

TECHNIQUES, METHODS, AND IDEOLOGY IN THE TRANSLATION OF CULTURAL WORDS IN BBC NEWS

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Abstract

This study discussed about the cultural words in the online news sites named BBC News. It explained also the techniques, methods, and ideology chosen and applied by the translator. The data was collected from an online news site named BBC News and its translation. This research applied the descriptive-qualitative method. This research applied also the purposive sampling because the population of this study was too large. The techniques are used to analyze the data called as domain analysis, taxonomic analysis, and componential analysis. Then, for the result of all of analysis named as cultural theme analysis. The finding of this research presented all of cultural words included in Newmark's description. Some techniques employed to translate the cultural words, namely adaptation (14), addition (3), established equivalent (24), generalization (5), and pure borrowing (14). Addition is the least employed translation technique, but the most frequently is technique of established equivalent. Then, the method which emphasis on the target language is chosen. In terms of ideology, the ideology of domestication is the ideology which is chosen and applied by the translator.

Keywords: Translation, Cultural Words, Techniques, Methods, Ideology

1. INTRODUCTION

News is an important part of social life. People can know the situation around them by watching, reading, or hearing the news. According to Newsom and Wollert (1990: 11), the news, simply defined, is what people want and need to know. By reporting news, the mass media provide people the information they need to function in a democratic society.

In this era, the bilingual news is needed by the people. However, to make the bilingual news is not an easy thing to do. The author has to translate or interpret the news which they write in their own language to another language. They have translation ideology which is manifested in translation methods in the macro level and translation techniques in the micro level.

In a bilingual news, the reader will find some cultural words that are used. The different of culture between one place to another can give a mistake for news translator to translate the words. The translator of news has to know how to translate some words especially the cultural words that can be found in making of news.

Translation is the process of transferring a meaning. Meetham and Hudson (1972), Catford (1965), and Bell (1991) define some theories to emphasize the aspect in the product of translation is concerned with meaning and style. The term meaning refers to the replacement of language. Translating a text focuses on the way of finding the appropriate equivalent in the target language. Then, translation techniques, as stated by Molina and Albir (2002: 498), is considered as an instrument of textual analysis that, in combination with other instruments, allows us to study how translation equivalence works in relation to the original text. the method of translation means the way that is chosen by the translator to translate the

message of the the SL to the TL, and applied on the whole text. The global option that is chosen by the translator will give some effects to the result of translation. It will influence the macro-unit of the text. For the ideology, In the translation, there are two ideologies that can be applied or chosen by the translator when he or she translates some terms. The two ideologies are domestication and foreignization. There are two tendencies in translation: one side believes that a good translation is close to SL culture (Foreignization), while others believe that a good translation should be close to TL culture (domestication) (Venuti, 1995: 20-21).

Dealing with the topic that will be discussed, the researcher focuses on the techniques, methods, and ideology of cultural words' translation that will be found in an online news sites, namely BBC News. There are a lot of cultural words founded in this news sites. All of them bring the description of something in a certain text. In this research, the cultural words that deal to the topic are: ecology, material culture, social culture, organizations, customs, activities, procedures and concepts, and also gestures and habits. For the technique, there are some techniques applied by the translator to translate the cultural words. They are adaptation, addition, discursive creation, established equivalent, generalization, and pure borrowing.

In the translating of cultural words, the technique has connection to the method and ideology of translation. The method and ideology are chosen and applied by the translator of news. As the purpose, to make the translation of news can be read naturally. In addition, the target reader, they can get a correct and important information from the news without misunderstanding or mis-interpreting. Hopefully, this research can be one of the references for other researchers and the readers that want to discuss about translation of cultural words in other mass media and or in a certain text.

2. METHODOLOGY

An online news sites named BBC News is chosen by the researcher. The data of this research are words, phrases, or clauses that contain cultural words in the news sites. Those data are English and Indonesian. The source language is English while the target language is Indonesian. The address of online news sites BBC News is www.bbc.com.; it for the English version. The adress of online news sites for Indonesian version is www.bbc.com/indonesia.

There are some steps that will be used to analyze this discussion. The researcher uses domain analysis, taxonomic analysis, and componential analysis to analyze the data as recommended by Spradley (2007). The collected data is analyzed by using the certain method. The data is analyzed by using distributional method. It is a method which work inner its language without connect to outer aspects (Sudaryanto, 1982:13).

