Major Lexical Problems Encountering Media Translation
Beginners in Jordan

مشاكل مفرداتية رئيسية تواجه المترجمين المبتدئين في الترجمة الإعلامية في الأردن

By

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Abstract

The current study aims to review and solve some major problems encountering media translation beginners in Jordan. It also tries to define, analyze and find solutions for the main challenges and problems encountering media translators. For this purpose, 15 media translation beginners were tested. Each translator was given nine texts and clippings, three were from newspapers; three from radio clippings and the rest were from news websites. In analyzing the provided translations, error analysis approach was followed. Errors were calculated, categorized and then attributed to their reason(s) of occurrence. Then alternative (more appropriate) translations of the source language renderings were suggested. Close examination of the translated material shows that the texts, clippings and news websites suffer from a number of linguistic errors which affect the message intended and the level of those labels as expected by consumers. Finally, the study concludes with a number of useful results and conclusions that will hopefully help media translators ahead. The study suggested using Brief Sheets and proper training on lexical items and use of right structure and diction in writing.