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PROFESSION OF INTERPRETER AND TRANSLATOR IN LATVIAN MEDIA IN 2014

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ABSTRACT

Translation and interpreting are two linguistic disciplines, which are very closely related. Both professions facilitate communication among people and cultures. An extensive set of skills and competences is needed to be able to pursue either of the two professions. However, the status and visibility of these professions differ quite significantly.

The status of a profession largely depends on its visibility in society. The professions of translator and interpreter are still rather new in Latvia. Considering that in today's world mass media has a dual role of reflecting and also shaping public opinion, media coverage can have a significant effect upon the status of both professions in Latvian society. To study in what way and scope the professions of translator and interpreter were reflected in Latvian news media in the year 2014, the author of this thesis used the method of content analysis.

Keywords:
Translator's profession
Interpreter's profession
Status and visibility
Quality assurance
Role of mass media
Content analysis

ANOTĀCIJA

Rakstiskā un mutiskā tulkošana ir divas savstarpēji cieši saistītas valodniecības disciplīnas. Abas profesijas atvieglo komunikāciju starp cilvēkiem un kultūrām. Lai varētu nodarboties ar vienu vai otru profesiju, ir nepieciešams apgūt daudzas un dažādas prasmes un kompetences. Lai vai kā, abu profesiju statuss un redzamība ļoti atšķiras.

Profesijas statuss lielā mērā ir atkarīgs no tās redzamības sabiedrībā. Gan tulka, gan tulkotāja profesija Latvijā vēl ir salīdzinoši jauna. Ņemot vērā, ka mūsdienu pasaulē masu medijiem ir duāla loma, jo tie ne tikai atspoguļo sabiedrības uzskatus, bet arī tos veido, abu profesiju atspoguļojumam medijos var būt liela ietekme uz to statusu Latvijas sabiedrībā. Lai izpētītu kā un cik lielā mērā tulka un tulkotāja profesijas tikušas atspoguļotas Latvijas ziņu medijos 2014. gadā, maģistra darba autore izmantoja kontentanalīzes metodi.

Atslēgvērdi:
Tulkotāja profesija
Tulka profesija
Statuss un redzamība
Kvalitātes nodrošinājums
Masu mediju loma
Kontentanalīze

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INTRODUCTION

Interpretation is considered to be one of the most ancient activities pursued by people, because it has existed ever since communication among speakers of different languages started. Interpreting, like translation, takes a message from a source language and renders it into a different target language, but each profession uses its own medium: while you translate a written text, you interpret orally. While in some languages both professions have one appellation, in others different words exist for both professions (*tulks, tulkotājs; Dolmetscher, Uebersetzer*). Nevertheless, also in the latter languages non-specialists often confuse the meaning of both words.

In Latvia the profession of interpreter is still rather new. The fact that in Latvia one person often performs the duties of both interpreter and translator makes it more difficult to digest the difference between both professions. A notable development of interpreting in Latvia started at the time of Awakening and the formation of the Popular Front of Latvia. The borders were opened, the Latvian language regained the national language status, and the communication with foreigners led to the need of interpreters (Veisbergs, 2005: 9).

Also the advancement of translator's profession in Latvia is closely related to the processes around the restoration of independence in Latvia. When Latvia regained its independence, works by modern Western authors, as well as Eastern writers were translated in enormous amounts, thus Language development was greatly influenced by translation. Translators have always played a significant role in forming the Latvian national identity with language as one of its fundamental pillars (Veisbergs, 2013: 51).

However, empirical data gathered from recent studies have clearly shown that "translation is not a high-status profession" (Dam and Zethsen, 2011: 984), and translators often consider themselves as unappreciated and almost powerless professionals. If asked to compare translation and interpreting, translators believe that interpreters are better regarded (Katan, 2011: 78). Today public opinion of the profession of interpreter and translator to a very large extent depends on the exposure of these professions in mass media.

Therefore, the goal of this master thesis is to study in what way and scope the profession of interpreter and translator is reflected in Latvian mass media.

To achieve the aforementioned goal, the author of this master thesis set a number of tasks, namely:

- To provide an insight in the history of the profession of translator and interpreter;
- To describe the role of translator and interpreter in different settings and point out the main differences of both professions;
- To examine the issue of status and visibility of translator and interpreter;
- To study the role of mass media in creating public opinion, as well as reflecting it;
- To carry out a qualitative content analysis of the corpus of selected publications in Latvian mass media (both printed and electronic) that would serve as a basis for conclusion making about the reflection of profession of interpreter and translator.

The author of the present master thesis has put forward a hypothesis that the profession of translator is represented in the media much more than the profession of interpreter, and that the status and visibility are the most significant factors contributing to the difference in media coverage of both professions.

The following research methods have been used to prove the aforementioned hypothesis:

- Theoretical research method – working with books and internet resources with the aim to gain the theoretical base for this paper;
- Qualitative content analysis of the selected Latvian media materials with an emphasis on the professions of interpreter and translator.

The material for the content analysis was chosen with the intention of obtaining as many articles about the professions of interpreter and translator as possible. Therefore the author chose to study three of the largest Latvian newspapers – *Diena*, *Dienas Bizness* and *Neatkarīgā Rīta avīze*, one of the largest local newspapers – *Ventas Balss*, as well as four most popular internet news sites in Latvia – *TVNET, APOLLO, DELFI* and *LSM*. The author studied the articles which have been published in the period from January 1, 2014 until December 31, 2014, so exactly one year was covered. In order to select articles relevant to the study the author used the archive of publications available in the online newspaper database *Lursoft*, as well as news archives of the aforementioned Latvian news sites. The author of this master thesis searched the articles by using keywords related to translation and interpreting, and afterwards thoroughly perused each article

to determine which of them reflected issues that relate to the topic of the thesis. The total number of articles that were used as a basis for content analysis is 136.

In chapter 1 the author provides a general insight in various aspects of translator's profession. The author also describes different settings in which translators are involved in their daily work. In subchapter 1.1 tha athor describes the visibility, status and prestige of translator's profession. Subchapter 1.2 is devoted to the classification and quality standards of translators in Latvia. In subchapter 1.3 the author gives an insight of quality assurance in the European Commission's Directorate General for Translators.

In chapter 2 the author gives an overview of various aspect of interpreter's profession. Subchapter 2.1 is devoted to visibility, status and prestige of interpreter's profession. Subchapter 2.2 describes the classification and quality standards of interpreters in Latvia. Subchapter 2.3 provides information about interpreting quality assurance in the European Commission's Directorate General.

In chapter 3 the author examines the role of mass media in shaping public opinion and at the same time representing it.

In chapter 4 the author of the present master thesis outlines the main principles of qualitative content analysis and explains the usage of his research method in this master thesis, as well as introduces the results of the qualitative content analysis.

1. VARIOUS ASPECTS OF TRANSLATOR'S PROFESSION

Translation and interpreting are two linguistic disciplines, which are very closely related. However only in rare occasions a person can act successfully in both of them. The difference in training, skills, aptitude and even language knowledge are so fundamental that only few people can be professional and successful in both occupations. People who have been involved in either of the two disciplines often are not aware that there is a difference between translation and interpreting, and on many occasions wrong usage of terms can be observed. Simply put, the main difference between the two professions is in the medium: an interpreter works orally whereas a translator produces written text. In a wider sense, as defined by Ieva Zauberga, "translators interpret source culture (SC) phenomena in the light of their own culture-specific knowledge" (Zauberga, 2004: 13). But it is a very difficult task considering that the translator has to please several parties. Kiraly has summarized this idea saying that "the translator has to produce a target language (TL) text that will communicate the message that the author wants to send, that the commissioner wants to have sent, that the user expects to use, and that will have the appropriate and desired effect" (Kiraly, 1995: 2). However, in many cultures the traditional image of the translator as a mechanical reproducer of the source text still prevails (Zauberga, 2004: 29).

In reality though, translator's profession is definitely not among the easiest occupations. Almost all of us have done some translation works at school, at university or workplace. But that kind of translation practice cannot be compared to translation as a profession. Usually people get involved in professional translation from either of two opposing spheres – from the 'language sector' on the one hand and from the 'world of industry and techniques' on the other. 'Industry and techniques' are taken here in the widest sense and include expertise in any number of areas including commerce, law, mathematics, accountancy or aeronautical engineering (Gouadec, 2007: 150). The two categories do not always get on very well, as both groups are convinced that their own background is best suited to the needs of the profession. This is a controversial point, unlikely ever to be resolved, but whatever their background, good translators must all share the following qualities:

- perfect mastery of the languages used, and especially the target language;

- Multi-cultural competence, either by upbringing or by education – 'culture' being meant here to include culture in its widest sense, but also technical culture, business culture, corporate culture, etc.;
- Perfect familiarity of the domains they specialize in (either through their initial education and training, or – more probably – through self-tuition;
- An absolute knowledge of what translation means, what it requires and what it implies;
- No interest in proving that they are better translators than the next person: they are simply interested in doing their job as professionally as possible. (Gouadec, 2007: 150)

Of course, this is not a complete set of desirable skills and qualities, but the main milestones of a successful career in translation. Ieva Zauberga, head of Latvian interpretation at the European Commission, suggests that "a translator can be compared to a lawyer or architect. If a customer has a vague or unrealistic idea of the house s/he wants to be built, a professional architect will advise her/him on the design; if a client wants to enter contractual obligations which may prove to be damaging in some way, the lawyer may advise an additional provision. Similarly a professional translator must protect the customer against bad translations by proposing a different translation strategy and sensitizing her/him to the variety of effects the target text might achieve" (Zauberga, 2004: 31).

Unfortunately, neither the public at large, neither the translators' clients at times, appreciate all of the skills needed to become a competent translator. People often believe that with the help of a good dictionary practically anyone with some language background could act as a translator. And then there are clients who think that a translation can be produced more quickly than the translator can type (Hammond, 1994: 2). Bet there are certain factors that contribute to the production of a professional translation. As Zauberga points out, it should first and foremost be reliable. Translation users need to be able to use the translation as a reliable basis for action, in the sense that if they take action on the belief that the translation gives them the kind of information they need about the original, that action will not fail because of the translation (Zauberga, 2004: 30). The translator has to take responsibility for the text that s/he produces.

It is crucial to mention that apart from textual reliability, the translator must be also technically reliable (Zauberga, 2004: 30). According to Zauberga technical reliability includes such aspects as:

- Submitting the translation in time and otherwise as promised;
- Modeming the translation (if it were supposed to be modemed);
- Possession and good understanding of the latest technologies;
- Being pleasant and helpful on the phone or in person;
- Readiness to offer helpful advice;
- Ability to ask competent questions;
- Making quick and business-like decisions;
- Making realistic promises to clients regarding delivery dates and times;
- Not disclosing confidential matters learned through the process of translation to third parties;
- Ability to explain with theoretical tools why s/he has taken one or another decision.

Thus it can be concluded that nowadays translation is definitely not just a technical activity, but it also requires good interpersonal skills. Douglas Robinson also believes that translation is more about people than words (Robinson, 1997: 42). Based on these assertions it becomes clear that one of the central aspects of translator's profession is communication.