The domain analysis is is to differentiate between data and non-data. The data include the words or phrases in the source of data which have cultural words inside. The rest include the non data which are founded and do not contain the cultural words.

The taxonomic analysis means that to classify the data with the same of group classification. In this study, this analysis is to classify the translation techniques of cultural words' translation in BBC News.

For the componential analysis, an analysis is to find the relationship between translation techniques and translation methods and translation techniques and ideology of translation. Methods in translation represents the way is chosen by the translator. Moreover, the ability of a translator in transferring meaning has a connection to the certain method. The ideology is the decision of translator to translate some cultural words which are foreignization or domestication orientation. After all of data analyzed, the result is showed by

using the cultural theme analysis. This analysis is to make conclusion based on the result that can be founded in all of analysis domains.

In order to get the data to be analyzed, the data of the research are collected with a purpose. They are not collected randomly. It can be called as purposive sampling (Patton, 2001: 41-46). The total of data is all of the data containing cultural words in an online news sites named BBC News. The research has a technique of data collecting named document analysis. The documents are all of articles or books are related to cultural words and English-Indonesian online news sites named BBC News.

3. FINDING AND DISCUSSION

BBC News is an English-Indonesian online news sites that is still existent until now. There are a lot of English-Indonesian news. The news also contains the cultural words becoming the focus of this discussion. The news which contains the cultural words inside can be called as the data of the research. While, the non-data is the rest of data that are founded and do not have the cultural words. In addition, the data to be analyzed is only in the level of words or phrases.

In BBC News, there are some cultural words that can be found. They include all of the categories as the Newmark's description. All of them are used to send the report to the news reader about a certain topic. The cultural words are the words that describe about the characteristic, behaviors, and knowledge of a particular group. It can be from language, religion, cuisine, social habits, and arts. Related to the news, the cultural words have an important part to deliver the information clearly. The cultural words have also some specific characteristics. Meanwhile, becoming a cultural word, it has its own category. The categories of words or phrases that belong to the cultural words are described by Newmark (1988: 95-102). They are ecology, material culture (artefacts), social culture, organizations, customs, activities, procedures and concepts, and also gesture and habits.

The cultural word that belongs to ecology as the following.

SL: Raising animals was difficult in this dry, desolate region, and turnips, grain, barley and **a date-like fruit called jujube** constituted the only farming. (09/Eng/10-01/18)

TL: *Budidaya hewan sulit di daerah kering dan sepi, sementara lobak, biji-bijian, jelai dan buah jujube merupakan satu-satunya pertanian.* (09/Ind/24-01/18)

The datum number 09 is an example of the cultural word that is founded in this online news sites. The word of **a date-like fruit called jujube** in those data show the cultural word in ecology category. It belongs to the classification of flora or fruit which is unique for the country.

The other example of the cultural word in ecology as the following.

SL: Now part of Timna National Park, this valley is famous for its **jagged landscape** carved by wind and water over many millennia. (19/Eng/20-04/18)

TL: *Lembah yang merupakan bagian dari Taman Nasional Timma ini terkenal dengan lanskap bergerigi yang dibentuk oleh angin dan air selama ribuan tahun.* (19/Ind/01-05/18)

The datum above is the other instance of cultural word in level of phrase. It belongs to ecology category also. The **jagged landscape** is a situation of environmental in a region. The landscape is the condition of nature or land in a certain place. Sometimes, it gives a beautiful scenery. Therefore, it becomes one of cultural words in this news sites.

The other classification of cultural words is the material culture. It is called as artefacts also. For this category, there are many of classifications. They are food, clothes, houses, houses and town/cities, and transport.

SL: "Nevertheless, I would advise individual people against openly wearing a **kippah** in big German cities," Mr Schuster added. (05/Eng/24-04/18)

TL: *Namun demikian, saya menyarankan agar setiap individu tidak mengenakan **kippah** secara terang-terangan di kota-kota besar di Jerman," katanya.* (05/Ind/25-04/18)

The datum number 05 is one of examples' cultural words that can be found from the source of data. The word "**kippah**" belongs to the cultural words in material culture category. Kippah is a clothes that can be worn by the people. It usually wear to cover the head. In addition, these datum is an example of cultural words in clothes classification.

