Terminology, proper nouns and adaptations
A translation study of three sports texts

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Abstract
This term paper concerns the translation of three sports texts from English to Swedish. The main aim of the paper was to show which procedures that were used when translating sports terminology and proper nouns. A secondary aim was to look at challenges involved in the translation process, namely, adapting the translations to a new target audience and making sure the target text is up-to-date.

The method used in the term paper included a couple of steps. The first one was to select primary sources. The material chosen for this study was three articles about the world’s best football or rugby players. Once the translation was accomplished, the second step was to choose examples from the target text on which the analyses could be based. At this stage, it was mostly the hard-to-translate terms and proper nouns, which were chosen. Finally, the mentioned challenges were analysed and the outcome was presented in a qualitative study. To support the analyses various secondary sources were used. The study showed that Ingo’s strategies were applicable while translating proper nouns. Also Ingo’s other guidelines regarding additions and omissions turned out to be useful. On the other hand, Vinay & Darbelnet’s models were helpful when handling sports terminology.

Keywords: proper nouns, sport terms, borrowings, equivalence, additions, omissions communicative translation and translatorial action

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1. Introduction

As a translation student, I sometimes get questions about the craft of translating. Some of the people I have met wonder if translating has become simpler nowadays thanks to online translation tools such as Google translate. However, everyone who works as a translator, beginners as well as professionals, knows that the translation process may be very challenging, and that employment of machine translations cannot solve every translation problem. In fact, translation is hardly ever a matter of duplicating an original text with help from Google translate. Quite the opposite – translation may be a long and complex process in which you have to deal with a number of issues and challenges.

One issue, which often emerges is the target audience. Considering that the knowledge of certain things varies across cultures it is essential to adjust your translation to suit the target reader’s needs. You cannot presuppose that an English reader knows what “Christmas porridge” is or that a Swedish reader knows what is meant by a *shandy*. In these cases, the translator should consider adding a descriptive comment such as “Christmas pudding – a type of hot rice dish served with milk at Christmas, likewise *shandy* may be described as an alcoholic drink made from beer and lemonade. These examples show how a translator has to make every effort to carry the message across so it can be fully understood in the new language.

As an example of other challenges involved in translation one can mention the translation of specific terms. According to Ingo, especially technical translators have to be familiar with the terminology specific to one or more fields (2007:228). This means that if you do not know the relevant terminology inside out you have to spend time finding many terms in the field you wish to translate. How to go about finding the correct translations of specific terms may be a recurring problem for most translators. Another terminology-issue is when you encounter words of foreign origin that do not have an established translation in the target language (Ingo, 2007:117). In these cases, you often have to adopt specific translation procedures to fill up these lexical gaps so the meaning will not get lost in translation. One strategy for solving this translation problem is to transfer the original source term directly into the target language. Generally this foreign word would then require clarification possibly by means of a footnote, which explains the meaning of it.

Besides terminology-related issues, translating proper nouns may also pose different challenges. For example, when translating proper nouns of domestic phenomenon such as *La Liga*, a direct translation: “Ligan” is generally not suitable, since the generally accepted name in Swedish is “spaniska ligan”. In situations like this the translator has to look around for terms
in order to reproduce the source text message in a way that sounds idiomatic and natural in the
target language.

This term paper discusses these translation challenges, which have to do with the translation
of specific terminology and proper nouns. In connection to this, translation theories and
procedures that were relevant to this study will be brought up. In the present paper, translation
procedures such as borrowings and equivalence have been used. These two are described
further in the theoretical background. A secondary aim is to highlight other problems that the
translator sometimes has to face. These include adjusting the translation to the target audience, as
well as making the translation up-to-date.

1.1 Aim
The main aim of this term paper is to look at the various procedures that were applied when
translating specific sports terms and proper nouns. A secondary aim of this paper is to highlight
how adjustments in translation can pose a challenge for translators.

1.2 Material
The material used in the study is three separate newspaper articles about football and rugby,
along with their translations in Swedish. All articles are taken from the web. As seen below, the
first two were published in 2011 and 2013. These two are ranking lists of the world’s top 50
football or rugby players. The third one is an article from the Guardian, which explains and
informs about the rating of the hundred best football players as of 2012. The Guardian article
was written by Ami Sedghi for the Guardian, whereas the writers of remaining two articles are
anonymous.

- Wales Online: “The 50 Greatest Rugby World Cup players”, published September 5, 2011
- International Business Times: “Top 50 Footballers In the World For The Season And
  Players to Watch In Brazil 2014”, published August 16, 2013

The texts belong primarily to the informative text type (Hellspong & Ledin, 1997:21). To
be more exact, their main aim is to inform the reader about the world’s best football and rugby
players. It can be argued that the source texts have been written for sports enthusiasts with an
interest in the subject, since only that type of target audience has enough prior knowledge to
understand word such as Kiwi fly- half and Pumas.
The articles are intended to inform readers about specific sport events and as a result they contain many sports terms. With regards to the sports terms most of them relate to English sports like rugby. A few examples of football and rugby terms featuring are names for rugby kicks as well as various positions in team sports. Another linguistic trait of the source texts is the extensive use of proper nouns. Concerning the proper nouns a majority of them are connected to unique phenomenon in the world of sports, such as particular stadiums or teams.

Since the texts are average a couple of years old, another challenge was to make them still relevant to a modern day audience. This leads to the question for what purpose would you translate these texts. The reason for translating them may be to provide the target text reader with flashbacks of top players in the world today. Before I began with the translation I tried to picture that the texts were supposed to go in a historic sport site where the world’s greatest players are listed so they may be remembered for years to come. In light of this, the intended target reader is probably someone with an interest either in sports or sports history.

1.3 Method

This section explains how I went about translating the chosen texts. To begin with, the source texts had to be translated, as they made up the material on which the study is based. This was carried out in a couple of steps. Firstly, some preparatory work was needed before I could start translating. This meant reading similar texts in Swedish in order to learn new vocabulary and to become more familiar with the style and tone of this type of texts. At the same time I also tried to find translations of unfamiliar words in the source texts. The translations were sometimes obtained from a general bilingual dictionary (Norstedts English-Swedish Dictionary Online). However, more specific sports terms in particular those referring to rugby positions were not part of a standard dictionary. This meant various sports glossaries online or parallel texts had to be used when translating them.

Secondly, once all the terminology had been gathered, I started doing the actual translations. By and large, this meant overcoming the obstacles that occurred during the translation in order to complete it. While translating I consulted translation theory books such as Konsten att översätta by Rune Ingo and Introducing Translation Studies by Jeremy Munday. Particularly, these two turned out to be useful, as they presented various methods used in translation. Also findings from recent research studies were used, as they gave directions on whether borrowing as a procedure could be used or not.
While translating the comment tool in Microsoft Word was used to take notes of challenges that occurred. This helped me to identify different translation difficulties, most of which make up the elements in the qualitative analysis section 3.1 - 3.4. As already mentioned, the translation of specific sport terms and proper nouns posed difficulties in the translation process.

1 2. Theoretical background
The following sections will provide a presentation of concepts that are relevant to this study. The first two sections will cover terms and proper nouns in sections 2.1 and 2.2. Translation theory and strategies, which have been relevant in this study, are presented in sections 2.3 and 2.4. Finally, translation and grammar terms used in the analysis are described in section 2.5.

The analysis has in many ways made use of Vinay and Darbelnet’s translation models (1995:30-42, 94-9). Also Ingo’s (2007: 137-38, 123-24) and Newmark’s (1988:46-47) procedures and theories have been employed in the translation of the selected texts. All procedures provided useful advice on, for instance, the translation of terms and proper nouns.

2.1 Terms
The International Organization for Standardization (ISO) defines a term as a special-language word that is used to designate specific concepts (Laurén 1993:97). Terms are often associated with one subject field; for example, hat trick and lob are both terms related to sports (Cambridge Dictionary Online, 2014). The fact that terms generally refer to one particular field of study allows for distinctions to be made between different kinds of terms. For example, a term used in, for instance, the medical field is often defined as a medical term and a term that lends itself to the subject of sport is simply a sports term.