1.1 Visibility, Status and Prestige of Translator's Profession

But how do all of the above mentioned abilities relate to the status and visibility or invisibility of the translator? The term *invisibility* was first used by Lawrence Venuti in his book *The Translator's Invisibility* (first published in 1995), and since then the translator's visibility has been a widely discussed issue. Some translators and theoreticians believe that the reader should not notice that the text is a translation. Norman Shapiro is one of them, and he has said that "a good translation is like a pane of glass. You only notice that it's there when there are little imperfections – scratches, bubbles. Ideally, there shouldn't be any. It should never call attention to itself." (Venuti, 2004: 1) Venuti summarizes the correlation between the author, the translator

and their texts by saying that "the more fluent the translation, the more invisible the translator, and, presumably, the more visible the writer or meaning of the foreign text. (Venuti, 2004: 2) Venuti uses the term *invisibility* to describe the translator's role in the target text. But in this master thesis the author has chosen to look at other aspects of translator's visibility – those that determine whether translator's role as a mediator between the client and end-user is visible.

Andrejs Veisbergs suggests that translator's invisibility may to some extent be linked to the issue of quality and responsibility. (Veisbergs, 2014: 97). He goes on explaining the connection with the fact that anonymous translations and translators can hardly be called to account, and that poor translations are frequently anonymous. However, it is not always the case, and it is interesting to observe that translator's name is often not to be found. In such cases the question arises – who takes the responsibility for a translation? Is it the client, the agency, or the unnamed translator? Veisbergs also suggests that sometimes invisibility can be seen as a protection, and some translators might prefer it. (Veisbergs, 2014: 98)

It was already mentioned that much more is expected from the translator nowadays than just creating a text in a different language that is as close as possible to the original. To be a successful translator one must also be a good communicator. If the translator is able to be in contact with his/her clients and end-users or when the translator's name is printed on the published material that s/he has translated, and even when the translator's work environment allows him/her to interact with his/her colleagues, we can talk about translator's *visibility*. Respectively, if the translator works online and never gets to meet his customers or readers of his work, or if the translator's work is published as an anonymous text (or contains only the source text's author), or the job is split among several translators working as freelancers, the term *invisibility* can be used. Veisbergs has noted the great paradox of translator's visibility: "Mistakes make the translator visible, the absence of any obvious mistakes usually makes him invisible". (Veisbergs, 2014: 97) This observation will also prove to be true further in this master thesis, when the author will comment on the findings of the qualitative content analysis of articles in Latvian mass media which deal with the profession of translator.

If a translator is visible in at least some aspects, there is a chance that his/her work will be valued, that s/he will receive either good or bad feedback for his/her work, and that s/he will feel that s/he has gained some kind of a status or prestige. It is important to stress that the status of a translator must not be confused with translator's capability to translate and effectiveness of work.

The status concerns the perception of a translator's value – what people think a particular translator can do, and how well or badly the translator is assumed to do it (Pym, 2014: 1).

From the perspective of the individual translator, status is something that must be acquired, in addition to actual translation skills. You should be able to translate, but you also need some way of signalling your skills to your clients or employers (Pym, 2014: 12). However, some authors believe that translators willingly choose to stay invisible, and that of course affects the public opinion, and thus affects the status of the profession. One of such authors is Susan Basnett, who writes: "Regardless of terminological disputes or the desire of many translators to remain quietly invisible as they get on with the job of translating the text in hand, it is important for those of us who work with translation to reinforce the message of the importance of translators in the world we inhabit. Translation may not be as highly regarded as it should be; it is still poorly and erratically paid, and people still have misconceptions about what it entails, but if every translator on the planet were to disappear overnight, the world would be in even a worse mess than it is now." (Basnett mentions another very important aspect related to profession's status – pay. If we look at the situation in Latvia, then the average net monthly salary for translators is indeed quite low – 619 EUR (Online 1). Veisbergs calls it a *vicious circle*, explaining that time and money pressure often leads to low quality and low reputation, which in turn lead to low pay. He thinks that one of the reasons for the low visibility of translators is the low status of this work (freelancers, translators and interpreters are often regarded as machines). He also suggests that the low status of translators is partly due to low visibility: "Invisibility implies the absence of power and status: invisible people can have no power (unless they are secret service agents)." (Veisbergs, 2014: 98).

The situation with literary translators is slightly different than with technical translators, as they have the privilege of seeing their names on their work more often. In 2010 CEATL (*Conseil européen des associations de traducteurs littéraires*) held a survey among its members in order to map the literary translator's cultural visibility. Not surprisingly, the results show that the situation differs widely from country to country. In only three of the twenty-four responding countries/regions the name of the translator is regularly mentioned on the front cover of the book: in most countries/regions the name is just mentioned on the title page or simply on the copyright page (Online 2). In Latvia in most cases translator's name is mentioned on the title page. It is essential to note that translations constitute about 70% of texts that an average speaker consumes

in Latvia today (Veisbergs, 2009: 232). In CEATL's survey it is pointed out that in most countries translators seldom appear on television to talk about the works they have translated, and their names appear in newspapers only when they have won a prize for translation or when they have translated something very huge or valuable. The survey ends with a conclusion that in most countries literary translators are not yet culturally visible (Online 2). As to the situation in Latvia, the findings of the qualitative content analysis, which can be found in the last chapter of this master thesis, will show that literary translators are, however, more visible in the media than translators who deal with non-literary texts.

1.2 Classification and Quality Standards for Translators in Latvia

In the previous subchapter the author of this master thesis gave a short overview of the translator's visibility and status in society, but it is equally important to examine what is the status of translators in official categorisations. The International Labour Organization has an International Standard Classification of Occupations (ISCO-88), in which translators and interpreters are categorized in major group 2 "professionals", sub-major group 24 "other professionals", minor group 244 "social science and related professionals" as unit group 2444 "philologists, translators and interpreters" (Online 3). However, in different countries other classification systems are also used apart from ISCO.

In order to illustrate the quality standards for translators in Latvia the author of this master thesis chose to closer investigate the classification of occupations in Latvia. All professions in Latvia are listed in the document called "Regulations Regarding the Classification of Occupations, Basic Tasks Corresponding to the Occupation, Basic Qualification Requirements and Procedures for the Use and Updating of the Classification of Occupations". It was first issued on 18 May, 2010 in accordance with the Regulations No.461 of the Cabinet of Ministers of Latvia, and it was last amended on 4 March 2014. The Regulation prescribes the Classification of Occupations, basic tasks corresponding to the occupation, basic qualification requirements and the procedures for the use and updating of the Classification of Occupations. According to the definition in the main portal for Latvian Legislation (*likumi.lv)* the Classification of Occupations is a systemic list of occupations (trades, professions and specialities) created in order to ensure

the record-keeping and comparison of labour force corresponding to the international practice. Occupations are classified in groups according to the codes stipulated by the International Labour Organisation. The basic qualification requirements, the basic tasks of professional activities and structured professional standards are also determined in the Classification (Online 4).

The author of this master thesis examined the Classification of Occupations and found that the profession of translator is listed in the unit group 2643 of the minor group 246 (includes writers, journalists and linguists), which goes under group 26 (includes senior specialists of legal, social and cultural matters). Unit group 2643 also includes interpreters and other linguists (Online 5). Translators are listed under major group 2 (senior specialists) that includes occupations which require theoretical and practical background in natural sciences, social sciences and humanities, and skills in solving theoretical problems. The basic task of professional activity is extensive use and supplementation of the current knowledge and systematic gaining of experience (Online 4).

However, the above mentioned classification does not help to get a good apprehension of the requirements of a translator in Latvia. So the author of the present master thesis chose to give an overview of the Standard of the Profession of Translator. This standard has been approved on 15 February 2012, and it is available online (Online 6). The standard defines the competences of a translator required for professional activity:

- Ability to translate from a foreign language into the native language business-like texts, business correspondence, institutional documentation, as well as technical, medical, marketing, and other types of texts, such as legal;
- Ability to analyze, evaluate and use the translation industry research and latest technologies;
- Ability to identify the type of translatable text and use the translation methods according to the customer's demands and the needs of the target audience;
- Ability to ensure the accuracy of the translation, as well as stylistic and communicative conformity with the original and the use of appropriate terminology;
- Ability to choose and evaluate the lexicography resources to carry out the translation;

- Ability to draw up the translatable text in accordance with requirements of record-keeping regulations;
- Ability to formulate translation problems independently and offer solutions to them;
- Ability to justify and defend one's choice of translation solutions;
- Ability to collect and process the necessary information by using information technology;
- Ability to solve topical problems of terminology in the target language;
- Ability to understand the sequence and rational organization of the interconnected parts of the work process;
- Ability to improve the language skills in accordance with the language development in countries where these languages are used;
- Ability to follow the latest findings of translation studies and practical translation;
- Ability to adapt to the changing conditions in the labour market by following its trends;
- Ability to navigate and know how to improve the knowledge of economic, political, social and cultural processes;
- Ability to carry out research in translation studies with a scientific value and draw them up in accordance with the provisions on the development of research work, as well as ability to present the results;
- Ability to communicate in the national language and at least two foreign languages.

  (Online 6).

After looking at this extensive list of required competences it is clear that it takes a lot of studying, practicing and continuous self-development to be a successful and competitive translator. However, not only translators have to conform to the requirements and standards of the profession. The same issue concerns translation service providers. There are ISO standards that cover review and proofreading qualifications and the way process is organized. EN15038 quality standard has been developed with the purpose to ensure consistent quality from translation service bureaus. There is also a standard that governs the terminology that applies to translation – ISO 12616. The purpose of this standard is to gather and register terminology data in

order to facilitate translation (Veisbergs, 2014, 99). So the process looks perfect on the paper, but in reality it does not always guarantee a perfect result. As Veisbergs points out, "There is always a difference between the quality of the processes (the general standard) and the quality of the translation as a product itself (the evaluative standard). And even if the general process is well defined and integrated, and its requirements are met, that hardly guarantees a perfect end product." (Veisbergs, 2014: 99). Also Rose Leary, spokesperson for the *Quality in Translation* campaign stresses the ambiguous nature of ISO standards saying that: "ISO certification simply guarantees that certain procedures will be followed in the creation of translated documents." She believes it does not on its own provide real assurance of the quality of the translation itself. "If the agency is working with inexperienced translators, is ISO certification truly meaningful?" asks Leary. (Online 11) The author of this master thesis fully agrees with this opinion.

Another very important aspect related to the quality of translator's work is remuneration. Gunta Ločmele has observed that the optimum relation between price and quality in viable translation (and also interpreting) business should be as indicated by the diagonal line on the diagram 1.2.1 (Ločmele, 2006: 100):

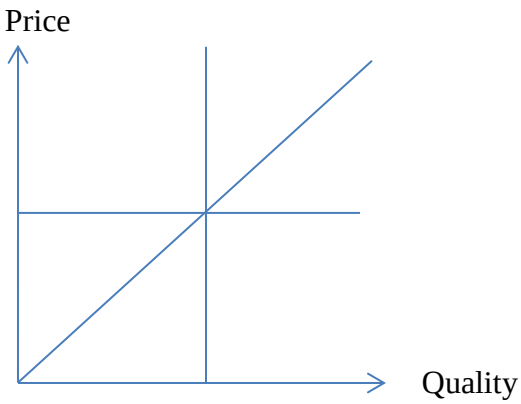

Diagram 1.2.1 **The Optimum Relation Between Price and Quality**.