Besides the classification of clothes, it could be the group of food also. The food in a place can be different to the other places.

SL: In 2008, a South Korean astronaut was sent into space along with **kimchi**, a fermented homemade cabbage dish that is widely seen as the national dish. (41/Eng/01-06/18)

TL: *Tahun 2008, seorang astronot Korea Selatan diluncurkan ke angkasa luar dengan membawa serta **kimchi**, sayur berfermentasi dengan rasa pedas yang dianggap sebagai makanan nasional Korea Selatan.* (41/Ind/01-06/18)

As known, **kimchi** is a national dish of South Korea. It is made for fermented vegetable with spicy sauce. In Indonesia, it becomes popular food and named as kimchi also in Indonesia. Therefore, the datum number (41) belongs to the cultural word in material culture category. It is the food classification.

The other classification of cultural words is the social culture. It has two classification which are work and leisure. The example of cultural words that belongs to social culture as the following.

SL: From Solo: A Star Wars Story and Deadpool 2 to **anime** hits and a Pope Francis doc, the next month is packed with titles to check out, writes Christian Blauvelt. (30/Eng/27-04/18)

TL: *Bulan Mei tampaknya akan penuh dengan banyak film-film menarik yang bisa Anda tonton, menurut Christian Blauvelt, dari Solo: A Star Wars Story, Deadpool 2, sampai **anime** pilihan dan dokumenter tentang Paus Fransiskus.* (30/Ind/03-05/18)

The datum number (30) is an example of cultural words that belongs to social culture category. The **anime** is one of literary works from the Japan. It becomes famous also in the some countries of all the world. For Indonesian youth who interest in Japanese culture, anime is one of favorite literary works. Thus, it becomes a cultural words of social culture category.

Besides the social culture category, the cultural words has another classification. It is the organizations, costumes, activities, procedures, and concepts category. For this category, it has some calssifications that are political and administrative, religious, and artistic. In BBC News, there are some of cultural words that belongs to this category. For the instance:

SL: By day, Hamende is a **nuclear power plant** operator in Illinois. (24/Eng/23-03/18)

TL: *Hamende sehari-hari berprofesi sebagai operator **PLTN** di Illinois, Amerika Serikat.* (24/Ind/02-05/18)

The word **nuclear power plant** is an illustration of cultural words in organizations category. The nuclear power plant is an institution in a country. The region builds this administrative to provide the electricity for the society. In Indonesia, it called as **PLTN** (Pembangkit Listrik Tenaga Nuklir). Consequently, the datum number (24) becomes a data of cultural words.

The last of category to find the data in source of data named BBC News is gestures and habits. They are the sign of action that may have different meaning or function from one country or regions to others.

SL: As he stated in his news conference, this could be a "**see you later**", rather than a "goodbye". (46/Eng/31-05/18)

TL: *Seperti yang ia nyatakan dalam konferensi persnya, perpisahan ini bisa jadi merupakan suatu **salam "sampai ketemu lagi"**, dan bukan "selamat tinggal".* (46/Ind/01-06/18)

The datum number (46) is an example of cultural words that belongs to gestures and habits. The “**see you later**” is a habitual greeting or parting that is done by Western people. Eventhough, many people from many countries will say “see you later” when they leave the others, but it is more familiar in western culture. Thus, those datum belongs to the data of this research also.

Translation techniques in BBC News can be divided into some techniques that can be used by the translator of news. The techniques of translation determine the result of translation. It is done to create a good translation. The techniques of translation discussed are the ones as suggested by Molina and Albir. The techniques considered appropriate to this analysis include adaptation, addition, discursive creation, established equivalent, generalization, and pure borrowing.

a. Adaptation

The technique of adaptation is applied when element of culture in the source language does not have similar or same meaning in the target language. The example of data that use the adaptation technique as the following:

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	TRANSLATION TECHNIQUES
1.	By day, Hamende is a nuclear power plant operator in Illinois. (24/Eng/23-03/18)	<i>Hamende sehari-hari berprofesi sebagai operator PLTN di Illinois, Amerika Serikat.</i> (24/Ind/02-05/18)	Adaptation
2.	One suspect is still being sought by police, while another died in 2015. (27/Eng/02-05/18)	<i>Satu orang tersangka masih dinyatakan buron, sementara satu orang lainnya meninggal tiga tahun lalu.</i> (27/Ind/03-05/18)	Adaptation

The datum number (24) is an example of the adaptation technique to interpret a cultural word. There is a term **nuclear power plant** that is translated become **PLTN**. The nuclear power plant is an institution to produce and provide the electricity for society in a region. The electricity is produced using the power of nuclear as the main material. In Indonesia, there is PLTN which is the abbreviation of *Pembangkit Listrik Tenaga Nuklir*. The translator is prefer to use PLTN in the target language in order to make the result of translation more natural. The reader can accept or understand about the nuclear power plant easily. Thus, the adaptation technique is choosen in these datum by the translator.

The datum number (27) is another instance of the adaptation technique that is used to translate of cultural terms in a news. The phrase “**being sought**” is translated into “**buron**”. Actually, the term *buron* has an equivalent translation based on the bilingual dictionary. It is fugitive in English. Being sought means that a person sought by the institution/ other people. In the example of application the adaptation technique, the translator prefers to use the term *buron* than *orang yang dicari*. Eventhough, the *buron* can bring negative persepction for the reader, the translator has a personal desicion to apply a certain technique. As the purpose, the reader of the news can understand about those term easily and to make them would not get missundertanding. So, the translator applies the technique of adaptation in translating the phrases.

b. Addition

The technique of addition means that the translator adds some information that does not be present in the original text. Usually, the translated text is often longer than the text in the source language. The example of the data that use the addition technique as the following:

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	TRANSLATION TECHNIQUES
1.	We'd spent a lovely evening chasing the aurora borealis in his SUV, listening to the glockenspiels , tambourines, bowed guitars and falsettos that loom so large in Iceland's famously soft, ethereal music. (03/Eng/18-01/18)	Kami menghabiskan sore yang indah dengan berburu aurora borealis menggunakan mobil SUV miliknya, sambil menikmati perpaduan instrumen perkusi glockenspiel , tamborin, gitar listrik yang digesek, dan suara falseto yang merupakan ciri khas musik lembut dan halus ala Islandia. (03/Ind/29-01/18)	Addition
2.	Vatican treasurer Cardinal George Pell will stand trial on historical sexual assault charges, a court has ruled. (12/Eng/01-05/18)	Bendahara Gereja Katolik di Vatikan , Cardinal George Pell, akan disidang untuk dakwaan kekerasan seksual di masa lalu, seperti diputuskan pengadilan. (12/Eng/01-05/18)	Addition

Related to the datum numbered (03), addition is used to explain about the **glockenspiels**. The technique of description enables a translator to solve some problems in translation, especially, untranslatability. The term "glockenspiels" is a kind of untranslatable word. Glockenspiel is a kind of music instrumental. It is played by using a stick and knocked. It belongs to group of percussion instrumental. In Indonesia, the instrumental is not very familiar. The target reader may be get difficulty or does not know that term. Hence, the translator translated term **glockenspiels** into **perkusi glockenspiel**. The addition information has to be given in order to make the reader understands well and clearly.

Another instance of addition technique is the datum number (12). The phrase of **Vatican treasurer** is translated into **Bendahara Gereja Katolik di Vatikan**. The addition information which are given by the translator. The "*Gereja Katolik*" is added to the target language. Those term refers to the Vatican as the city of Catholic. Therefore, the information can be given to the target reader.

c. Discursive Creation

The discursive creation is the technique to establish a temporary equivalence which is totally unpredictable out of context. Sometimes, the text is translated by using the technique, the content or form is totally different from the source language (SL) also. The example of data which apply this technique as the following:

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	TRANSLATION TECHNIQUES
1.	He will visit family in France before heading to Switzerland with his closest relatives. (40/Eng/02-05/18)	Goodall berencana mengunjungi handai taulannya di Prancis sebelum bertemu kerabat dekatnya. (40/Ind/03-05/18)	Discursive Creation