Arguably, one of the distinguishing features of the source texts is the various sport terms. Some of them are common sports terms, which are understandable to most readers such as goal keeper and semi-final. There are, on the other hand, others which may come across as unfamiliar words. For instance, rugby-specific terms such as outside-half and Test cap are only familiar to those who have knowledge in the field.

When translating terms accuracy is often very important. Ingo (2007:226) discusses the importance of accuracy in translation of terms and exemplifies how crucial it is for technicians that technical translations appear precise and unambiguous. Likewise sport enthusiasts would also expect accurate translation of their favourite sports. Take Swedish football fans as an example, most of them know that it is a “lagledare” (in Eng. coach) and not a “lagkapten” (in
Eng. *skipper*) who manages and leads a team (*Norstedts English-Swedish Dictionary*). Therefore, they would probably lose trust in you as a translator if you would translate *coach* as “lagkapten”.

Therefore, accuracy is translation is very crucial as an incorrect and misleading terminology would pose a threat to the credibility of the translated text. According to Ingo this accuracy in technical translation often “presupposes encyclopaedic knowledge, the usage of general reference books, specialized handbooks and other factual study books” (2007:226). These are all useful tools that you can rely on as a translator when translating various terms.

However, methods such as consulting specialized dictionaries, are irrelevant when corresponding terms do not exist in the target language. In this case, the translator has to employ other strategies. A strategy proposed by Newmark is that the source text item can be directly borrowed into the target text, if there are no corresponding terms in the target language. However, in that case it may be required to add a functional equivalent of the term (Newmark 1988: 82).

2.2 Proper nouns

The target text is characterized by several proper nouns, many of which refer to particular players, teams, stadiums and different tournaments. A proper noun identifies an individual “person, country, place etc.” (SAOB, Swedish Academy Dictionary online, 2014). This means that common nouns can have multiple referents, while proper nouns only have one unique referent. For example, a word such as rugby stadium is a common noun that refers to any building where you can play rugby. Consequently, “Fortress Twickenham” and *Eden Park* are examples of proper nouns found in the target text, as they refer to unique referents of the same type, namely, two different rugby stadiums.

When translating proper nouns there are different translation procedures that you will need to adhere to. Ingo suggests different models for translating proper nouns (2007:137-141): First of all, you should whenever possible use established proper noun equivalents in the target language. For instance, when translating the name of the football club *Zenit Saint Petersburg*, the Swedish translation equivalent *Zenit Sankt Petersburg* should be used. Secondly, when there are no target language variants, the source term item may also be used in the target text. For example, names of football teams, such as *Arsenal* were kept also in the translation, as no Swedish equivalent exists. Finally, if the phonological system or the spelling differ in the target language modifications will be required. You should then use the equivalent proper nouns,
which are suited to the target language phonology and orthography, (Ingo, 2007:138). For example, the English spelling of the German footballer Mesut Ozil becomes Mesut Özil in a Swedish translation.

2.3 Translation theory

One existing theory that has been utilized in the translation of terminology is the translatorial action model (Holz-Mänttäri 1998). One important point from her work is that a translator should be aware of when explanations of technical terms need to be provided. This should be done when the source text manual is read by someone with little technical knowledge (Holz-Mänttäri, 1984:139-48). As an example of how this applies to sport terms one can bring up the rugby term touch down. If the target text is to be published in a rugby magazine the term does not need an explanation. Surely, someone who reads that type of magazine is interested in the sport and should already know most rugby terms. However, if you have to translate the same term for a layperson, who may not be familiar with rugby terminology, it is more likely to be complemented with a descriptive comment.

On the whole, Holz-Mänttäri translatorial action model emphasizes the importance of accomplishing a translation, which establishes a well-functioning communication with the target reader (Munday 2007:78). According to Holz-Mänttäri, the translators are the experts in translatorial action. (1984:27). Therefore, it is their responsibility to ensure that the translation communicates well with the intended readership.

Munday discusses Holz Mänttäri’s translatorial action theory in Introducing Translation Studies. Munday has his own perception on Holz Mänttäri’s approach to the subject. He means that Holz Mänttäri’s model, which also aims at providing guidelines for intercultural transfer, should study cultural differences even more in detail. He argues that this is needed, supposedly to emphasize the necessity of knowing and acknowledging cultural differences in translation. The following example illustrates why this is important. Consider that an English translator has to write a French target text in which a mentioning of cricket exists. A translator who is familiar with differences between the source and target cultures knows that cricket is one of the national sports in England, while France is better-known as a cycling nation. Consequently, “a reference to the game of cricket in an English text might be best translated into French by a reference to the Tour de France”, (Vinay & Darbelnet 1995:38-39), since the mentioning of cricket may otherwise appear unfamiliar and unexpected to the target text readers. As the example shows, a flawless intercultural transfer often presupposes knowledge of cultural differences. Admittedly,
aspects of cultural differences could well have been elaborated further in Holz Mänttäri’s study, especially since knowledge of cultural differences is often of crucial importance.

Taken together, Holz Mänttäri’s work lacks more in-depth research of cultural differences in translation, but this goes beyond the scope of this essay anyhow. Considering that the study does not focus on cultural aspects in translation but primarily on how to translate specific terminology and proper nouns. Therefore, theories on how to handle cultural differences between the source and the target language have no real relevance in this kind of study. Nevertheless, one advantage of her theories is that it helps us to understand the importance of receiver-orientated communication in translation and this theory has been utilized in the study.

2.4 Translation strategies

When translators encounter problems in the translation process they need to find appropriate strategies for solving them. Translation theory is concerned with analysing and naming these strategies. In this study a combination of identified strategies from different translation scholars has been used and discussed. One of the translation strategies was taken from A Textbook of Translation written by Newmark.

In this book, Newmark identifies the following concept: communicative translation. Communicative translation renders the precise contextual meaning of the source text, but tends to ensure that both language and content are acceptable or understandable to the target readers (Newmark, 1988:46-47). Consequently, it takes the needs of the readers into account and therefore it is more reader-orientated. In the present paper, communicative translation was applied to help the target readers better understand phenomena that are associated with foreign countries. As an example, descriptive comments were made regarding the location of specific rugby stadiums. This was done to ensure that the translation would be comprehensible to the target readership.

The following section gives a short introduction to the remaining, relevant translation strategies in the present term paper. Vinay and Darbelnet’s works, such as Comparative Stylistics of French and English, provide definitions of procedures aimed at clarifying, concretizing the translation process. These models comprise three types of direct translation such as borrowing, calque loan, literal translation as well as oblique (free) translation, namely, transposition and equivalence (Vinay & Darbelnet, 1995:30-42).

Borrowing is when a word is borrowed from the source language. Over time the loan word also becomes an established part of the target language. An example of this type of translation
procedure is the rugby term *touch down*. This word has once been imported from the English to fill a lexical gap, since the term *touch down* did not use to exist in Swedish. *Calque* is another kind of direct translation, where the translator imitates the source text expression or structure in the target language. As an example of *calque loan* would be *försöksgörare*, which imitates the structure of the source language expression *try scorer*, seeing that it is a compound noun also in the target language. Furthermore, it copies the meaning as the Swedish word “försök” carries exactly the same meaning as *try*, the same for *score* and “görare”. A translation of *playmaker* into “speluppläggare” would be an example of a *hybrid loan*. *Hybrid loan* means that one element is carried over to the recipient language through a *calque loan* such as “spel” in *playmaker*, and combined with an existing target language word, such as, “uppläggare” (Stålhammar, 2010:23). *Literal translation* means word-to-word translation from one language to another. An example of a *literal translation* taken from the target text is illustrated below:

(1) A real ambassador for the game and a great player. En riktig ambassadör för sporten och en framstående spelare.