Locmele explains that the Latvian situation proves the truth of the diagram. "As there are numerous translations of low quality offered, and as they survive on the market, they are probably provided at a very low price. However, the impact of the fact on the overall trust of the public to translation / interpreting services remains a problem." (Locmele, 2006: 100).

The latest available survey on public opinion about translation services has been carried out in 2008 by the translation group *Filologi.lv*, who have come up with a conclusion that the main problems of translation bureaus are speed and quality. They surveyed more than 200 respondents from companies which have used translation services in their daily operations. According to the collected data - a quarter of the Latvian companies surveyed stated that several of the received translation services were of poor quality. The results also showed that approximately 28.2% of the translated texts contained serious mistakes in the terminology and in 20.8% of cases serious grammatical and stylistic errors. Only 42.1% of customers were satisfied with the quality of the provided service. However, a rather good indicator is that only 5.1% of respondents were dissatisfied with translations because of punctuation and grammatical errors. The authors of this research believe that the study reflects the real market situation in Latvia in translation industry, which is mainly oriented towards providing relatively cheap and quick service (Online 7).

The survey results show that almost 60% of clients are dissatisfied with translation services in Latvia – for one reason or another. This is a rather unpromising indicator, as translation is an important tool of knowledge sharing in society. Locmele calls it a "tool of intellectualization of society". She says: "Translation (…) should provide a link between knowledge accumulated in one culture to the other culture. No continuity of intercultural communication is retained in poor quality translations, which then can be defined as a tool for de-intellectualization of society." (Locmele, 2006: 94).

1.3 Quality Assurance in the European Commission's Directorate General for Translators

When Latvia joined the European Union in the year 2004, Latvian language was added to the working languages of the EU. Thus, translation and interpreting for Latvians in EU's institutions also had to be introduced. The in-house translation service of the European Commission is called The Directorate General for Translation (DG Translation). According to the mission statement of DG Translation its core business "is to provide the European Commission with high-quality translations and other language services". Their job is "to respect the European

Union's multilingual character by making sure the Commission produces clearly written documents in all the official languages and in others as well." (Grandovska 2014: 35).

In the official homepage of the European Parliament it is stated that "translators in the European Parliament must meet the highest standards of accuracy and precision in their work and ensure consistency with a very large corpus of documents. In many cases the same original text contains more than one official language. The deadlines for completion of legislative, in particular co-decision, procedures are extremely tight and particular care is required to take account of the contributions by the Commission, Council and Parliament." (Online 8).

In order to be able to meet these tight deadlines, it is of course necessary to employ a large number of people. Currently with a permanent staff of 1,750 linguists and 600 support staff, the European Commission has one of the largest translation services in the world, bolstered by a further 600 full-time and 3,000 freelance interpreters (Online 9). There are almost 60 Latvian translators in DGT, and the Department is located in 3 cities Luxembourg, Brussels, and Riga. This makes ensuring consistency (a single institutional voice) a challenge. Another challenge is the broad scope of subjects. DGT covers all areas of EU competence. A current issue is maintaining high quality while integrating new technologies into the translation process: development of machine translation and a recent change of CAT (computer-assisted translation) tools (Grandovska, 2014: 39).

But how can it be ensured that fast translation services will maintain high quality? According to EP homepage, all priority documents and sensitive political texts, as well as a substantial proportion of other documents, are checked and proofread internally before delivery. In addition, sample quality checks both of external and internal translations are regularly carried out (Online 8). In 2013 DGT adopted a Quality Management Framework, where a definition for high-quality translation is provided: "The key quality concept at operational level is fitness for purpose ('suitability for purpose' as expressed in the standard of the translation service provision EN15038:2006). Suitability for purpose means "high quality" in the sense of fulfilling needs and expectations, both as regards the product and as regards the service provision. Consequently, translation is fit for purpose when it is suitable for its intended communicative use and satisfies the expressed or implied needs and expectations of the client, the end-users and any other relevant stakeholders." (Grandovska, 2014: 36). The four main principles of Quality Management Framework are:

- Customer at the centre (including end-users);
- Quality concerns not only products and service, but all work processes and all staff in the organization;
- Continuous learning, innovation and improvement;
- Staff involvement.

(Grandovska, 2014: 36)

In order to ensure successful quality management, the Latvian Department employs a dedicated Quality Officer. For linguistic expertise, Quality Officer consults a Quality Circle: a group of translators who have volunteered to discuss and decide on specific translation and linguistic issues. Other staff, namely terminologists, translators, assistants, and managers are also involved in quality management at different levels within their area of competence (Grandovska, 2014: 37). But of course, first of all the translator needs to know what is expected from him. In order to obtain a general impression of quality requirements in DGT, the author of this master thesis chose to study the draft of a framework contract for translation services. The contract includes such points as "Quality Requirements" and "Quality control", as well as "Assessment sheet". The assessor of the translation has to provide answers to such questions as:

- Are there problems with the linguistic quality of the source text?
- Is the translation an accurate rendition of the original text?
- Is the translation absolutely complete?
- Has adequate attention been paid to detail?
- Is the terminology consistent throughout the document?
- Have the reference documents supplied been respected?
- Does the translator seem to have carried out adequate background research?
- Does the translation read well?
- Does this translator seem particularly well-qualified to translate this type of documents? or does he/she manifestly lack adequate specialist knowledge?
- Does the translation appear to have been rushed/not properly reread?
- Is the quality patchy (mixture of good and poor)?

(Online 10)

So there is no doubt that quality Assurance in the European Commission's Directorate General for Translators takes a lot of effort and involves many steps and authors. Baiba Grandovska gives an example of how much work and people are required for translation of EU documents: The Latvian version of a legal act, for example, may be translated by a freelance company, revised in DG Translation, revised by experts in Latvia, amended by the European Parliament and Council translation services, finalised by the Council lawyer-linguists in cooperation with the national experts, and proofread in the Publications Office". (Grandovska, 2014: 39).

One can only wonder how many people realize the amount of work and time spent to ensure smooth distribution of document translations in EU's multilingual environment. Awareness is a topical issue in translation circles, and this quotation from a translation quality campaign statement website serves as a good proof of it:

"The goal of the campaign is to raise awareness amongst translation buyers that translation is not a commodity and translators are not pegs on a board. Despite the fact that language plays such a critical role in how we interact with the world, surprisingly few people understand what is required to deliver a "good" translation; a translation that strives to express the same thoughts and impressions as the original text; a translation that strives to pass as if originally written in the target language." (Online 11)

In order to learn what is the general attitude towards translation services in Latvia (including translation in and for EU), the author of this master thesis has gathered a corpus of articles in Latvian media, where translation is mentioned, and the results will be presented in the last chapter of the thesis.

2. VARIOUS ASPECTS OF INTERPRETER'S PROFESSION

Oral interpreting is one of the most ancient activities pursued by humans, and the occupation of interpreter is arguably one of the oldest professions, because it has existed since the first communication acts between different cultures. But there is no testimony for it, because interpreting does not leave any particular evidence. It is believed that initially interpreters worked in two directions (interpreted to and from both languages). The first written proof of interpreting dates back to approximately 3000 BC: an Egyptian hieroglyph with the meaning "interpreter" has survived from those times. Egyptians needed to communicate with Hebrews, Nubians, and Greeks, therefore the role of interpreter was highly regarded (Veisbergs, 2005: 7).

Nowadays, when globalization processes have taken over the whole of the world, interpreter's profession is no less important than it was in the ancient times. Although education systems of the developed world always incorporate foreign language studies in their curriculum, and the demands of worldwide job market oblige people to know at least one or two languages besides their mother tongue, interpreting is still needed in all walks of life. It is difficult to find an equivalent for interpreter's profession. Veisbergs mentions several occupations, which interpreters have been compared with: actor, juggler, pianist, car driver, and even a plumber, who has to replace pipes without disabling the water supply. (Veisbergs, 2009: 7). This listing suggests that generally interpreters should be able to be creative, capable of doing several things simultaneously and have good reaction.

The homepage of The International Association of Conference Interpreters (AIIC) gives some good examples why interpreting is not so much a linguistic profession as an information and communication profession. In interpretation communication is immediate, involving an interaction between speakers, listeners, and interpreters. In translation, however, there is always a gap between the writing of a text by an author and its reception by the readers. Apart from this, translators often spend a long time working on one text, while interpreters, often working in a team, are faced with people speaking and communicating right now. (Online 12)

Veisbergs mentions three aspects which differentiates interpreting from translation: directness, urgency and immediacy, adding that interpreting "happens in real time and is made for immediate use". (Veisbergs, 2009: 8). It also happens in cross-cultural and cross-language

environment. But the environment can be very different depending on the type of interpreting, nature of the event and way of organization. (Veisbergs, 2009: 14). The range of possible work environment for interpreters is very wide – it can be as simple and informal as helping somebody to do daily shopping, but it can also be as complicated and official as interpreting a United Nations session. The requirements and expectations can therefore be very different depending on each particular situation and the mode and type of interpreting.

Various divisions are used in theoretical materials on interpreting, but in most cases (in AIIC official page for example) three main modes of interpreting are recognised:

- Simultaneous
- Consecutive
- Whispering (or chuchotage)

In some sources liaison or community / dialogue interpreting is presented as a separate mode of interpreting, but other linguists consider it a type of consecutive interpreting (Veisbergs, 2009: 78). All of these modes can be used in different settings, and depending on the setting the interpreting process can be classified in several types, e.g.:

- Sight interpreting
- Community interpreting
- Court (judicial) interpreting
- Religious interpreting
- Sign language interpreting
- Remote / distance interpreting
- Media interpreting

Simultaneous interpreting consists of listening through earphones to a speech delivered in a source language (SL) while, at the same time, translating it into a target language (TL). The whole process lasts until the original speech in the source language is completed (Lambert, 1994: 296). The interpreter usually works in a soundproofed booth with at least one colleague. The delegate in the meeting room selects the relevant channel to hear the interpretation in the language of his/her choice (Online 13).

In contrast to simultaneous interpreting, **consecutive interpreting** is a mode of interpreting "after the speaker has finished" (Online 14). In consecutive interpreting the interpreter listens to what is being said in one language and "transfers" it into another language. Two types of consecutive interpreting are distinguished – short consecutive interpreting (interpreting is done sentence by sentence and consists of 2 to 3 sentences, usually notes are not used) and long consecutive interpreting (5-10 or even up to 20 minute speech fragments are interpreted, interpreter takes notes) (Veisbergs, 2009: 42). In the modern world consecutive interpreting has been largely replaced by simultaneous, but it remains relevant for certain kinds of meetings
(e.g. highly technical meetings, working lunches, small groups, field trips) (Online 14).

Whispering or chuchotage is an interpreting mode whereby the interpreter is seated next to one or two meeting participants and whispers the interpretation of the speech. This mode is used mainly when only very few people need interpretation (Online 15). As implied in the name, interpreter speaks quietly (*sotto voce*) not to disturb the speaker or other listeners, who need interpreting. Usually whispering is used for not more than 3 listeners (Veisbergs, 2009: 83). A team working in this mode requires at least two interpreters. Since this technique is hard on the vocal chords, it is only appropriate for very short meetings (Online 15). Sometimes interpreters use headphones to hear the speaker betters, and then they have to be careful to keep the voice at whispering level. Whispering combines the elements of simultaneous and liaison interpreting. A very important aspect is the choice of setting, as interpreter has to feel comfortable and has to be able to hear and see the speakers very well. (Veisbergs, 2009: 83).