The datum numbered (40) is the instance of discursive creation technique's application. The **family** is interpreted into **handai taulannya**. In Indonesia, *handai taulan* means the people who have a large in amount. It can be called as brothers, sisters, or ladies and gentlemen. In this datum, the term "family" is translated differently. As we know, the family is the people who have a close relationship. Usually, it consists of father, mother, children, and grand parents. The family is better translated into *keluarga*. While, the translator chooses the discursive creation technique to translate the datum.

d. Established Equivalent

The technique of established equivalent is to use a term or expression recognized (by dictionaries or language in use) as an equivalent in the target language. The instance of established equivalent is applied in the data as the following:

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	TRANSLATION TECHNIQUES
1.	Another of the women present was asked by the sports newspaper Khabar Varzeshi how she had avoided the security guards. (17/Eng/01-05/18)	<i>Salah seorang perempuan yang berhasil masuk ke stadion kemudian ditanya oleh wartawan surat kabar olah raga Khabar Varzeshi tentang caranya menghindari penjaga di pintu masuk stadion.</i> (17/Ind/02-05/18)	Established Equivalent
2.	This was revealed from observations in an Italian restaurant: the larger a dining party, the more pastas and desserts each diner ordered. (58/Eng/16-05/18)	<i>Hal ini terungkap dari pengamatan di sebuah restoran Italia: semakin besar pesta makan-makan, semakin banyak pasta dan pencuci mulut yang dipesan setiap meja makan.</i> (58/Ind/01-06/18)	Established Equivalent

The data number (17) is the example shows the implementation of established equivalent technique. The translator translates the term **sport newspaper** into **surat kabar olahraga**. Based on the English-Indonesian dictionary, the word *newspaper* means *koran* atau *surat kabar*. The term *sport* in Indonesian is *olahraga*. So, the phrase has an equivalent translation. In those phrase, there is no major addition or reduction in the target language which can change the meaning or the deep structure of the source language.

The another instance of establish equivalent technique is used in the datum number (58). Same as the explanation before, the term *dessert* has an equivalent word. According to a dictionary, *desserts* is translated to *pencuci mulut*. The *dessert* is a kind of food that is eaten by someone after he/she has enjoyed the main course or meal. Many kind of deserts that can be found as fruit, pudding, cake or bread, and etcetera. In the target language, the term *dessert* is known as *pencuci mulut*. Thus, the established equivalent technique is applied in this datum in order to make the target reader understands about these word easily.

e. Generalization

Generalization technique is a technique in which the translator uses more general or neutral term. In other word, this technique is used when a term in the source language refers to specific part. It does not have an equivalent term in the target language. The instance of generalization technique can be found in the following data:

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	TRANSLATION TECHNIQUES
1.	He grew up in Mumbai and reportedly became involved in petty crime as a youth before rising to lead one of the city's crime syndicates. (29/Eng/02-05/18)	<i>Tumbuh di Mumbai dan sejak belia sudah terlibat kasus kejahatan kecil, Rajan kemudian menjadi bos mafia di balik berbagai kasus kriminal berskala besar.</i> (29/Ind/03-05/18)	Generalization
2.	The platform was flooded with hashtags both for and against Qatar. (51/Eng/03-06/18)	<i>Media sosial itu dibanjiri tanda pagar dukungan maupun kecaman terhadap Qatar.</i> (51/Ind/03-06/18)	Generalization

According to the datum numbered (29), the term **as a youth** is translated into **sejak belia**. The people can be called as a youth when they become young generation. The young is a part of human's age period. It occurs after the period of teenager or kids appears. Actually, this term has an equivalent word which is pemuda. However, the translator prefers to use generalization technique than established equivalent. *Sejak belia* is more general term. Eventhough, the use of generalization to this data does not affect or change the meaning in the target language seriously.