[p. 24]

*Transposition* is a designation for the process where the translation results in a shift of part of speech, as in example (2). Here we see that the noun *years* has become an adjective “årig” in the target text. As shown in this example, it is possible to change one part of speech for another and the target text unit will still convey the same meaning. Another translation scholar called John C. Catford had another name for this shift – *class shift* (1965:75-82). He also defined other types of shifts, one of which will be covered in the next paragraph.

(2) Just 21 years old, Gotze […] […] blott 21-årig Götze […]

[p. 5]

According to Catford *unit shift* is another type of shift, which occurs when the translation unit is at a different rank to the source text equivalent (1965:75-82). “Rank here refers to the hierarchical linguistic units of a sentences”, from larger units such as clauses and phrases down to smaller constituents such as words and morphemes (Munday, 2001:61). Given below (3), is one example on a *unit shift*. As can be seen, the translation unit is at a different rank to the source text equivalent, since the prepositional phrase “of superstar defensive players” has
become a relative clause in the target text including the noun phrase “fotbollsstjärnor” that it refers to.

(3) while there appears to be a bit of a drought of superstar defensive players […] 

[...] medan fotbollsstjärnor som spelar i försvar har sinat i antal, […]

[p. 1]

Equivalence refers to translations “that describe the same situation by different stylistic and structural means” (Vinay and Darbelnet, 1995: 38-9). Equivalence-translation means that the source and the target text are not semantically or structurally identical, but the translation still gets the same message across (Ingo, 2007:154). An equivalence-translation often creates the same associations in the minds of both source and target readers, even if it is not an exact word-for-word translation of the source text. An example of equivalence, which is associated with sports results, is the expression all in sentences like The score was 15-all that would become “Det blev 15 lika” in Swedish (Ingo, 2007:154).

In the course of the translation, various adaptation procedures were also applied, namely, omissions and additions. According to Ingo there are two types of additions: pragmatic and semantic additions. Semantic addition means adding a word such as an adjective, adverb etc. whenever it is regarded as justified (Ingo, 2007:123). This procedure may have an impact on the semantic content of the source text as new words are added, which do not exist in the source text. However, this procedure may be justifiable when a literal translation would come out as incomplete, unbalanced or awkward in the target language (Ingo, 2007:123). In example (4), the team name Wallaby was not transferred in its original form into the target text. The reason being that the mere word Wallaby may appear unclear or abrupt to a target language reader. For this reason, a semantic addition “laget” was deemed necessary.

(4) [...] elegant Larkham proved a a worthy successor to Michael Lynagh as the Wallaby No 10. […] geniale Larkham visade sig vara en värdig efterträdare till Michael Lynagh som nr. 10 i Wallaby-laget.

[p. 18]

Pragmatic addition occurs when the translator adds information, since a more thorough explanation is considered necessary. This additional information is often needed to initiate the
readers into something, which they probably will not be familiar with because of different cultural backgrounds (Ingo, 2007:134). As in the example (5) below, *at the Bernbeu* has become "på Bernbeu-stadion" in the Swedish translation. This is because the word alone may not make much sense to readers with limited knowledge of foreign stadium names.

(5) Sometimes overshadowed by Ronaldo and Özil at the Bernabeu, […]

Ronaldo och Özil överglänser honom i bland på Bernabeu-stadion, […]

[p.7]

In addition to adding new portions of text a translator may for different reasons decide to omit other passages. The opposite of *additions* is called *omissions* and involves leaving out one or more source text words in the translation. Negligence and idleness can sometimes result in omissions (Ingo, 2007:124). However, deliberate omissions may be the outcome of reworking the text to a new audience. To give an example, this procedure may be used when a translator finds that a particular word is confusing, offensive or superfluous in the target language and for this reason decides to omit it. One typical example of this procedure is shown in example (6). If you say that a footballer tops the list that already implies that s/he is the world’s No 1 player. For this reason, *at No 1* was seen as superfluous, repetitive and was therefore omitted.

(6) The Guardian's choice of the world's top 100 footballers has been unveiled today, with Lionel Messi topping the list *at No 1*.

Vid publiceringen stod det att tidningen The Guardian hade gjort sitt val och avslöjad världens hundra bästa spelare där Lionel Messi (omitted: som nummer ett) toppade listan.

[p. 9]

2.5 Explanations of grammar and translation terms used in the analysis

This section includes an explanation of both grammar and translation terms, which occur in the study, namely *extended modifiers*, *lexical gaps* and *translationese*.

2.5.1 Extended modifiers

Adjective attributes are used to describe or modify nouns: *an excellent player, a talented referee, or a well-deserved win* (c.f. Josefsson, 2009:115). When it comes to attributes in English, combinations of attributes separated by one or more hyphens sometimes exist. These so called *extended modifiers* were found in the source text in expressions such as *the South American-born fly-half* or *goals-per-game average*. However, it is generally agreed that this
specific type of attributes is an unfamiliar text feature in Swedish (Ingo, 2007:187). Taken together, this sometimes made the translation process more complicated. The difficulty lay in modifying the extended modifiers so they would sound idiomatic and natural to the target reader. As an example, the translation of the Cork-born fly-half became “Uthalven från Cork”. In this case, literal translation was disregarded in favour of oblique (free) translation in order to maintain a natural sounding target text.

2.5.2 Lexical gap
Lexical gap is when a particular word exists in one language but not in another (Ingo, 2007:162). According to Ingo, certain state of affairs are central and important in some languages and as a result the vocabulary connected with them becomes richer and more nuanced (2007:89). This theory is also applicable to English sports such as rugby. The description of British sports on encyclopaedia.com reveals that football and rugby are both popular sports and are often a part of the English life style. As a consequence, sports-related terms have developed in the English language all relating to these two sports. Some of these words have spread across the nations and become rooted in other languages. For example, there are specifics terms and expressions such as flanker and touchdown used by players, team managers and fans in various rugby playing nations. However, some rugby terms such as cap have not found their way into other receptor languages. Thus, in the translation one had to bridge these lexical gaps.

2.5.3 Translationese
Newmark defines translationese as “a literal translation that makes little sense or is unnatural” (Newmark, 1991:106). Translationese may, for instance, occur in a text when you, without due cause, use literal translations of words, even if a natural equivalent translation in the target language exists. A typical example of this would be when the collocation spend time is literally translated into Swedish and becomes “spendera tid” instead of “tillbringa tid”. (Stålhammar, 2010: 32). The latter is a more accurate translation, which reads more naturally in the target language. In the translation process different checks were performed to ensure that translationese did not appear in the target text. This became an important procedure to prevent the target text from sounding awkward and unnatural because of translationese.
3. Qualitative Study

Below follows the qualitative study, which analyses the translation of specific *sports terms* and *proper nouns*. The purpose is to discuss challenges in the translations process and the translation procedures used to solve them. To support my discussion I have cited various translator scholars, for example, the translation methods identified in Vinay and Darbelnet’s work. Sections 3.3-3.4 mostly deal with the problems involved when adjusting the source texts to the target language as well as the target audience.

3.1 Sport terms

In this term paper, Holz-Mänttäri’s theories have had an influence on the translation of terms. Holz-Mänttäri’s theory about translatorial action says that translators are the linguistic experts and it is their responsibility that the source text message communicates well to a new audience (139-48). Successful communication does not say too much or too little and only explains what the target reader needs to know (Ashley, 2003:30). Consequently, as a translator you should also make sure that you “include the right amount of explanations” (Ashley, 2003:37). If you explain the meaning of the rugby term *outside-half*, for example, you will most likely only repeat what the reader already knows. This is because most target readers are already familiar with this kind of term due to their interest in the sport. Therefore, the decision was taken to avoid overly clear communication in the translation. For this reason, sports terms like *outside-half* were transferred without explanations.