Although in many theoretical sources **liaison interpreting** is considered as a type of consecutive interpreting, it is by its nature very different from the "classical" consecutive conference interpreting, therefore the author of this master thesis decided that it has to be described separately. According to Keith liaison interpreting is an "activity which takes place when an individual who speaks two languages mediates in a conversation between two or more individuals who do not speak each other's tongue…" (Keith, 1985:1). Silis points out that liaison interpreting usually takes place "face to face" or in telephone interpreting regime, and does not involve note-taking (Silis, 2009: 65). Silis also makes a distinction between liaison interpreting and community interpreting. According to his division, liaison interpreting is mostly used in a narrow context communication by special order: during the international visits of high-level

statesmen and specialists, in both official and non-official situations. In case of **community interpreting** the interpreter usually works in more expected, static and spatially fixed situations – e.g. immigration offices, police departments, hospitals and schools, to facilitate communication mong clerks and visitors (Silis, 2009: 65). Veisbergs believes that the necessity of liaison interpreting is to a great extent determined by globalization – more and more people are non-native inhabitants in the countries they live in, both legal and illegal migration becomes more widespread (Veisbergs, 2009: 79). It is important to point out that liaison interpreting is often regarded as less professional occupation than conference interpreting – often it is pursued by non-professionals or representatives of other professions without uniting organisations (Ozolins, 2000). Veisbergs also notes that it is less paid (Veisbergs, 2009: 79). Another significant factor of community interpreters is neutrality. Community interpreters are often viewed as advocates or "cultural brokers" who go beyond the traditional neutral role of the interpreter (Roberts, 1994: 138), and it is a very difficult task to stay neutral, taking into consideration that the interpreter is often involved in "conflicts among unequal players of the game" (dissymmetrical distribution of power, e.g. an immigration office clerk and an illegal migrant, a policeman and a thief who has been caught) (Veisbergs, 2009: 79).

When looking at liaison and community interpreting several different settings, where interpreting can take place, were already mentioned. But depending on the environment, several other types of interpreting are distinguished in various theoretical resources. In this master thesis the author chose to examine closer those types of interpreting, which are practiced in Latvia more often, therefore tend to be reflected in the local media. One of these types is conference interpreting.

Conference interpreting is a basic form of modern interpretation, which implies consecutive and simultaneous interpreting, takes place in an international environment and in the presence of delegates (Veisbergs, 2009: 8). It is a natural and free reproduction of speech in the first person from one language into another, mimicking the speaker's style of speech, intonation and timbre of voice (Online 16). The modern practice of conference interpretation is usually considered to date from the Nuremberg trials of 1945-1946 (Online 17), before that French was used in international communication, post and diplomacy (Veisbergs, 2009: 11). Today the participants of international conferences have different horizons and cultural levels, and they speak different languages. Interpreter's duty is to help them communicate with each other, not by

interpreting each word that has been said, but rather by transferring the intended message (Online 16). However, conference interpreters also work at meetings between chief executives, social and union representatives, at congresses and meetings, and so on (Online 17). In order to be able to work in such official environment, the interpreters must have "complete mastery of their working languages, including an excellent command of their native language" (Online 17). But of course, knowledge of languages alone is not enough to ensure good quality interpreting. Conference interpreters must have a particular set of skills and competences.

The skills that various authors highlight are quite similar, and a fully complete list of required skills does not exist. However, there are three main features that unite all interpreters:

- A passion for languages
- An excellent command of their mother tongues
- Their ability to communicate

(Online 18)

Apart from these main factors, there are numerous skills, which are essential for conference interpreters (and other kinds of interpreters, as well), such as:

- Concentration, quick thinking, resourcefulness, gumption, readiness to take risks;
- Good memory;
- Fast analysis and synthesis mechanisms;
- Good quality and speed of speech;
- Communication skills and tact;
- Curiosity and critical mind;
- An interest in and understanding of current affairs;
- Good resistance, calm disposition;
- Pleasant speaking voice and good diction;
- Physical and mental robustness;
- Friendly, collegial attitude and a sense of humour;
- Ability to put themselves in the minds of people for whom they are interpreting.

All of these skills mentioned above are either inherent or they can be self-taught. But in order to pursue this career all aspiring interpreters must obtain a postgraduate qualification in

conference interpreting or gain or gain significant professional experience in this field (Online 18). Postgraduate training can help the interpreter to gain the needed "competences (skills, knowledge, experience), which determine interpreter's ability to cope with the task" (Gaile, 2005). Veisbergs distinguishes eight different sub-competences that are crucial for interpreters: interpreting competence; linguistic competence, social and general knowledge competence; cultural and intercultural competence; communicative competence; information acquiring competence, field competence and professionally ethical competence (Veisbergs, 2005: 11). Interpreting competence implies the accumulated interpreting experience, and it is believed that interpreter reaches professional maturity after 5000 work hours (Veisbergs, 2005, 10). So it takes at least a couple of years for an interpreter in order to become a professional in the field.

But if an interpreter wants to work in a specific filed, such as **court interpreting**, for example, then besides the general skills and competences, he has to have good understanding of judicial procedures and quite profound knowledge of legal matters. Court interpreting is often positioned as a separate type of interpreting, but there are also cases, when it is included in liaison interpreting (Mikkelson, 2008). However, it seems that court interpreters themselves prefer not to be classified as liaison or community interpreters. Holly Mikkelson has quoted a message she got from court interpreters after having established a centre for community interpreting: "After all our hard work for professional recognition, we don't want to be lumped together with that bunch". With this example Mikkelson clearly shows the derogatory attitude of court interpreters towards those interpreters working with other types of public sector interpreting. One of the reasons for this sense of superiority might be the amount of specific field competence needed to practice court interpreting.

Court interpreting can be done either in simultaneous or in consecutive mode, in Latvia mainly consecutive mode is used. Usually interpreting is not very long – up to two hours, and it is done by one interpreter (Veisbergs, 2009: 80). To illustrate the difference between conference interpreting (where also both modes of interpreting are used) and court interpreting, the author has chosen a quote by Silvia Camilo on the topic of interpreting, published in AIIC homepage: "Court and community interpreters work in a national system of basic citizens' rights and the need to achieve results, while conference interpreters operate in a multinational business and intergovernmental world" (Online 19). This quote also serves as a good example to show the

common aspects of court interpreting and community interpreting, providing one possible reason for including court interpreting in community interpreting, as it was mentioned before.

All interpreters have to be concerned with certain ethical considerations, such as confidentiality and impartiality, but for court interpreters they are especially important, because each party involved in court proceedings has its own interests. In many sources on the role of the court interpreter there is a debate on interpreter's position as *conduit* of words or as a linguistic and cultural mediator. Morris describes the *conduit model* as a situation, when "the interpreter is viewed as a neutral machine through which a message passes untouched apart from the change in language" (Morris, 1999: 18). However, there are authors, who claim that "it is now generally accepted that the interpreter always has an impact upon proceedings, and that a completely faithful rendering of a source utterance into the target language is unattainable, despite the expectations of the interpreter as expressed in their codes of ethics" (Fowler, Ng, Coulthard, 2013: 404). This opinion could be partially related to the fact that impartiality in this case includes also a very careful control of interpreter's gestures (eye rolling, head shaking, shoulder shrugging, smile)and body language (demonstrative drawing back or turning away) (Veisbergs, 2009: 81). Veisbergs points out that additional reasons why keeping neutral attitude is a difficult task: "often court hearings are filled with emotions – anger, hopelessness, fear, depression, aggression, hatred", therefore a neutral attitude requires significant energy resources, not to mention the psychic often caused by descriptions of horrific crimes" (Veisbergs, 2009: 81).

2.1 Visibility, Status and Prestige of Interpreter's Profession

In the past decades numerous surveys have been conducted (by Bühler, Kurz, Gile, AIIC researchers, and others) to ascertain the users' needs and expectations of simultaneous interpreting. Each author has come to slightly different conclusions, but in general there is an emphasis on clarity, accuracy of the message and flexibility. Regardless of which features is rated as the most important one in a particular survey, there is no doubt that expectations towards interpreters are fairly high. But does it mean that the profession's status in society is as high as the clients' anticipations? That is not always the case.

In a publication published in AIIC homepage Holly Mikkelson argues that it is extrinsic, not intrinsic, factors that account for the vast differences in interpreters' pay, working conditions, and status. She mentions six external factors that affect the way interpreters are regarded (Mikkelson, 2010):

- The status of the languages involved in an interpreter-mediated event;
- The multilingual or bilingual environment of an interpreter-mediated event, and whether the interpreter is expected to interpret bidirectionally or unidirectionally;
- The degree of interpreter preparation required and allowed for an interpreter-mediated event;
- The criteria for being selected as an interpreter for a given interpreter-mediated event;
- The job market for interpreters in the location of the interpreter-mediated event;
- The degree to which interpreters are organized and regulated in the location of the interpreter-mediated event.

Today English is almost universally used in the international communication, and it is also one of the official languages of the European Union. So, on one hand, the status of the English language is high. But on the other hand, if the client has at least some knowledge of the particular language (e.g. English), the attitude is usually different than in situations when the language is totally unknown for the client and interpreting is vitally important. As Veisbergs points out (Veisbergs, 2009:23), the attitude can fluctuate in a wide range - from admiration (especially in simultaneous interpreting) to some sort of contempt in formal cases of interpreting (when interpreting is actually not needed).

As Jones (1998) explains, staff interpreters at international organizations such as the European Union must demonstrate proficiency in interpreting from two or more languages, but they generally interpret into just one language, their "mother tongue." In other conference interpreting markets, however, meetings generally involve only two working languages and the interpreters are expected to work into and out of both (quoted in Mikkelson, 2010). Bidirectionally working interpreters are not necessarily regarded as lower in their status, but

specialising in working in a particular language combination and direction does suggest some sort of professionalism, and thus can raise the status.

Then there is the question of preparation. If one belongs to a professional association, like the International Association of Conference Interpreters (AIIC), then there is a bigger likelihood that the client will respect the association's desired conditions of work. For example, the General Conditions of Work adopted by AIIC (Online 21) have a paragraph devoted to preparation: "For their technical and terminological preparation the organizer shall send the interpreters a complete set of documents (programme, agenda, minutes of the previous meeting, reports, etc.) in each of the working languages of the conference as early as possible, but not later than 15 days before the beginning of the conference." Of course such statements cannot always guarantee that the delegates will respect the interpreter's need for preparation, but generally it improves the situation. Court interpreting is probably the type of interpreting, where the issue of preparation causes problems more often than in other fields, because lawyers and doctors are particularly reluctant to allow interpreters to see their files, citing confidentiality considerations (Mikkelson, 2010).

