrated in example (13) is when employment is best translated as sysselsättning:

(13) With unemployment at 9.4% (see chart 2) and more than 14m Americans still out of work, the president knows that he stands to lose his own job in 2012 if he fails to expand employment. Med en arbetslöshet på 9,4 % och med mer än 14 miljoner amerikaner som fortfarande står utanför arbetsmarknaden vet presidenten att han riskerar att förlora sitt eget jobb 2012 om han inte klarar av att öka sysselsättningen.
Since the term *employment* is used in a text that discusses jobs on a governmental level, the focus in this particular ST is on a large number of jobs and the author of the ST probably refers to the whole US. To translate *employment* as *sysselsättning* is the best option as this is a Swedish term that also refers to many jobs. The decision to use *sysselsättning* is subsequently based on the fact that the ST refers to a large number of jobs and not just one particular job for one particular person. The governmental context naturally plays a major part in the decision as well.

The term *administration* was also used throughout the ST. The exact same term can be found in Swedish. The online dictionary *ord.se* refers directly to how the Swedish term *administration* is used in reference to the American government. *Statsvetenskapligt Lexikon* was consulted as a second source to make sure that the Swedish word *administration* would be a recognized term to use. *Språkbanks konkordanser* confirmed the use of *administration* in Swedish as well. Judging from the results from *Språkbanks konkordanser*, *administration* did not appear to be commonly used when describing the Swedish government and their work, but it does seem to be commonly used when describing American politics in Sweden.

(14) Dozens of scholars from both institutions joined the Obama administration.

(15) Certain terminology in the ST referred to political occurrences in the form of various sessions held in the American Congress. These terms often proved challenging to translate. It had to do with terms that make perfect sense in the ST, but they lack an equivalent term in the target language due to the fact that the target culture has a different political life. One example of this is illustrated in example (15):
Behind them, the grassroots of the tea-party movement are already spiky with indignation after the compromises of the *lame-duck session* and are standing guard against further betrayal.

As can be seen in example (15) two procedures were used when translating this sentence into Swedish. First of all, Vinay and Darbelnet’s procedure of borrowing (V & D in Munday 2008: 56) proved helpful due to the fact that there is no equivalent word in Swedish to use for *lame-duck session*. However, to just use borrowing would perhaps have confused the reader of the TT and Ingo’s strategy of applying a semantic addition to clarify the message of the ST (Ingo 2007: 123) was therefore also used.

Another term that was also used on several occasions in the ST was *Obamacare*, which is illustrated in example (16):

(16) Tearing up *Obamacare*, the far-reaching law the Republicans accused the Democrats of “ramming through” Congress less than a year ago, was a striking symbol of how the balance of power has changed since the mid-terms. But, of course, it is only a symbol.
Obamacare is a known “nickname” for Obama’s work concerning health insurance in America. A search via TT-språket and Språkrådets frågelåda gave no results. As Obamacare is a relatively new term it could not be found in dictionaries or in Statsvetenskapligt Lexikon. However, by conducting a Google search and then looking at hits from Sweden it became rather clear that to use Obamacare is the most common approach in Sweden. Based on the results of the Google search and on various articles found on Dagens Nyheter [www], the decision to use Vinay and Darbelnet’s procedure of borrowing (V & D in Munday 2008:56) was made. Obamacare is probably a term that is better known by the intended target reader than the term lame-duck session presented in example (15). However, an addition was still made to the TT in order to make sure that the reader of the TT receives the full meaning of what Obamacare really is. The ST brings forward how upset the Republicans are about the health care act. If the target reader is not fully aware of what exactly it is that the term Obamacare stands for, he or she could run the risk of not fully understanding the original message. Once again, the strategies presented by Ingo, about how the translator have to make sure that the target reader understands the text in the same way as the reader of the ST did was considered and applied (Ingo 2007:13).

4. Conclusion

The aim of this study was to analyze some of the problems that may occur and the strategies that can be used when translating the political articles, Searching for the Promised Land, Not for Sale and Crunch Time, published by The Economist, from English to Swedish.

The focus of the analysis was based on cultural aspects in the form of proper nouns and political correctness as well as on political terminology. The primary material for this study was the three articles mentioned above. They all discuss American politics and the intended target reader would most likely have an interest in politics and a specific interest in American politics. This also means that the target reader would have some knowledge about the American society in general. The study began by the translation of the articles and during the translation process, any problems or ideas that occurred were written down and the areas that this study focuses on were identified. During the translation work, various dictionaries, parallel texts and appropriate books and Internet sources were used in order for the translation to be as good as possible. The theoretical model and procedures of Vinay and Darbelnet were applied along with Rune Ingo’s translation strategies.
As for the translation of proper nouns in this study, the results showed that Vinay and Darbelnet’s procedure of borrowing was most commonly used. It was often used in combination with Ingo’s strategy of adaption. Some of the proper nouns could be borrowed and stand on their own in the TT without an addition or omission. However, when it came to names of people, especially people that are not that well known in the target culture, adaption, where short explanations were given, proved helpful.

The aspect of political correctness proved difficult at times. The question here was how to translate the word black when it describes skin colour and how to do so without running the risk of the TT being seen as politically incorrect or racist in the target culture. Parallel texts and sources like Språkbankens konkordanser and Språkrådets frågelåda proved to be of great help as the most common way to translate black in this context into Swedish proved to be svart. To use a different word, such as afroamerikan would not have been a reference to the skin colour and as the issue of colour is a big part of the ST message and the culture of the ST, the TT needed to use svart in order for the message to really come across.

When it came to political terminology, many of the political terms found in the ST could be translated by using equivalent words that were found in dictionaries and by consulting the Swedish Congress’s website, riksdagen.se. Terms that referred to political occurrences in the ST, such as political sessions in the Congress and American politicians, proved to be best translated by using borrowing and adaption in combination.

Further research could be carried out regarding all three aspects focused on in this study. It could be done by using political texts from other English speaking countries and perhaps then especially in regards to how political correctness is dealt with. Since the culture of the TT is very much influenced by the culture of the ST used for this study, it would be interesting to conduct a similar study where the two cultures do not resemble each other to the same extent.
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