(7) **His selection at outside-half for the 2007 World Cup came as something of a surprise, [...]**

Att han plockades in för att spela ytterhalfback i VM 2007 kom lite som en överraskning.

[p.15]

One of the translation problems involved finding the accurate equivalent in Swedish for specific terms. Some of the terms in the source text were not that highly specialized and therefore translations could easily be found in a non-domain specific dictionary. However, the correct translations of more specialized terms such as *fly half* were harder to come by. One way of resolving this was to first of all to compile a list of words, which were hard to translate. Quite a few of these words could then be grouped together because they had things in common. For example, both *field goal* and *drop goal* are two ways of conceding goals in rugby. These word groups, for example *rugby goals* and *positions*, formed the basis for different subcategories.
These were later used when searching the Internet for relevant terminology. In particular, the search engine Google proved useful, as each subcategory often generated many hits, from which corresponding lists of football or rugby terminology were obtained. For instance, a complete list of rugby positions including the translation of fly half ("uthalv") was found on the Swedish Rugby Union website, which was considered a reliable source.

Once the search results were found, Internet searches were made to ensure that translations found were established sports terms. As an example, by googling the phrase "uthalv" one could see if it generated many matches. There were almost a hundred results for "uthalv" on Google, which suggested that it was a recognized term in the target language. Also, a small corpus study was carried out on Språkbanken Korp, to confirm that the word occurred in sporting contexts (Korp, 2014). The term "uthalv" also occurred in the corpus, which suggested that the term has become a part of the Swedish vocabulary. After completed research, it became evident that "uthalv" was an accurate equivalent as the word not only appeared in Google searches, but also on the Swedish Rugby Union official website (Svenska Rugbyförbundet, 2014). For this reason the term was used in the translation, which can be seen below:

(8) The former Newport fly-half has played in the first four World Cups

Före detta Newport-uthalven utmärker sig på ett unikt sätt genom att ha spelat i de fyra första världsmästerskapen

[p. 13]

Another difficulty which arose was the translation of sport terms preceded by longer adjective phrases functioning as attributes. As already explained in section 2.4, longer adjective phrases, also known as extended modifiers, are typical characteristics of the English language. In example (9) a rewording of the extended modifier was needed to create a more natural-sounding translation.

(9) […] the 30-year-old box-to-box midfielder is also a fine finisher.

Den 30-åriga mittfältaren, som spelar både i försvar och anfallet, är också en bra avslutare.

[p.8]

In example (9), we have a sports term with an extended modifier: box-to-box midfielder. These are not always easy to translate, as you often have to adapt the translation to the more common features of the target language. This is something which the example above illustrates. In
this case, a more faithful translation “den 30-år gamla försvarende och anfallande mittfältaren” would not sound very idiomatic. To translate this, it was necessary to come up with a translation of this phrase, which would sound more natural in the target text. As seen above in example (9), the chosen procedure meant picking out the extended modifier and turning it into a relative clause in the target text. Because of this translation shift, the source element has shifted from a premodifier box-to-box to a relative clause. Thus, this resulted in a unit shift, as the translation unit is at different rank than the larger target text element (Catford, 2000:143-7). The reason for opting for this solution was that it conforms to the natural features of the target language. According to Ingo, sub clauses are more commonly used in Swedish as opposed to English (2007:176). In all, the choice made was partly based on personal preference; the relative clause solution worked better than the direct translation, which otherwise would come across as rather unidiomatic.

Lexical gaps proved to be another challenge in the translation process. As already pointed out in section 2:4, lexical gaps occur when the target language does not have a corresponding term for a specific phenomenon in the source text. In these cases, the translator has to resort to translation procedures to convey the similar lexical meaning of the source text. Example (10) illustrates one of these translation issues:

(10) Twice a Grand Slam winner, gained 78 caps for Les Bleus and captained adopted country.
Har vunnit Grand Slam-turneringar två gånger, spelat 78 landskamper för Le Bleus och varit lagkapten för sitt hemland.

[p.14]

In sports context the word cap counts as a typical rugby or football term. The sports term basically means that you have been chosen to play (international) matches for your team. Consequently, you can read the utterance So far, he has only won two caps as So far, he has only played twice for his team. When translating cap one has to handle a term, which has not been added to a source language lexicon, that is, a lexical gap. Thus strategies had to be employed to ensure that the target text also would convey the similar meaning. This led to the decision to utilize a “lexical gap filling” procedure, which meant adding a phrasal description explaining the meaning of the non-existing word in the target language (Ingo, 2007: 163). As seen in example (10), a descriptive equivalent, which takes the form of a verb phrase, has been used to explain the meaning of the noun cap. The method was adopted, as it is one of the translation methods for dealing with lexical gaps. Due to the method used, a unit shift has occurred as the single noun caps has become a verb phrase with a complement “spelat
"landskamper" in the target text. As a result, the translation deviates structurally from the original, but the fact that the similar message gets across makes up for it.

Newmark says that one type of translation problems happens when "[...] literal translation fails and we have to consider a number of choices or procedures [...]" (Newmark, 1991:126). Below follows an example of this type of challenge:

(11) France’s top World Cup try-scorer 
with eight touch downs [...]  
           Med åtta touch downs var han  
Frankrikes sorts podggörare i  
VM-sammanhang.

[p.16]

To begin with, one can argue that this was a typical case where a literal translation fails. Firstly, the calque loan "försöksgörare" would not be very understandable to the target audience. Secondly, the search results for this term were very few, which suggested that this term is very rare, close to non-existing. The option of composing a calque loan on this term could therefore be ruled out.

The use of another type of direct translation strategy so-called borrowing (Vinay & Darbelnet, 1995:30-42) would not work either. When googling the term try scorer it generated 0 matches on the Swedish version of Google. This reflected the fact that this is a foreign word, which has not become neither an accepted nor an intergraded word in the target language. A direct borrowing "try-scorer" would therefore be perceived as a foreign, unfamiliar word by the target reader. For that reason a direct borrowing of the word was not possible either and an alternative solution had to be found.

According to Vinay and Darbelnet, you have to choose oblique translation as opposed to faithful translation when a literal translation is not possible (as cited in Munday, 2008:56). A possible solution was to apply the procedure of equivalence. This meant looking around in the target language for an equivalent word, which was used in similar rugby contexts. As already pointed out in the background section, a translator often has to consult specialized dictionaries in the search for accurate terms. In this case, this meant relying on an extended version of a bilingual dictionary (Norstedts English-Swedish Dictionary [Online], 2014). Only a very free translation of try scorer was found, namely, "målgorare". However, the first word of this compound noun "mål" (goal) could be misleading, as it falsely implies that you score goals in rugby. In actual fact, the try is a common way of scoring points in rugby. This can be supported by the definition of try from the Merriam-Webster Online. The dictionary defines a try as a way of gaining points in rugby and it is done by putting the ball on the ground within the opponent’s goal area.
Consequently, the decision was made to omit "mål" and narrow it down to "görare". Thereafter a Google search on the word "görare" together with rugby was carried out to see if a more precise, modified word could be found in articles about rugby. At this stage, the term "poänggörare" appeared, which was found in a number of texts about rugby. To give an example, the use of the term can be seen in the Swedish newspaper Expressen “backarna är de snabba, snidiga poänggörarna” (Expressen, 2011). "Poänggörare" also gave 291 results on KORP and the contexts surrounding this word were very “sporty” (Språkbanken, Korp, 2014). The fact that the term generated hundreds of hits suggested that the term is reasonably common. Therefore, this appeared to be a feasible solution. The main reason why it seemed a better option was that it did not create any undesired connotations, unlike the dictionary entry “målgörare”.

The fact that this solution describes the similar meaning, even if it is not semantically or structurally identical with the source-text item, makes “poänggörare” an example of equivalence, according to Vinay and Darbelnet (1995:38-9).