The selection criteria in most cases corresponds to the level of the event in which interpreting is needed. Mikkelson has observed that if the clients have experience in working with interpreters and have high standards for their services, competitiveness is very high (Mikkelson, 2010). In contrast – if the clients have no experience in working with interpreters, then they are not selective at all, because they don't have any standard to make comparison with and don't know what questions to ask. Many interpreters complain about the lack of universal standards in the interpreting market and the vast diversity of interpreters' and translators' tasks and qualifications. These factors lead to a situation in which marketplace comprises "all kinds of 'interpreters' and 'translators', from the low-end non-professional linguistic mediators barely acquainted with the languages they use to the highly professional, highly qualified experts who take responsibility for processing important and complex documents and speeches" (Gile, 2009: 45). Due to the absence of universally imposed standards certification programs in which interpreters are required to pass proficiency exams have been developed as a means of providing the potential clients a pool of competent interpreters to choose from (Mikkelson, 2010). However, there is currently no local certification system for interpreters in Latvia. As Gile points out, "socially and economically, the absence of standards is not favourable to top-level

professionals: their status and working conditions tend to be dragged down by the existence of interpreters and translators at 'lower' levels rather than the other way round." (Gile, 2009: 5).

Another external factor that can affect the way interpreters are regarded by society is the degree to which interpreters are organized and regulated in the particular event. At this point it is important to stress that apart from good command of language and terminology interpreting also implies the communicative and mediating aspect. Veisbergs has given some examples of cases, when the interpreter has to act as the coordinator of the event, because sometimes the organizers have no information about the interpreting process and other procedures of the conference, whereas interpreters have this kind of experience. Often the organizing begins even before the event itself, because the organizers are not aware of the fact that special devices are needed for simultaneous interpreting or that two interpreters are needed. They also don't know where to rent the interpreting booths and sound devices, how to negotiate remuneration, etc. In such cases the interpreter can become the strategic manager of the event at the same time acting as a cultural mediator (Veisbergs, 2009: 23).

One possible solution according to Mikkelson and Jourdenais (Mikkelson, Jourdenais, 2015) for lessening the disparity among interpreters and raise public awareness of the profession might be the formation of high level professional associations and alliances, which would unite interpreters striving for common professional goals. As these associations become more sophisticated and influential, "those who rely on interpreters to conduct business and lead their lives will learn better ways of collaborating with them for effective communication."

2.2 Classification and Quality Standards for Interpreters in Latvia

In subchapter 1.2 of this master thesis the author already described how the profession of interpreter is classified in the International Standard Classification of Occupations (ISCO) and where it stands in the Classification of Occupations in Latvia. Out of all professions listed in the unit group 2643 of the Classification of Occupations, three professions deal with oral interpreting: interpreter, assistant-interpreter and court interpreter. The basic tasks of this particular unit group's professions have also been listed in the document, and the tasks related to

interpreting are: “to interpret from one language into another, especially at conferences, meetings and similar occasions; to provide services at international conferences, meetings arranged by local organisations and events with participation of foreign representatives” (Online 22).

The author of this thesis, however, considers it necessary to examine more closely the standard of interpreter’s profession and the professional activities necessary for the performance of professional competence, because it is one of the basic indicators that determines the requirements and expectations of the profession. According to the Standard of the Profession of Interpreter (Online 22), the **interpreter** must have the following professional competences:

- The ability to translate orally a variety of texts from one or more foreign languages into their native language and vice versa, as well as from a foreign language into another;
- The ability to translate consecutively at conferences, sessions and meetings by using note-taking method, interpret simultaneously by using the interpreting equipment, and chuchotage;
- Ability to articulate thoughts clearly and intelligibly, ability to critically evaluate, analyze and synthesize;
- Ability to analyze, evaluate and use the interpreting industry research and new technology;
- Ability to use the interpreting methods according to the customer's requirements and the needs of target audience;
- Ability to ensure the accuracy of the interpretation, stylistic and communicative conformity to the original, use of appropriate terminology;
- Ability to correctly and clearly articulate sound, reproduce the logical structure of the sentence in the interpretation with a correct intonation;
- Ability to choose and evaluate lexicography resources to carry out high-quality interpretation;
- Ability to adapt to circumstances and overcome stress situations;
- Ability to justify and defend the choice of interpreting solution;
- Ability to communicate with people in a well-disposed and business-like manner, including the compliance with professional ethics and generally accepted norms of behaviour;

- Ability to improve interpreting (working) language proficiency in accordance with the language development in the countries where the languages are spoken;
- Ability to follow the latest publications of interpreting studies and practical interpreting;
- Ability to adapt to the changing labour market conditions by following its development trends;
- Ability to use information technology in interpreting activities;
- Ability to navigate and know how to improve the knowledge of economic, political, social and cultural processes;
- Ability to communicate in the national language and at least two foreign languages.

In order to fully reflect the classification of interpreter in Latvia the author of this master thesis considered it necessary to examine also the standard of the Profession of **Assistant-Interpreter**.

The author made a comparison of three professions: translator, interpreter and interpreter-assistant, and came up with the following conclusions:

- ✓ The Standard of the Profession of Assistant-Interpreter includes responsibilities and tasks from both interpreter's and translator's profession, as assistant-interpreter is expected to interpret and also do written translation;
- ✓ Assistant-interpreter is expected to obtain and process information, as well as follow the professional development activities in the same way as translators and interpreters;
- ✓ There is one task, which is expected from interpreters and translators, but not from assistant-interpreter: to follow the latest research in cultural anthropology, ethnopsychology and psycholinguistics, and to apply the latest findings in personal experience;
- ✓ Only assistant-interpreter is expected to deal with tasks related to preparation of business meetings and presentations, as well as meeting minutes and newspaper annotations.

The author of this master thesis also examined the study programs of universities, which provide the possibility to obtain the qualification on assistant-interpreter (Riga Technical University, Rezekne Higher Education Institution and International Higher School of Practical Psychology), and found out that the programs are structured in such a way to cover the skills of both translation and interpreting. However, the author of the present master thesis holds the opinion that it is a rather impossible task to successfully cover all the skills needed for good quality written translation and consecutive and simultaneous interpreting in one study program.

When further investigating the standards of professions included in the unit group 2643, the author of this thesis found that although Court Interpreter is classified as a separate profession, there is no standard available for this profession. Some information about court interpreter's profession, however, can be found in the state laws of Latvia. Section 104 of the Law on Judicial Power adopted by the Supreme Council of the Republic of Latvia states that: "In cases set out by law, a court interpreter shall take part sittings of a court, as well as translate court documents" (Online 23). Section 157 of the Civil Procedure Law (Online 24) adopted by the *Saeima* (the parliament of the Republic of Latvia) is devoted to explaining the duties of the interpreters, which according to the law are: "to translate the explanations, questions, testimony, applications and petitions of persons who are not fluent in the language of the court proceedings, and to translate to such persons the explanations, questions, testimony, applications and petitions of other participants in the matter and the contents of the documents read, the judge's instructions and the court's adjudications." It is also stated that interpreters "are liable in accordance with the Criminal Law for refusal to translate, or for knowingly translating falsely".

However, the distinction of all of the above mentioned professions is not so strict in Latvia, and often one person provides both translation and interpreting services, which could partly explain why there is still a lack of understanding about the difference between translators and interpreters. The interpreters who work in courts of Latvia are also occupied in other fields as interpreters.

When looking at the conference interpreting market in Latvia in general, it would be fair to say that it is rather limited. Large conferences with interpreting from and into multiple languages are not held very often. In most cases Latvian is used as a relay language, for example, between English and Russian language. Simultaneous interpreting is usually carried out either in hotels, which often have their own interpreting booths (if not – mobile booths are set up), or in

various governmental institutions, such as ministries and state agencies, as well as medical companies and other kinds of bigger companies (Veisbergs, 2009: 145).

The market of consecutive interpreting in Latvia is much wider due to the need of consecutive interpreting during expert meetings in ministries, official visits, visits to various enterprises, as well as tourism sector. Usually bidirectional consecutive interpreting is used, and the most popular combination is English – Latvian (about 85-95%) (Veisbergs, 2009: 145). However, the knowledge of Russian is considered as a bonus, as sometimes in a conference where two main languages are used, interpreter needs to use Russian as a passive language. According to a survey for translators and interpreters conducted in 2011-2012, the most common working languages for translators and interpreters are Latvian (113 respondents), English (101 respondents) and Russian (85 respondents) (Gizeleza, 2012).

Veisbergs has observed the fluctuations in the Latvian interpreting market and claims that usually January and the beginning of February, July and August is the so called quiet season, whereas April, May, October, November and December – the most active interpreting months. (Veisbergs, 2009: 146). However, Gizeleza's survey showed that 21% of the interviewed specialists from Latvia reside outside the borders of Latvia (Gizeleza, 2012). It is no surprise that only 11% of respondents work in an office, which is in line with current global trends, when companies tend to reduce the amount of staff interpreters / translators and choose outsourcing instead.

A very important issue related to the quality of provided services is the casual character of profession. For quite a large group of respondents (19%) translation and interpreting is not the basic source of income - they provide their services only occasionally, which to some extent accounts for the deprofessionalization of both professions (Gizeleza, 2012). This factor can, of course, negatively affect the quality of the end product. Quality of work is certainly correlates with remuneration. According to Veisbergs, the average hourly pay for interpreters work in Latvia is 20 to 40 EUR after tax, but in many cases interpreters and clients negotiate a set payment for the whole day or half of the day (Veisbergs, 2009: 46). There are, of course, many factors that affect each individual's monthly income, however, it is closely related to job satisfaction. The recent survey shows that job satisfaction rate among Latvian translators and interpreters is rather high: only 4% of respondents would like to change the profession, 15% are in doubt about it, but 81% are not willing to change profession (Gizeleza, 2012).

Despite the rather high satisfaction rate there is still a lack of interpreters (both freelance and staff interpreters) in the European Union institutions. According to the latest available data, the total number of accredited Latvian interpreters for the European Union institutions (1st of November, 2005) is 61, out of which 22 are permanent staff interpreters and 39 are freelancers. To cover the demand for interpreting both from and into Latvian, the institution aims for 40 staff interpreters for the three European Union institutions together (Freudenstein, 2006: 52). In order to better explain the reasons for having problems with covering this demand, the author of this master thesis will dedicate the next subchapter to Quality Assurance in Directorate General for Interpretation.

2.3 Quality Assurance in the European Commission's Directorate General for Interpreters

In subchapter 1.3 of this master thesis the author already provided an insight into the work of translators in the institutions of the European Union. In this chapter the author of present master thesis will describe the main aspects of work in the Directorate General for Interpretation (DG Interpretation, also known as SCIC), summarize the main aspects of quality assurance in SCIC and provide an overview of the situation with Latvian interpreters in the institutions of the European Union.

In the European Institutions a clear distinction is made between translating and interpreting: in all Institutions different directorates or general directorates exist for translation of written documents and interpreting in meetings. The European Parliament and the European Court of Justice have their own interpreting departments, as has the European Commission, but the recruitment of staff interpreters and selection of freelance interpreters is carried out jointly (Online 25). DG Interpretation of the European Commission supplies interpreting to all other Institutions e.g. the European Commission itself, the European Council of Ministers, the European Investment Bank, the European Economic and Social Committee, the Committee of the Regions and all European Agencies and Offices. DG Interpreting is the largest interpreting service in the world: 551 staff interpreter and over 3000 freelance interpreters supply about 111000 interpreter days in 11200 meetings per year (Online 26).

Apart from selection and recruitment of interpreters, the functions of DG Interpretation comprise many other aspects. “DG Interpretation manages the allocation of Commission meeting rooms and provides support for the smooth running of meetings in many languages that are held there. It also organizes conferences for Directorates-General and departments of the Commission, typically in the range of over 40 main events per year. Its mission is therefore to make possible multilingual communication at the core of Community decision-making by:

- providing quality interpretation services;
- providing an effective service of conference organisation including technical support and design management of modern conference facilities;
- helping to put the Commission's new multilingualism strategy into practice.