The datum numbered (51) is another instance of generalization technique's application. **The platform** is interpreted into **media sosial**. The translator generalizes the word "platform". Actually, the platform does not refer to the social media only. It can to indicate of something that occurs in the using of internet, such as website, blog, wordpress, and etcetera. While, the translator chooses the generalization technique to translate the datum because the media sosial is one of contents in the internet. In addition, the text explains about the development of social media in a certain place or country.

f. Pure Borrowing

The technique of borrowing is used when the target language does not have the same term as the one in source language. One of borrowing kinds in translation technique is pure borrowing. It is the borrowing without any change. For instance as the following the data:

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	TRANSLATION TECHNIQUES
1.	It was hard to tell with his thick sweater and large jacket, but he may have done a pec flex with that last 'ha'. (04/Eng/18-01/18)	<i>Sulit dipastikan karena ia mengenakan sweater tebal dan jaket tebal, tapi sepertinya Gisli meregangkan otot dadanya ketika mengucapkan 'ha' yang terakhir itu.</i> (04/Ind/29-01/18)	Pure Borrowing

2.	Those who ate before a mirror enjoyed the popcorn more. (59/Eng/16-05/18)	<i>Mereka yang makan di depan cermin lebih menikmati popcorn.</i> (59/Ind/01-06/18)	Pure Borrowing
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The term **sweater** in the datum number (04) is translated into the target language as **sweater** also. The sweater is a kind of clothes that is used usually in the cool area or weather. It looks like a jacket and has a thick material. It becomes an informal custom for some people. Actually, the western people are more familiar with this cloth because they live in the cool region. But nowadays, the people who do not come from Western know about sweater also. In Indonesia in which as the target language of the datum, the society know about the kind of this cloth as sweater also. Therefore, the datum above shows that the translator use the pure borrowing to interpret the sweater to sweater also in the target language.

Popcorn is one of foods which is made from corn as the main ingredient. It can be produced personally or from the factory. Usually, the popcorn is a kind of food that can accompany the people to watch the movie or television in the theater, house, and etcetera. In Indonesia, popcorn is known as *berondong jagung*. However, the datum number (59) shows the target language use the term popcorn also. The translator are prefer to choose popcorn than *berondong jagung*. Thus, the datum above use the pure borrowing technique to translate a cultural word into the target language. It means that the name of the snack is not be translated. It has not a specific change.

The method has an important part also for translator to interpret some words, phrases, or sentences in the TL (Target Language). There are two perspectives of method. The first perspective emphasis on source language (SL). While, the other persepective emphasis on the target language (TL).

No.	Translation Technique	Quantity	Percentage (%)
1.	Adaptation	9	15%
2.	Addition	3	5%
3.	Discursive Creation	1	1,67%
4.	Established Equivalent	29	48,33%
5.	Generalization	4	6,67%
6.	Pure Borrowing	14	23,33%
TOTAL		60	100%

The table above shows the techniques which are used by the translator to translate some cultural words in BBC News. As known, the technique of translation can give a direction also to the translation methods that are chosen by the translator. According to the techiques which are used and applied in the translation of cultural words, the method that is choosen by the translator in this online news sites is the method emphasis on the target language (TL).

In this discussion, there are a large part of collected data are translated using the technique of established equivalent. In addition, there are a lot of data interpreted using the technique of addition and generalization also. It means that the method of communicative translation is the best method to be choosen by translator in transferring the meaning or translating from the source language. This method will make the readers understand what they read do. It gives an affective information about the cultural words which can be contained in the portal of news.

In this research, the translation technique and translation method can give the indication of the ideology that is choosen by the translator. As known, the techniques that are

applied in all of collected data gives a direction of the method of translation in translating some cultural words in BBC News. It is the methods placed on the right side of V diagram. It belongs to the target language emphasis. It means that the ideology of translation which is chosen and used by the translator in online news sites can be called as domestication ideology.

4. CONCLUSION

The research focuses on the translation of cultural words which are contained in online news sites named BBC News and its translation techniques that are used. Moreover, this research discusses also about the method of translation and ideology of translation in the translation of cultural words in news.

The data is analyzed using some techniques. They are domain analysis, taxonomic analysis, and componential analysis. The domain analysis is to distinguish between the data and non-data. To know and classify the techniques of translation which are used called as the taxonomic analysis. While, the componential analysis is to find the translation method and ideology of translation that are chosen and applied by the translator.

The result of analysis shows the cultural words in BBC News include all of the categories as the Newmark's description. The established equivalent technique is the most frequently used technique of translation. In other hand, the technique of discursive creation is the most rarely applied technique. In terms of translation method, the method which is chosen and applied by the translator is the method which emphasis on the target language (TL). It indicates also that the ideology which is used in the translation of cultural words in BBC News is domestication ideology.

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