(12) [...] but he remains a superstar playmaker and a legitimate leader for Spain. [...], men han förblir en stor playmaker och en rättmässig ledarfigur inom den spanska fotbollsvärlden.

[p.4]

Example seen above (11) was translated by the direct translation procedure called borrowing. Another possible translation was the hybrid loan “speluppläggare”. After making comparisons between the two options online, it seemed as if playmaker was more frequently used. For instance, on KORP the term yielded 134 more matches (Språkbanken, Korp, 2014). Also when searching Swedish websites through Google the reasonably wide use of playmaker could be established since it showed more results on playmaker compared to “speluppläggare”. Obviously, the term playmaker did exist in the target language.

However, as a translator you have to bear in mind aspects such as keeping the naturalness of the target text. Nida and Taber highlight that “naturalness” is the key to a better translation (1969:12). Considering that a good translation requires naturalness, the translation process sometimes involved some work to ensure that the expression would not sound foreign in the target text. In this case, further investigations were needed to find out if the loan word playmaker could be used without endangering the naturalness of the target text.

At this stage, recent research was explored. The reason for consulting this type of sources was to obtain current information on whether borrowing was a common practice in sport
articles like the source text. The assumption was that if English loan words appeared relatively often they would not come out strange or foreign to the target reader. With this in mind, recent research findings were studied to find out whether specific football lexis is often borrowed from the English language. *The Linguistic of Football* is a compilation of linguistic analyses of football articles in different languages. Many of the articles illustrated that the languages mentioned have indeed borrowed football terminology from English: “Several articles show that, in many languages, the question of football terminology is above all, a question of English loan words and loan translations – which is, of course, due to the origin of the game” (Lavric, 2008:5). These studies suggest that there is a widespread use of English football lexis in many languages and Swedish is no exception.

For hundreds of years football has belonged to Swedish sporting culture and this has had an influence on the Swedish language. Already back in 1891, football terms such as *forward* and *offside* found their way into Swedish (Stålhammar, 2010: 134). While reading up more on the subject it also appeared that “Swedes have become more and more used to seeing English words in writing” (Stålhammar, 2010:30). Considering we see English loan words relatively often, whether they are sports terms or not, they do not appear very strange and unnatural (Stålhammar, 2010:30). As a matter of fact, sometimes we get so used to them that we may not even reflect upon that they are words of English origin.

In the end, the following conclusions were reached from the investigation: Recent research shows that English loan words referring to football are relatively common in many languages. This is also the case in Swedish; according to Stålhammar football terms of English origin have been used for very long and over time more have been added to the Swedish vocabulary (131-134). For these reasons, borrowing as a translation procedure could therefore be used without jeopardizing the naturalness of the target text. The direct borrowing of *playmaker* also seemed adequate, because it occurred frequently on search-engines such as Google and KORP.

While translating you may come across words which possess a broader meaning in the source language than in the target language. This was exactly the case in the next example (13), as there are more meanings assigned to *jersey* in English than in Swedish. The following section discusses this difference and how a translator can deal with it.

(13) […] Nelson Mandela, who was decked out in a Springbok *jersey*, […]

[p.23]  

[…] Nelson Mandela – dagen till ära iklädd en Springbok-*lagtröja*
As a matter of fact, *jersey* could appear in a list of common words in English and Swedish, since it in both languages refers to exactly the same concept, namely a type of textile (Norstedts Swedish and English Dictionary, Online). However, in English *jersey* has acquired other meanings over time, as opposed to Swedish. For example, in sport context *jersey* becomes a sports term, conveying the following meaning "a piece of clothing worn by team members when playing sports such as rugby and football" (cf. Longman Dictionary of Contemporary English, 2009:940).

With this being said, *jersey* is a lexeme that can be connected to more sememes in English. The question is then how to handle the translation of this kind of sports term. To begin with, *jersey* could not be used to designate the same concept also in the target text, for the obvious reason that *jersey* has not been extended to mean "a shirt worn by members of a team" in Swedish. Therefore, a direct transfer of *jersey* into the target text would not be a viable option. In cases like this, translating a sememe with a different lexeme is usually a good procedure. This procedure is also in accordance with Ingo’s statement as follows: rendering certain sememes by utilizing a completely different lexeme is sometimes a must (2007:97). Consequently, instead of adopting a word-for-word translation another lexeme had to be found, one which would convey the similar meaning of *jersey* expressed in the source text.

At this stage, the intricate task was to find a term, which also was equally specific as the source text word. This has to be done, since translation guidelines state that “you should preferably use terms which are equally general or specific as corresponding words in the original text” (Ingo, 2007:91). “Springbok lagträja” (literally team shirt) was the translation equivalent that was chosen in the end, since it also in the target language would come across as specific. Similarly to the source text equivalent, it specifies that it not just concerns any other *jersey* but a *jersey* worn by team members.

To conclude, example (13) shows a case where the last element of the proper noun Springbok jersey has been translated with another lexeme. It can be noted that these source and target text items are not completely identical in terms of structure, since source text item *jersey* is not a compound noun like the Swedish translation “lagträja”. However, it conveys the same meaning as the original. This procedure can therefore be seen as a type of equivalence according to Vinay and Darbelnet (1995:30-42).
3.2 Proper nouns

Among the proper nouns there were sometimes instances of “grey areas”. For example, the name of the Argentinian National Rugby Team the Pumas falls somewhere between metaphors and sport terms; it is a proper noun in the sense that it identifies a unique rugby team. Likewise it is also a metaphor, since it is a figurative expression, which builds upon the resemblance between two referents (Ingo, 2007:118). In this case, it builds on a resemblance of typical characteristics between pumas and rugby players, namely, they are both strong and quick. There were also other words found in the source text, which were somewhere in the grey area between proper noun and metaphor, such as Springbok. It falls into the category of proper nouns since it names a particular rugby team. This metaphor is based on the similarities between a South African and a springbok, that is to say, they are both native beings of South Africa.

As has been shown above, the source text contains metaphorical names for both players and teams. This is not so surprising, since research studies confirm that figurative expressions sometimes occur in football language including idioms as well as metaphors (Lavric, 2008:6). The question was how to translate these proper nouns, which also take the form of a metaphor. In the search for an answer, web searches were conducted to see how metaphorical proper nouns like the Pumas had been translated in other sports texts. The use of a direct borrowing Pumas was seen in a memo written by the secrecy-general of the Swedish Rugby Union: “Pumas från Argentina hemma i Paris mot Skotland”. Also when searching for the loanword Pumas on the Swedish corpora KORP it yielded approximately 30 matches and that excludes the non-sporty usage of the word such as PUMA shoes. These matches appeared on Swedish broadsheets such as GP and DN, in which Pumas or the Spanish variable Las Pumas occurred as team names. As a summary, borrowing metaphorical proper nouns seemed to be a relatively common procedure in Swedish. Therefore borrowing as a procedure was used also in the translation, as seen in example (14).

[…] his pinpoint kicking out of hand and astute play-making played a key part in the Pumas securing a surprise third-place finish. […] hans handhållna precisionssparker och skarpsinniga spelskapande gjorde att han spelade en nyckelroll när Pumas sökrade en överraskande slutplacering som trea.

[p.15]

One recurring issue was deciding whether target text elements would be regarded as translationeses. As mentioned earlier, translationese is a designation for overly literal
translations, which make little sense or sound unnatural. To prevent this from happening different checks were performed. This were done to ensure that the source text had not been followed too blindly, something which otherwise may result in too literal translations. For instance, searches on Google were performed to double check that the proper names of football leagues actually could be borrowed directly into the target language. The search results showed that many of the proper nouns such as Champions League had been borrowed directly into the Swedish language. Evidence for the usage of Premier League in Swedish could be also be found in an article of the Swedish broad sheet Dagens Nyheter (Dagens Nyheter, 2014). In this article Premier League occur already in the headline: "Leicester klart för Premier League". This made it clear that Premier League had become an established loan word in Swedish. Below follows an example of this borrowing:

(15) Perhaps the most valuable player on arguably the best English Premier League club [...] Kanske den mest värdefulla spelaren i enligt många den bästa engelska Premier League-klubben.