If an interpreter is willing to work for DG Interpretation, s/he has to send the application for one of the open competitions, which lead to reserve lists of successful candidates. From these lists administrative staff and interpreters are recruited, usually at the lower career levels which for interpreters are AD5. With this type of recruitment process equal access for all citizens of the Union is guaranteed (Online 27).

However, the applicant has to have outstanding language skills accompanied by all kinds of other knowledge and skills. Elisabeth Freudenstein from SCIC has laid out the requirements for future conference interpreters for DG Interpretation:

A. Knowledge
   - Perfect command of mother tongue;
   - Very good immediate oral comprehension of his/her passive languages;
   - Good all-round general knowledge and culture;
   - Knowledge of European and international current affairs;

B. Professional qualifications
   - Good command of the technique of consecutive interpretation
      1. a clear, precise and coherent message;
      2. faithful to the original as regards both substance and tone;
      3. rendered briskly and fluently;
      4. expressed clearly and elegantly;
      5. demonstrating good communication with listeners;

- Good command of the technique of simultaneous interpretation
    1. clear, precise and coherent message;
    2. faithful to the original as regards both substance and tone;
    3. a calm and even flow;
    4. the ability to avoid translating literally;
    5. using the target language correctly and spontaneously;
    6. demonstrating good communication with listeners

C. Skills

- Good powers of concentration and memory;
- Ability to analyse and synthesise;
- Quick mental reflexes;
- A gift for communication;
- Natural curiosity; a critical mind;
- Ability to remain cool, particularly under stress.

(Freudenstein, 2006: 52-53)

It is obvious that the requirements are rather high and extensive, but if compared to the list of general requirements for conference interpreters, which was laid out in chapter 2 of this master thesis, it can be concluded that fundamentally the requirements for DG Interpreters do not differ from usual requirements for interpreters. Nevertheless, according to Freudenstein (Freudenstein, 2006: 53) at accreditation tests on average 50 to 75% of candidates fail, depending on how strict were the admission criteria. Thus, on the one hand it would be logical to think that the assessment criteria are too severe. On the other hand, as Freudenstein points out: "In the institutions, there are no 'easy' meetings where beginners could learn the trade. This is a difference compared to beginning translators, where it is accepted that they take a bit longer working on a translation than experienced ones, and whose translations are revised by experienced revisers." (Freudenstein, 2006: 53). The sessions of the Eurpean Union institutions differ from other official meetings with the fact that in many cases the interpretation is more important than the original (to which only a few people usually listen). The officials are aware of this fact and therefore in most cases keep a moderate tempo of speech, which allows interpreters to produce good quality interpretation. However, not all speakers think that way, and in European

Parliament there are sometimes cases when a five minute speech is compressed in one or two minutes (Veisbergs, 2009: 143). Such examples help to understand the justification for high admission standards for interpreters - interpreter's inability to interpret fast and difficult speeches cannot be not tolerated.

The institutions of the European Union have now changed the previous practice, when interpreting was done only in the native languages. Especially interpreters representing the new and small languages interpret bidirectionally, because for the time being there are no interpreters who could translate from the small languages (Veisbergs, 2009: 145). Freudenstein admits that covering by permanent and freelance Latvian interpreters is very low: only 6 languages are covered out of the 20 official languages in the EU. She points out that French is the biggest problem, the more so at the European Court of Justice, where French is the main language of procedure and is used as a pivot language (Freudenstein, 2006, 51). However, Ieva Zauberga, the Head of the Latvian Interpretation Unit at DG Interpretation, has declared that the "*goal is to ensure that the Latvian language in the EU institutions is used and recognized and provide that Latvian delegates here can work in their native language*" (Online 28).

Meanwhile the fact that Latvian as a passive language is not covered in any of the booths which can be used as relay booths is seen as a big problem in covering the demand for interpreting both from and into Latvian. This implies that passive Latvian has to be provided by "retour" interpreters in the Latvian booth, which restricts the possibilities for recruiting Latvian freelancers with passive languages only, as a booth has to be made up of two interpreters providing a "retour", while the third one may cover passive languages only (Freudenstein, 2006: 51). In a way, Latvian interpreters are placed in an unenviable situation (Zauberga, 1999), because they are faced with different requirements – Latvian delegation is willing to receive accurate interpretation that is familiar to them whereas foreigners – other interpreters, as well as listeners – well processed and elegant interpretation.

As there are quite a lot of problematic issues related to the implementation of the principle of multilingualism in the institutions of the European Union, one might question the necessity of this principle and ponder why such a big importance is attributed to it? Especially, considering that the most of decision-makers speak at least one of the big languages of the European Union. The European Commission's Director General of Interpretation Marco Benedetti justifies the need of multilingualism with two aspects – lawfulness and fairness (Online 29). Benedetti

explains lawfulness saying that "Any decision taken by the European Union, applies to every citizen of the Union. It is only normal that every citizen of the Union is able to read the decision, which also applies to him, in his national language", and he goes on by illustrating the need of fairness with an example: "Imagine that you are participating in a meeting that uses only English. In such situation a huge advantage is given for those participants of the meeting for which English is the native language, in comparison with you, who might find it difficult to express your views exactly as you would like it". It is no surprise that Benedetti's statements reflect the main DG interpretation standards. According to SCIC (Online 26) "giving everyone at the table a voice in their own language is a fundamental requirement of the democratic legitimacy of the European Union. There should be no obstacle to understanding and putting views in meetings. The citizens of Europe should not have to be represented in Brussels by their best linguists: they can send their best experts. DG Interpretation will make sure they understand each other."

But do the experts understand the difficulty of interpreter's profession? And do they know how to cooperate with interpreters? These are important awareness factors that affect the quality of work for both sides – the delegates and interpreters. A good example of fostering awareness and cooperation among interpreters and delegates could be observed last year in Riga, when a practical interpreting workshop was organized for representatives from ministries involved in the Latvian Presidency in the Council of the European Union (Online 30). The aim of the workshop was to prepare the Presidency working group leaders for work with interpreters to ensure that meetings and other Presidency events proceed most effectively. To gain a better understanding of the significance of interpreters' work the workshop was highly practical and enabled the working group leaders to experience the daily work of interpreters – including working in booths, interpreting speeches, evaluating other speakers. The participants learned about the specific features of multilingual communication in the EU institutions and learned how to apply productive, situation-specific approach in their work with interpreters.

The necessity of such workshops signals that the level of awareness about interpreter's profession is not very high, even in the institutions closely working with interpreters. Nevertheless, the author of the present master thesis regards the above mentioned case as a good starting point for gradually increasing the awareness about conference interpreting, which can in turn also raise the profession's status in society.

3. THE ROLE OF MASS MEDIA AS A CREATOR AND REFLECTOR OF PUBLIC OPINION

Most social scientists define our current society as a mass society and believe it was formed at the end of the 19th century mainly by industrialization, urbanization and modernization (Wells, 1997). In today's world mass media is a significant force, which has a dual role of culture creation and reflection. To illustrate the dual role of media sociologists and cultural anthropologists often use the term *mediated culture* (Online 31). We live in the age of information society, where we can get all the information we need from different type of media, especially social media (online communications channels dedicated to community-based input, interaction, content-sharing and collaboration) and news media (print media - newspapers, newsmagazines, broadcast news - radio and television, the Internet - online newspapers, news blogs, etc.). Thus, one of the basic and most visible functions of mass media is provision of information. But there is much more to it than just a simple transmission of message from source to receiver.

Media is a powerful presence in the daily lives of nearly every person on this planet. But people do not always realise the effect that media has upon them. Baran has illustrated this aspect with an interesting comparison: "Does a fish know it's wet?" Influential cultural and media critic, Marshall McLuhan would often ask. The answer, he would say, is "NO: The fish's existence is so dominated by water that only when water is absent is the fish aware of its condition. So it is with people and mass media. The media so fully saturate our everyday lives that we are often unconscious of their presence, not to mention their influence. Media inform us, entertain us, delight us, annoy us. They move our emotions, challenge our intellectuals, insult our intelligence. Media often reduce us to mere commodities for sale to the highest bidder. Media help define us; they shape our realities (Baran, 2005, 4).

In the discourse of media Baran puts the sress on *mass communication*. His points out that media alone cannot affect our beliefs or viewpoints – media does it "with us as well as to us" through mass communication (Baran, 2005: 4). Communication researcher Wilbur Schramm used the ideas originally developed by psychologist Charles E. Osgood and developed a graphic way to represent the reciprocal nature of communication. Before his theory the usual dimensions

of communication process were message, source, encoder, form, channel and destination. Schramm showed that the source or receiver cannot be clearly identifiable explaining it with the reciprocal nature of the ongoing communication process. According to Schramm all participants of the communication process are creating meaning by *encoding* or *decoding* messages (Schramm, 1954). At first the message is encoded – transformed into an understandable system of signs and symbols. As Baran explains (Baran, 2005: 5), encoding can take the form of speaking, writing, printing, filming a television program etc. Once received, the message is decoded – the signs and symbols are interpreted. Decoding occurs through listening, reading, or watching a television show. Baran further illustrates the relation of communication process with mass media (Baran 2005: 6): "Encoded messages are carried by a *medium*, that is, the means of sending information. (…) When the medium is a technology that carries messages to a large number of people – as newspapers carry the printed word (…) – we call it a **mass medium** (the plural of medium is media)".[1]

There are two main differences between mass communication and other forms of communication. Firstly, if in interpersonal communication one message is transmitted, then mass communication model offers many identical messages. Secondly, the mass communication model implies a *feedback*, whereas the interpersonal model does not. The feedback that originates from mass communication is indirect rather than direct (Baran, 2005: 7). It means that if, for example, a person has read a negative article about interpreting services, he will not express his indignation to the interpreter, nor the journalist, but he will probably form a negative opinion about the profession in general.

Over the years theorists have come up with various theories on the role of media – each with a different sociological perspective. The three most often mentioned theories in the discourse of the role of media are: the limited-effects theory, the class-dominant theory and the culturalist theory.

The **limited-effects theory** originated from survey research in the 1940s and 1950s. According to this theory, "the mass media cannot directly change most people's strongly-held attitudes or opinions. This is usually explained in relation to selective perception: viewers tend to

[1] According to *Oxford Dictionaries*, it is now acceptable in standard English for the word "medium" to take either a singular or a plural verb

select and interpret media messages in accordance with their existing attitudes and beliefs, and their use of the mass media tends to reinforce these. The limited effects view was later confirmed by Hovland, who demonstrated the importance of many intervening variables" (Online 32). However, critics point out major problems with this theory. First problem is the fact this theory "ignores the media's role in framing and limiting the discussion and debate of issues. How media frames the debate and what questions members of the media ask change the outcome of the discussion and the possible conclusions people may draw." (Online 33) A second problem is seen in the fact that the theory was developed in a period of history, when media was far less available and dominant than it is now.

According to **class-dominant theory** "the media is controlled by corporations, and the content – especially news content – is dictated by the individuals who own these corporations" (Online 34). In practice this means that the contents of media are tailored to the largest marketing segment, because advertising funds most media. Of course, there is also criticism towards this theory. Critics claim that "local control of news media largely lies beyond the reach of large corporate offices elsewhere, and that the quality of news depends upon good journalists" (Online 33).