[p.4]

The same example above can also be used to discuss another translation-related problem. Sometimes the use of written characters varies in the source language compared to the target language. For instance, in Swedish compound nouns are normally written together (Ingo, 2007:68), such as, "sockerfrifri", whereas the same word requires a hyphen in English: sugar-free. While translating, this type of differences can make the translation process more troublesome. The difficulty often lies in knowing which cases the source text deviates from the translation in terms of written characters. In this instance, you have to conform to the writing conventions of the target language instead. If you do not do so, it will result in the wrong use of punctuation marks or written characters. In examples such as (15), the use of punctuation marks was based on recommendations found in the book Svenska Skrivregler (Swedish Writing Rules) published by The Language Council of Sweden (2000:97-99).

In this case, the source text and its translation differed when it came to the use of hyphens. In the translation a hyphen has been added to comply with the Swedish rules of writing. As mentioned in Svenska Skrivregler, this procedure may be implemented when you deal with compound words consisting of both foreign and native word-elements like in example (13). According to Svenska Skrivregler, this type of compound words in Swedish are usually written with hyphens until the expression has become established in the recipient language: "off piståkning". Once they have become fully integrated they can be written together, for example,
“off piståkning” (Svenska Skrivregler, 2000:97). This showed that there were two ways of dealing with this type of compounds in the target language. After some careful consideration the former one was chosen, on the grounds that the proper noun Premier League is still a relatively recent addition to the Swedish vocabulary. According to NE the top division of English football has been called the Premier League since 1992 (Nationalencyklopedin, 2014). It will probably take even longer before the term is fully established in the target language, therefore the latter alternative was deemed somewhat inappropriate.

Below follows example (16) where the translation procedure equivalence was used. According to Vinay and Darbelnet the proper noun “Webb Ellis-pokalen” is an example of equivalence, as it elicits similar associations as the source text item, even if it is not a word-for-word translation (1995: 38-9).


[p.23]

In this case the problem lay in making right lexical choices. Possible translations of this proper noun are, for instance: “Webb Ellis-trofén”, “Webb Ellis-pokalen” or “Webb Ellis-bucklan”. However, it was crucial at this point not just to randomly pick one of the options. Therefore, semantic or stylistics analyses were first carried out to make sure that the selected alternative was semantically and stylistically correct.

The first translation of this proper noun “Webb Ellis-trofén” was ruled out fairly quickly with help from the results of the semantic analysis. One of the findings from the semantic analysis was that the lexeme (lexical item) trophy can be connected to the same sememes (units of meaning) in each language respectively. To be more specific, In English trophy can, amongst other meanings, refer to an object you receive for winning a competition as well as possible outcome of a successful hunt, for example, a part of an animal, such as a lion’s head (Longman Dictionary of Contemporary English, 2009: 1889). Also the target language equivalent has these multiple meanings, according to the Online Dictionary of the Swedish Academy (SAOB, 2014).

On the other hand, there seemed to be a difference between the source and target language items in terms of their usages. More precisely, the use of the word “trofā” in sports setting is relatively rare in Swedish. However, the other sememe, meaning slain animals kept as tokens
after hunting, is more frequent in the target language. This became evident when googling the last element of the proper noun to see if it was widely used in different sports contexts. In only two search results out of thirty was “trofé” used as to describe a prize awarded to winning team or player. Also, the proper noun “Webb Ellis-trofé” was almost “ungoogleable” – it was nowhere to be found on the web. Also when conducting a Google image search on “trofé”, practically all hits were different pictures of trophy elk. This showed that the sememe associated with hunting is more commonly used in the target language as opposed to the other sports-related sememe. For this reason, the first option was disregarded and the remaining options were narrowed down to two.

The other two variants of the same proper noun “Webb Ellis-pokalen” and “Webb Ellis-bucklan” are synonymous with “Webb Ellis-trofé”. Also these variants are both related words and share the similar subordinate senses, namely, a trophy prize for winning the Rugby World Cup, which is described further on the International Rugby Board webpage (IRB, 2012). In the Swedish Thesaurus Stora Ordboken, “buckla” and “prispokal” occur as synonyms (Collinder, 1983:74). By and large, these two words have therefore the same denotations (lexical meanings) as “trofé”. This does not necessarily mean, though, that both words are equally semantically adequate translations of trophy. It is generally agreed that to achieve semantic equivalence the translator needs to select a word which is both denotationally and connotationally equivalent (Ingo, 2007: 169). Using this recommendation as a guideline, it raised the question which one of the remaining proper nouns, which besides having denotive equivalence with the source word, also evoked similar connotations (associations).

The remaining proper nouns seemed to have a little difference between them in terms of connotations. They both brought to mind similar associations as the source text word, even if “pokal”, may to some target readers convey a more famous and prestigious prize. Taken together, both options appeared to be semantically adequate, since they are denotationally and connotationally equivalent with the source word “Buckla” and “pris-pokal” were denotationally equivalent, since they both refer to the corresponding lexical word in the source language. Both words are also examples of connotative equivalent elements, as they evoke similar associations in the target reader's mind as the source text readers.

However, the first mentioned proper noun “pokalen” was eventually decided upon, as it seemed more stylistically correct. This solution sounded most neutral and is more in line with the English expression, compared to “buckla”, which sounds a bit more informal and colloquial than trophy. In the end, “Webb Ellis-pokalen”, seemed to be the better option, as it was on the whole both semantically, stylistically correct and also the most frequently used.
When the occurrence of “Webb Ellis-pokalen” was checked online, it also appeared more often than “Webb Ellis-bucklan”.

Translation sometimes involves decision-making and taking the right decision is one of the tasks of a translator. “[…] the translator is continually making choices, weighing up, balancing, comparing the merits of one ‘equivalent’, or carrier of meaning, against another” (Newmark, 1991, 33). Below follows an example of one of the several decisions made while translating.

(17a) While Lewandowski grabbed the headlines midfielder Gundogan was the driving force of Dortmund’s run to the Champions League final.

Medan Lewandowski hamnade i medias blickfång var Gundogan drivfäden bakom Dortmuds kvalificering till finalen i Champions League.

(17b) While Lewandowski grabbed the headlines midfielder Gundogan was the driving force of Dortmund’s run to the Champions League final.

Medan Lewandowski hamnade i medias blickfång var Gundogan drivfäden bakom Dortmuds kvalificering till Champion League-finalen.

[p. 8]

In the following example, (17a and 17b), the difficulty lay in knowing how to combine the word final with the proper noun Champions League. At first, transposition was considered an option. As explained in the theoretical background, transposition leads to a shift of word class. In this case, the noun phrase Champions League final could become a prepositional attribute in the target text: “finalen i Champions League”. This solution would then conform to the more common text features in the target language, since prepositional phrases functioning as post modifiers are typical sentence elements in the Swedish language (Ingo, 2007:187).

However, it was necessary to consider another option before making the final decision. Another plausible option was to adopt a more literal translation: “Champions League-finalen”. The decision was therefore made to do some research online. By doing so conclusions could be drawn on which variant was the most widely-used in Swedish. The latter option (17b) could be found easily using the Google search engine. Furthermore, a corpus study showed that “Champions League-finalen” was more often found on more reliable sources such as GP (Språkbanken Korp, 2014). These news sources were deemed as reliable, as they are written by professional sports journalists writing within their field of expertise. However, the prepositional
attribute solution resulted in less hits. Many hits were also obtained from dubious sources such as web forums and blogs. All in all, the research led to the conclusion that the second option outweighed the first one. There were two reasons for choosing this alternative: Judging from the corpus-based study it appeared to be the most established term. Also, it showed to be the variant which most professionals prefer to use when referring to this type of sporting event. Consequently, “Champions League-finalen” was considered the best option.

When translation strategies overlap it can become difficult to draw the line between them. This was exactly the case with example above (17b), which can be related to two strategies, namely borrowing and literal translation. As explained in section 2.4 borrowing and literal translation are both examples of direct translation. Since they fall into the same categories there is one obvious similarity between them: each procedure results in a translation, in which the source text message is directly transferred into the target text with none or little modifications.

Borrowing as a translation procedure often leads to hardly any modification of the source text. This can clearly be seen in example (17b), in which both Champions and League have been kept totally unchanged in the target text. As with borrowing, literal translation also faithfully reproduces the source text message without much modification. Unlike the more indirect translation method “finalen i Champions League” example (17b), Champions League-finalen is a more literal translation, as it retains the word order of the original text. This means it can be seen as a word for word translation, since the “target language words are in the same order” as in the source text (Sin-Wai & Pollard, 2001:874). According to Sin-Wai & Pollard, word for word translation counts as one of the three types of literal translations” (2001:874).

As we can see above, the use of both methods lead to a faithful reproduction of the source text. However, there still exist some modifications of the source text unit. For example, the final word “finalen” has undergone one obvious change. Here the English definite article (the) has been adjusted to fit the new target language. This is done to conform to Swedish grammar rules, since Swedish has a suffix definite article, (Josefsson, 2009:83). This means that the definite article comes at the end by the use of suffixes in Swedish like the –en ending in “finalen”. This modification is in line with Stålhammar’s statement saying that many direct loans are modified to fit into the new target language by change in spelling or like in this case by word endings (2010:23). There was also another smaller modification of the target text units. That is to say, a hyphen was needed in order to follow recommendations in regard to punctuation. As already mentioned in example (15), hyphens are sometimes added to compound words in the target language. This happens when the compound words consist of foreign words that are not fully
integrated and native word-elements. It was deemed that *Champions League* have not been fully integrated into the Swedish language yet, since it has not entered the Swedish lexicon (Nordstedts Ordbok [Online], 2014). On these grounds a hyphen was regarded needed in this case.

In light of this, it can be argued that both translation methods mentioned above lead to a faithful reproduction of the source text expression with only a few changes. Therefore, the translation of *the Champions League final* cannot easily be related to only one of the procedures. Also, this shows that it is possible to use a combination of strategies in translation, either consciously or subconsciously.

3.3 Additions

Knowing whether to make adaptations or not became rather problematic during translation. On the one hand, the target texts had to contain enough additions so that the reader would gain a complete understanding of them. On the other hand, unjustifiable additions had to be kept to a minimum. This procedure is in line with Munday’s recommendations that you should avoid redundancies within translation but use explications whenever needed (Reiss, 1976:20). The real challenge was to get the balance right and strive to make the translations accessible to the target audience, but without using over-explicit language.

In general, the assumption was made that the target text, as described in section 1.2, would mostly attract readers with prior knowledge in each sport respectively. With the readership in mind, it was therefore decided not to explain certain things. This can be seen in example (18). Here, the *Pumas* is transferred into the target text without a description, since most people interested in rugby already know that *Pumas* are Argentina’s National Rugby Team.

(18) But it proved a master-stroke as his pinpoint kicking out of hand and astute play-making played a key part in *the Pumas* securing a surprise third-place finish.

Det visade sig dock via ett smart drag, eftersom hans handhållna precisionssparkar och skarpsinniga spelsskapande gjorde att han spelade en nyckelroll när *Pumas* säkrade en övertygande slutplacering som trea.

[p. 15]

In any case, some adaptations were deemed justifiable, as some things probably were not that familiar to most target language readers. As mentioned in section 2.4 most pragmatic additions came about mostly to ensure a better understanding of phenomena, which may be unfamiliar to
target readers because of different cultural backgrounds. In example (19) the presupposition was that the target reader had limited knowledge about the location of certain non-domestic buildings. Even the most avid rugby fan in Europe may not have heard about this stadium in a distant country like New Zealand. Therefore, a pragmatic addition was needed to explain where the Eden Park is situated. This procedure can be seen as an example of communicative translation. As mentioned earlier, this procedure has a focus on the reader, as it aims at producing a translation, which is clear and understandable for the target audience.

(19) [...] triumphantly rounding off a memorable long-range effort in the dying minutes of the 1987 semi-final against Australia to book France a place in the Eden Park final.


[p.22]

Sometimes, translation problems may occur “due to the cultural 'gap or 'distance' between the source and the target languages” (Newmark, 1988:94). For example, when countries are apart geographically, it is more likely that, certain expressions in one country will not be recognized in others. During translation, special attention was paid to these expressions, so that they could be further explained when it was considered necessary. This happened, as exemplified in (20), whilst helping the target reader to understand the history and meaning behind the expression the Battle of Boet Erasmus. Supposedly, target readers with little knowledge of sports history will probably not know that the Battle of Boet Erasmus is one of the most brutal rugby matches ever played since 1974. The details regarding the expression were therefore obtained from rugby web site ESPN Scrum, summarized and briefly added as seen below (ESPN Scrum, 2014). This also resulted in a pragmatic addition, as it explains something which may be unknown in the target culture.

(20) In 1995, he was sent off along with fellow Rodney Parade favourite Rod Snow and Springbooks hooker James Dalton in the Battle of Boet Erasmus

1995 blev han utvisad tillsammans med Rod Snow, den populära spelaren på Rodney Parade stadion och Springbooks-kratsaren James Dalton som var med i ”the Battle of Boet Erasmus” – **en av de mest våldsamma rugby-matcherna i världshistorien**. 

[p.13]
In the present study the source texts were already a couple of years old. Translating source texts that are not entirely up-to-date can sometimes become a pitfall for any translator. One of the difficulties when translating older text lies in noticing when things have changed over time. This often forces you to make additions in the target text to bridge the time gap between source text and translation. Example (21) below illustrates when additions were made to prevent the target text from becoming out-of-date.

(21) The South African-born fly half lies fifth on the World Cup points-scoring chart, with 163 points from 10 outings.

2011 lög uthalven från Sydafrika femma i VM-poängligan med sina 163 poäng på tio matcher.

[p.16]

As a translator you have to be aware that things may be different at present compared to a few years ago. As an example, some players mentioned in the source texts may have retired from international football or changed clubs lately. The example above concerns facts about a South African player called Andrew Mehrten. The original text tells us that he, at the time of printing in 2011, lay fifth on the World Cup points-scoring chart. This is, however, no longer true, since it only applied to the rugby results from 2011. With this in mind a tense shift from "ligga" (in Eng. lie) to "lög" (in Eng. lay) was necessary to indicate that this was a past state of being. Also an addition of 2011 was added to confirm that this event took place at a certain point in the past.

Examples of semantic additions can also be found in the target text. The need to expand the source text message arose in example (22) mostly to avoid an abrupt tone. As already mentioned in the background section, semantic additions as a procedure may be justified to create a sense of balance in the target text when it otherwise would seem choppy or incomplete (Ingo, 2007:123). In this case the addition of "hem" is needed to complete the sentence and prevent it from sounding abrupt. The procedure also led to a solution that reads better in the target language.

(22) […] finishing with 105 points and excelling at full-back as South Africa took the trophy.

I finalmatchen var han överlågsen som fullback då Sydafrika tog hem pokalen.

[p.16]
3.4 Omissions

Ingo recommends that omissions should only be adopted on pragmatic grounds (2007:124). In other words, omissions should only be implemented to ensure that the translation will be judged faultless in the new target language and culture (Ingo, 2007:126). When translating, it is sometimes difficult to determine whether there are good enough grounds for using omission as a strategy. Following examples are intended to show this issue. In example (23) below, source segments in italics were omitted in the source text to avoid interference.

(23) [...] the world’s top 100 footballers are listed below for you to view. världens hundra bästa spelare som är listade nedan.