Culturalist theory developed in the 1980s and 1990s. It is the newest of these three theories, and it combines both the class-dominant and limited-effects theory, and claims that by interacting with media people create their own meanings and draw their own conclusions out of the messages that they receive. According to this theory, the audience is "playing an active rather than passive role in relation to mass media" (Online 33). It means that the society tends to interpret media content based on various criteria, such as age, gender, race, ethnicity, and religious background. The proponents of this theory believe that "while a few elite in large corporations may exert significant control over what information media produces and distributes, personal perspective plays a more powerful role in how the audience members interpret those messages" (Online 33).

The author of this master thesis believes that in a rapidly developing information society, when the nature of communication processes is changing all the time, it is a difficult task to prove that a theory fully corresponds to reality. In mass media studies the debate about the extent of media influence is ever ongoing, but there is no doubt that media is a powerful force, which brings certain issues to public attention.

There is also a special theory devoted to the ability of news media "to influence the salience of topics on the public agenda" (McCombs, Reynolds, 2002), and it as called **agenda-setting theory**. This theory is based on the belief that media affects the public agenda by giving society suggestions what to think about, although not telling specifically what to think. McCombs, one of the authors of agenda-setting theory wrote: "*In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue but also how much importance to attach to that issue from the amount of information in a news story and its position*" (McCombs, Shaw, 1972: 176). This theory was initially developed on the basis of American presidential election by studying the correlation of what the voters considered as the most important issues and what the media reported as the most important issue, and it allowed the researchers to determine the degree to which the media determines public opinion (McCombs, Reynolds, 2002). Nowadays this theory is used in research in many other fields, such as advertising, business news, public relations, etc. There are two basic assumptions which underlie most research on agenda-setting (Ihlen; Brønn, 2010: 154)

- the press and the media do not reflect reality, they filter and shape it;
- media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

One of the methods how agenda-setting can be studied is through **content analysis of media**. As the goal of this master thesis is to study in what way and scope the professions of interpreter and translator is reflected in Latvian mass media, the author of the thesis chose to use qualitative content analysis as a research method for achieving the advanced goal. In chapter 4 of this master thesis the author gives an overview of the principles of content analysis and comments on the results of using this method in the research of Latvian mass media.

4. QUALITATIVE CONTENT ANALYSIS OF MEDIA

Content analysis is a research tool, which is used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Apart from written texts, such as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, the material of analysis can also be speeches, conversations, advertising, theatre, informal conversations, or practically any other occurrence of communicative language (Busch et al, 2012).

Often content analysis is used for media evaluation or media analysis, where it is often combined with such media data as circulation, readership, number of viewers or listeners, and frequency of publication (Online 35). The approach of content analysis can be quantitative or qualitative. **Quantitative content analysis** consists of applying explicit coding rules to classify content and then summarizing them numerically. This method has been criticized for missing syntactical and semantic information embedded in the text (Weber, 1990).

In contrast, **qualitative content analysis** emphasizes an integrated view of speech/texts and their specific contexts, and one of its aims is to explore the meanings underlying physical messages. Thus, qualitative content analysis is mainly inductive, grounding the examination of topics and themes, as well as the inferences drawn from them, in the data. Also the data sampling techniques of both approaches are different. In quantitative content analysis the data are selected using random sampling or other probabilistic approaches, whereas samples for qualitative content analysis usually consist of purposively selected texts with the aim of answering the investigated research questions. Qualitative content analysis pays attention to unique themes that illustrate the range of the meanings of the phenomenon rather than the statistical significance of the occurrence of particular texts or concepts (Zhang; Wildemuth, 2007). “Qualitative approach usually produces descriptions or typologies, along with expressions from subjects reflecting how they view the social world. By this means, the perspectives of the producers of the text can be better understood by the investigator as well as the readers of the study’s results.” (Berg, 2001 quoted in Zhang; Wildemuth, 2007).

Having compared both approaches of content analysis the author of this master thesis chose to use the methodology of qualitative media analysis, as it allows the interpretation of the selected texts in a subjective, but scientific manner, and thus is more appropriate for achieving the goal that was put forward in the beginning of this master thesis.

In the process of analysing the corpus of selected articles the author of this thesis will follow the process of qualitative content analysis defined by Kaid (1989) and will include the following steps:

- selecting the data to be analysed;
- defining the categories to be applied;
- outlining the coding process;
- implementing the coding process;
- analysing the results and drawing conclusions.

The implementation of the above mentioned steps will be described in the subchapters of chapter 4 of this master thesis.

4.1 Selection of the Media Content Used for the Study

The material for the content analysis was chosen with the intention of obtaining as many articles about the professions of interpreter and translator as possible. Therefore the author chose to study three of the largest Latvian newspapers – *Diena*, *Dienas Bizness* and *Neatkarīgā Rīta avīze*, one of the largest local newspapers – *Ventas Balss*, as well as four most popular internet news sites in Latvia – *TVNET, APOLLO, DELFI* and *LSM*.

The author studied the articles which have been published in the period from January 1, 2014 until December 31, 2014, so exactly one year was covered. Such period of time was considered appropriate by the author of this thesis, because it enables the researcher to study the recent trends in the publications of selected media. A period of one year is also long enough to obtain a sufficient number of articles needed to carry out the analysis, and the number of articles produced within this period is manageable within the framework of this master thesis.

In order to select articles relevant to the study the author used the archive of newspaper publications available in the online newspaper database *Lursoft*, as well as news archives of the aforementioned Latvian news sites. *Lursoft* newspaper database (*news.lv*) offers publications of Latvian newspapers, and it is updated daily with the new issues. The database offers the possibility to read the publications in the internet, as well as to search for the articles according to chosen parameters. News.lv portal comprises the publications of more than 70 Latvian newspapers and the news agency *BNS*. The amount of publications each month ranges from approximately 2200 to 3200 publications (Online 36).

The author of this master thesis searched for relevant newspaper articles by using keywords related to translation and interpreting, and afterwards thoroughly perused each article to determine which of them reflected issues that relate to the topic of the thesis. The following keywords were used in the data selection process:

- *tulks*
- *tulce*
- *tulkotājs*
- *tulkošana*

The author used the keywords without endings (*tulk*; tulc*;*) with the purpose of finding the keywords in the selected texts in all possible cases (nominative, genitive, accusative, dative). Figure 4.1.1 is an example of how the search process of the keywords *tulks, tulkotājs* and *tulkošana* (using the shortened form *tulk**) in newspaper *Diena* looks like.

Figure 4.1.1 **Screenshot of the search process in *Lursoft* newspaper database *News.lv*.**

In order to study the use of aforementioned keywords in the four chosen Latvian news sites, the author had to use the news archives of these particular sites, as the database *News.lv* does not publish articles from news portals.

In total 710 articles published in the period from 1 January, 2014 until 31 December, 2014 contained the relevant keywords. However, the author had to carry out a revision of all the articles in order to select the ones, which were indeed relevant to the study and the ones, which, although contained the needed keyword, did not imply any information that would serve the purpose of the study. There were several reasons for excluding particular articles from the study. The article could be excluded in such cases: the keyword *tulk** is used only to provide a translation of an unknown word in the article; the article deals with sign interpreting; the article deals with interpretation of dreams or symbols; the keyword is mentioned without any context related to either of the two professions (translator or interpreter), etc. After a careful revision of all 710 articles and exclusion of the invalid material the author of this thesis selected 136 articles for the qualitative content analysis.

4.2 Coding Process of the Media Content

By following the steps of qualitative content analysis, after the selection of articles, which proved to be relevant to this study, the author of the thesis developed a system for coding the selected articles according to the following categories:

- **date** – shows the publication date of the article;
- **source** – newspaper or news site where the article is published;
- **extended keyword** (in Latvian) – keyword used in a sentence from the article;
- **type of profession** – shows which of the two professions the article deals with;
- **focus** – shows the level of importance of the keyword in the article, namely: *low* (the keyword is mentioned in the article, but it provides very little information related to the particular profession), *medium* (the keyword is mentioned in the article with some context related to the particular profession, but the article is devoted to a different topic), or *high* (the keyword is very important in the article or the whole article is about the keyword);

- **type of context** – shows in what way the keyword is mentioned in the article, namely: negative (something negative is said about the keyword), neutral (the fact involving the keyword is stated without any particular attitude towards the keyword), or positive (something positive is said about the keyword) ;
- **location –** consists of two parts (if applicable): 1) the geographical location in which the keyword is mentioned: Latvia – LV; some other country (Russia – RUS, the United States of America – USA, etc.); the institutions of the European Union – EU; 2) the field in which the keyword is mentioned, such as culture, education, literature, business, etc.
- **languages –** shows which language or language combination is mentioned in the article together with the keyword;
- **extended context –** shows the main message, where the keyword is mentioned.

After the development of this coding system the author of the thesis made a table, where all of the 136 selected articles were coded according to the system described above. The table is can be found in **Appendix 1** of this master thesis. The author also made another table, which contains the links to the coded articles, so that those readers, who are interested in reading the full articles can find them online. This table can be found in **Appendix 2** of this master thesis. When the media content was coded, the author carried out a qualitative analysis of the coded material, which will be described in subchapter 4.3.

4.3 Results of the Qualitative Content Analysis

Before analysing the data in a qualitative way, the author of this thesis evaluated the data with a quantitative approach in order to see whether some particular trends can be observed in the distribution of the corpus of articles in the selected media.

First of all, the author examined the dynamics of selected articles over the year, that is – examined the column "**date**" of the coded media content. The least amount of selected articles was published in August – only 6 articles altogether. In April, May and July the number of articles published per month was 16, which was the highest result. The second highest result was reached in September with 14 articles, but in the rest of the year the number of articles ranged

from 8 to 11. The author compared these numbers with the fluctuations in the Latvian interpreting market. As observed by Veisbergs (2009: 146), January and the beginning of February, July and August is the so called quiet season, whereas April, May, October, November and December – the most active interpreting months. However, this trend did not reflect in the number of publications, except for August, when only 6 articles related to translating or interpreting were published. Thus, it can be concluded that in regards to interpreting and translation, the market activity does not correlate with the dynamics of publications related to both professions.

The author also examined the distribution of articles by **source**. The highest number of articles related to translator's or interpreter's profession was published in the national newspaper *Diena* – 28 articles altogether. The local newspaper *Ventas Balss* ranked in the second place with 23 articles. The least number of articles was published in the national newspaper *Neatkarīgā Rīta Avīze* – only 7 articles throughout the year. In the rest of the sources (1 newspaper and 4 news sites), the number of articles was in the scale of 12 to 18. By looking at the aforementioned numbers, the author concluded that there is no specific trend in the distribution of articles in different types of media, namely printed press and internet news sites.

In order to analyse the data with the qualitative approach and make conclusions about the research the author of this thesis used the "*Sort & Filter*" function while working with the coded data. This function proved to be very useful for observing various trends in the corpus of selected media content.