[p.10]

As mentioned in About Translation by Peter Newmark, interference “takes place when apparently inappropriately [...] a lexical item, an idiom, a metaphor, or word-order – is carried over or literally translated as the case may be into the target language” (1991:78). In this instance, a very close literal translation such as “som är listade nedan för din åskådning”, would have resulted in an unnatural, unidiomatic “strange sounding” translation. Surely, the segment in italics would not sound natural to a native speaker of the target language, thus this led to an omission. This way a more fluent and native sounding translation was maintained, something which shows that smaller omission may sometimes be a necessity to keep the natural rhythm (Ingo, 2007:124). The omission meant that explicit information in the source text became implicit in the translated text. However, the deliberate omission did not quite result in meaning getting lost, as it was already understandable without explanation that the list had been enclosed for the readers so they can view it. The only difference is that the target text only implies this unsaid fact, while the source text spells it out for you.

(24) At the age of 38, the teak-hard Clermont Hooker is about to embark on his fourth World Cup campaign. Vid 38 års ålder var den stenhårda Clermont-kratsaren på väg till sitt fjärde VM.

[p.13]

Also in example (24) above, it was regarded necessary to shorten the target text sentence. Consequently, this lead to another omission. In this case, the translation of campaign was
deliberately not included in the target text. The correct Swedish translation according to the Norstedts English to Swedish Dictionary is “kampanj”.

Campaign and “kampanj” are examples of words, which have similar appearance and spelling. Also, when it comes to the meaning, they share similar meanings in both languages. This became obvious, after looking up the definitions of the pair of words in both languages. As stated in both Longman Dictionary of Contemporary English (2009:232) as well as a Swedish monolingual dictionary Stora ordboken campaign and “kampanj” have at least one common meaning (Collinder,1983:252). That is to say, the word can mean “series of battles” in both the source and target language.

When searching the internet for other senses of the word it was revealed that campaign could also mean actions aimed at achieving something, often political change or to increase business profitability. A Google search on the target language counterpart showed that “kampanj” was also used to convey nearly the similar meaning. This was confirmed when looking in Sweden’s National Term Bank, which defines “kampanj” as actions intended “to influence people’s behaviour and way of thinking”, such as marketing campaigns (Riksternbanken, 2013). Altogether, this showed that the words in question not only have similar appearance, they also have similar meanings.

In one aspect, though, they are dissimilar. In contrast to “kampanj” the corresponding word in English campaign is used more extensively in various sport contexts. As seen in example (22), target language item appears together with names of bigger sports events such as World Cup. As a matter of fact, the noun phrase seemed to be relatively common. What pointed to this fact was that World Cup campaign yielded more than thousands of hits on Google.co.uk. However, there is probably no likelihood that you would encounter the same combination of words in the target language. To prove this point, one can refer to searches made on the translation of World Cup (“VM kampanj”), which resulted in no hits on both Google and the Swedish corpora (Språkbanken, Korp 2014). Apparently, these two words do not go together in the target language. As a result, keeping both words would have result in an odd and foreign-sounding translation. With this in mind, "kampanj" was omitted in order to maintain an idiomatic target text.

The disadvantage of this procedure was that it led to a loss in meaning, as a source text element was not rendered in the target text. On the other hand, the omitted word did not make the source text message harder to understand. As mentioned before, this procedure was regarded necessary primarily to keep the translation free from combinations of word which did not fit in a Swedish setting. With the target readers in mind, the procedures omission was also
implemented, because expressions that sound odd and foreign are likely to disturb or bewilder the reader.

4. Summary and conclusion

This term paper discussed the challenges that occurred when translating three selected sports texts from English into Swedish. The translation problems that ensued were often related to the translation of specific terms and proper nouns. Also, target language adaption posed another challenge. The aim was to determine which translation methods can be applied when dealing with these issues.

Below follows a summary of some of the main issues covered in the study and some of the procedures used for solving them:

The translation of difficult terms constituted the first section of the qualitative study. One recurring problem was finding the translations of uncommon sports terms like *fly-half* in example (8). In the search for corresponding words in the target language, various Internet sources such as sports websites, online dictionaries, and sports vocabulary word lists were used. Once terms thought to be correct were found, extensive Internet searches, mostly on Google or on online corpus tools such as Korp, were carried out. The purpose of doing this was to ensure that the translations were established enough to be included in the Swedish target texts. Other issues, which arose from translating the current terms were, for example, knowing how to handle lexical gaps and extended modifiers.

The analysis showed that some of the sport terms were translated by literal translation techniques, mostly borrowings. This meant that in a number of cases the original word was kept also in the target texts. Examples of borrowings found in the target texts are *flanker*, *centre* and *playmaker* as in example (12). Many other terms were not rendered by borrowings, since they already had corresponding terms in Swedish. This meant that translations of these words were found in dictionaries and also in different sports vocabulary word lists as in example (8). In some cases, one had to resort to yet another translation procedure, namely, equivalence. This method of translation involved finding an equivalent word that meant the same thing in the target language. This procedure was carried out in example (11) in which the translation of *try-scorer* became “*påinggôrare*” because of the concept of equivalence.

The second section of the study concerned the translation of proper nouns. Some of the problems that occurred had to do with making correct lexical choices as in example (16), or conforming to writing conventions of the source languages (17b). Regarding the latter, particular attention had to be paid to certain compound constructions, such a *Champion League*
final; in a Swedish text the foreign word element *Champions League* and an established word element "final" sometimes have to be separated by a hyphen.

There were generally two different ways of handling those proper nouns without recognized translations in Swedish. *Equivalence* was one of the procedures used in the translation of proper nouns. This procedure means the use of semantically and structurally deviating forms to express the similar meaning. Only on rare occasions *equivalence* was regarded the better option. This strategy was chosen partly because it made the source text item more semantically and stylistically correct. Other proper nouns could be transferred directly, since they also had become the standard in the target language. Because of this, borrowing strategy was commonly used. Examples of this type of borrowings were *Champions League* and *Premier League*.

The final section covered translation procedures such as *additions* and *omissions*. As described in section 2:3, *additions* and *omissions* have opposite meanings. The prior procedure means that new information is added in the target text, while the latter one means that source text elements are omitted.

Deciding whether the target texts needed *additions* or not made the translation process somewhat problematic. Many times the decision was made not to adopt *additions* in the target text. The reason why was that aspects in the text such as names of rugby teams should already be self-explanatory to the readers. This was further explained in example (18), where the proper noun *Pumas* was transferred without a *pragmatic addition*. Despite this, *additions*, *semantic* as well as *pragmatic*, were sometimes used. Some of the *pragmatic additions* were made in order to clarify aspects of the text, which may be unfamiliar to the target readers because of their origin. For example, a Swedish target reader may not recognize every non-domestic stadium and therefore additions were regarded necessary. The target text also contain some *semantic additions*. Most *semantic additions* were made to prevent an incomplete and abrupt tone in the target text, as in example (22).

The use of *omissions* was very infrequent. This only happened when the source text segments would otherwise sound odd or foreign in a Swedish setting. Thus, this procedure was only carried out in order to maintain an idiomatic and natural-sounding target text.

In conclusion, there were different aspects which complicated the translation process. This ranged from lexical problems to ensuring that the translations would make sense and read well in the target language. As shown in the background section (2:4) a variety of procedures were applied. In particular, translation procedures, such as *borrowings* and *equivalence*, were used.

This study shows some interesting examples of translation issues, which may occur when producing sports translations. Yet, this term paper is not very extensive. Firstly, only a few
aspects of the whole translation project were analysed, for example, the translation of *terms* and *proper nouns*. Secondly, the paper solely applies to the translation between one language pair. Consequently, this can be seen as basis for further research. As an example, further investigation could be done on the translation of idioms and puns. Considering that these textual features also occurred in the source texts. By using other language pairs further research could also be done. Then the focus might be on whether a different language pair would require other translation procedures.
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