Firstly, the author was able to draw conclusions regarding the popularity of both **types of profession**. Out of the total 136 articles 38 articles were related only to interpreters, 93 articles – only to translators, and 5 articles - to both professions. This result clearly shows the prevalence of translator's profession in the media. If expressed in percentage, then 35% of the articles deal with interpreter's profession (including articles related to both professions) and 75% of the articles are related to translator's profession (also including articles related to both professions). When examining the **focus** of the articles on the particular keywords, it showed that in most of the cases interpreter's profession is mentioned with a low focus (the profession is mentioned in the article, but it provides very little information related to it) – in 22 cases out of 43 the focus is low, in 9 cases it is medium, and in 12 cases it is high. As regards translator's profession, it was mostly mentioned with a high or medium focus, namely, 34 times both with high and medium focus, and

25 times with a low focus. Thus, it can be concluded that translator's profession is undoubtedly more visible in the Latvian media than interpreter's profession.

Secondly, the author of this thesis looked at the distribution of articles by the **type of context**. When examining the articles dealing with interpreting, the author of this thesis found that more than one third of the articles reflect the profession in a negative light – 16 cases; the same number (16) of articles are neutral in regard to interpreters; and only 11 articles express apositive attitude towards the profession. In order to understand the reasons for the big percentage (37%) of negative context the author looked at the location and extended context of the particular articles. It turned out that in only 4 of the 16 negative cases the **location** was Latvia. In most of the negative cases the articles deal with court proceedings outside of Latvia and the reason for negativity is either the confusion of interpreters (e.g. Latvian and Lithuanian; Dane and Norwegian) or inability to provide an interpreter. Hence, it can be concluded that in case of court interpreters, it is often an external factor rather than the interpreters themselves, which shows them in a negative context in media. This observation correlates with one of the extrinsic factors mentioned in subchapter 2.1 of this master thesis which, as described by Mikkelson, affect the way interpreters are regarded. In this particular case the extrinsic factor is "the degree to which interpreters are organized and regulated in the location of the interpreter-mediated event".

When looking together at the positive (11) and neutral (16) articles related to interpreting, in 19 of the 27 articles the location is Latvia, 6 articles concern European Union matters, and 2 articles deal with another location, but the **fields** are very different (e.g. business, technology, education, politics, police, art, culture, SCIC). Out of the 19 articles related to interpreting in Latvia 7 articles show interpreters in a positive context, while in 12 articles the attitude is neutral. Therefore, it can be concluded that although the visibility of interpreters in Latvian media is not very high, generally the attitude expressed towards interpreters in media is quite neutral.

The author also wanted to examine the general attitude towards translators, and the findings were striking. Out of 98 articles in some degree (low, medium or high) related to translator's profession, only 3 articles depicted the profession in a negative **context**, which is just slightly more than 3%. In all 3 negative cases the location was Latvia, but the reasons for negative context were more extrinsic than intrinsic. However, the profession was depicted in a neutral context in 38 cases, and accordingly in 57 cases it was shown in a positive context.

Significantly, in just 1 of the 57 cases the location, in which the profession was mentioned, was not Latvia. So, there is no doubt about the fact that Latvian translators are depicted in a positive light in Latvian media.

When examining the statistics of the **languages** mentioned in the articles related to translators, it was no surprise to the author that the most popular languages were Latvian (mentioned 48 times) and English (mentioned 26 times), which were followed by Russian (10 times), German (9 times) and French (5 times). In 34 cases the language or the combination of languages is not mentioned, and there are also separate cases, when other languages are mentioned. Based on these results, it can be conducted that translators of the English language are mentioned most often in Latvian media.

The author of this thesis used the same method in order to obtain information about most popular interpreting **languages** in Latvian media. Out of the total 43 articles related to interpreting 22 articles do not specify any language or language combination. Just like in the case of translator's profession, Latvian and English are the most popular languages with respectively 11 and 10 articles published. The Russian language is mentioned 3 times, German is mentioned just once, but French is not mentioned at all. The fact that French language is not mentioned in articles related to interpreter's profession could partly be related to the observation that French is the biggest problem for Latvian interpreters in the European Union, as it was mentioned in subchapter 2.3 of this master thesis.

When analysing the **location and field** of articles related to translators, the author observed that three main fields are dominant in the articles: literature (31 article), culture (28 articles) and education (26 articles). Out of 51 article with "literature" as the field 41 article is defined as positive (from the point of view of translator), and 10 articles are defined as neutral. Most of the "literature" articles provide information about a prize or award granted to a Latvian translator, translators working on new literary translations or a successful translation of a literary work by the particular translator. Hence, it can be concluded that literary translators are much more visible in the Latvian media than technical translators, and the positive reflection of their work certainly influences their status in a favourable way.

However, a considerable amount of articles related to translator's profession also deal with the field of education – 18 articles in total, out of which 14 articles are published in the local

newspaper *Ventas Balss*. This is no coincidence, as Ventspils University College offers high level translation studies, and many professional translators in Latvia are graduates of this educational establishment. 10 of these 14 articles related to translation studies depict the profession (or education) of translator in a positive context. Thus, it can be concluded that *Ventas Balss* is one of the sources, which promotes the profession of translator and contributes to the development of a positive image of the profession.

While carrying out the qualitative content analysis of the selected corpus of articles the author of this master thesis observed that in 9 of the published articles the journalist uses a wrong word in relation to either of the two professions. In 8 cases the Latvian word "*tulks*" (interpreter) is used in an article related to translation, and in 1 case it is vice versa – the Latvian word "*tulkotājs*" (translator) is used in an article related to interpreting. These examples prove the assertion that there is still a lack of understanding about the difference between translators and interpreters, as it was mentioned in subchapter 2.2 of this master thesis.

CONCLUSIONS

The goal of this master thesis was to study in what way and scope the profession of interpreter and translator is reflected in Latvian mass media.

The author of this master thesis studied various theoretical materials in order to understand how the professions of translator and interpreter are classified, what kind of quality standards exist, and what skills and competences are needed to guarantee high quality performance in both professions, and thus promote high status and good visibility of translators and interpreters in society. The study confirmed that both professions require an extensive set of skills and competences no matter in which of the various possible settings the language specialist is occupied. Practitioners of both professions undeniably play a significant role in society by acting as cross-cultural communicators and mediators. However the importance of their role does not always reflect in the visibility, status and prestige of both professions.

The examining of theoretical sources on the status and visibility of translators revealed a notable difference between the so called technical translators and literary translators. Various technical solutions for translating services today has led to a situation, when a considerable part of translators work as freelancers, seldom meet their customers and don't get to see their names published in the texts which they produce. Hence, they are mostly *invisible* in society. The results of qualitative content analysis of Latvian media revealed that technical translators are indeed less visible in Latvian media than literary translators with the exception of articles about possibilities to study technical translation in Latvia. As the study of the role of media revealed that the coverage of certain topics in media makes society think more about those topics, publications about education possibilities in translating field might successively lead to changes in society's perspective on technical translators, and thus raise their status in society.

In author's opinion the fact that translations constitute about 70% of texts that an average speaker consumes in Latvia today might be another reason why literary translators are more visible in the media than translators who deal with non-literary texts. Moreover, the overall positive reflection of the achievements of literary translators in media certainly influences their status in society a favourable way.

However, the analysis revealed that translators are reflected twice as much as interpreters in Latvian media, thus the first part of hypothesis that was put forward in the beginning of this master thesis has been proved. A thorough study of the selected corpus of articles disclosed that translators are depicted in a positive light in Latvian media, whereas the attitude expressed towards interpreters in Latvian media is quite neutral. The author believes that one of the main reasons for the difference in media coverage is the fact that interpreter's work is often influenced by numerous external factors, as it was previously discussed in this master thesis. Although interpreters can raise the status of their profession by providing high quality interpreting services and complying with the occupational standard, they cannot always influence such factor as, for instance, the degree to which interpreters are organized and regulated in the location of the interpreter-mediated event. This assumption was proved by the reflection of court interpreters in Latvian media – in almost all of the cases the negative context of the articles was caused by the interpreting service providers, not interpreters themselves.

In author's opinion another aspect related to the difference in media coverage of translator and interpreters might be the fact that translating is often mentioned as an additional skill or second occupation of representatives of other professions (e.g. writer, poet, teacher, stage director), whereas this trend is not so widespread among interpreters. These circumstances allow translators to gain wider visibility in society in comparison to interpreters. Hence, the author considers also the second part of the hypothesis proven – the status and visibility can be considered the most important factors contributing to the difference in media coverage of both professions.

The qualitative content analysis of Latvian media was limited to the scope of 1 year and 8 different media sources. Further investigations could be extended over a longer period of time with the aim to observe the publicity trends in regard to translators and interpreters in Latvian media on year-on-year basis. Further studies might also cover a wider range of media content, for example, studying the reflection of both professions not just in Latvian news media, but also Russian media, as an example.

THESES

1. In today's world translation is more about people than words, therefore a crucial aspect of translator's profession is communication – one of the factors, which determine whether translator's role as a mediator between the client and end-user is visible.

2. The range of possible work environment for interpreters is very wide, and the requirements and expectations vary depending on each particular situation and the mode and type of interpreting. The vast differences in interpreters' pay, working conditions, and status are often the result of various external factors.

3. The quality of interpreting in a conference depends not only on interpreters, but also the communication between interpreters and delegates. Raising awareness about the difficulties and practical issues of interpreter's job can improve the overall quality of the particular event.

4. Although official standards of the professions of translator and interpreter are included in the Classification of Occupations in Latvia, there is still a lack of understanding in society about the difference between translators and interpreters.

5. In mass media studies the debate about the extent of media influence is ever ongoing, but there is no doubt that media is a powerful force, which brings certain issues to public attention, therefore media coverage of certain professions can raise society's awareness about them. Media also acts as a reflector of public opinion.

6. Qualitative media analysis allows the interpretation of the selected texts in a subjective, but scientific manner, and can be successfully applied when studying the representation of certain professions in media.

7. In regard to interpreting and translation, the market activity does not correlate with the dynamics of publications in Latvian media related to both professions.

8. The prevalence of publications related to translator's profession in comparison to interpreter's profession, as well as the higher degree of focus in translation related articles indicate that the profession of translator is more visible in Latvian media than the profession of interpreter.

9. Although the visibility of interpreters in Latvian media is not very high, generally the attitude expressed towards interpreters in media is quite neutral.

10. Translators in Latvian media are depicted in a positive light and the articles which mention translation as a profession in Latvian media mostly refer to literary translations or translation studies. Technical translators tend to be less visible than literary translators in Latvia, and the same trend can be observed in Latvian media coverage.

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Appendix 1: Media Content Gathered for Content Analysis

No	Date	Source	Extended keyword (in Latvian)	Type of profession	Focus	Type of Context	Location and field	Languages	Extended context
1	02.01. 2014	Diena	Labs dzejas tulkojums	translator	low	positive	LV; literature	not specified	Translation practice has helped poet to develop his skill in poetry
2	06.01. 2014	Ventas balss	Janvāris Rakstnieku un tulkotāju mājā	translator	high	neutral	LV; literature	LT; RU; IT; ESP	Writers and translators from Europe come to work in Writers' and Translators' House
3	16.01. 2014	Diena	Tulku pārvietošan ās starp Briseli un Strasbūru	interpreter	low	neutral	EU	not specified	Commuting between Brussels and Strasbourg is expensive and affects work capacity.
4	16.01. 2014	Diena	Mašīntulk. nekad neaizstās tulkus	interpreter	low	neutral	LV; technology	not specified	Machine translation will never replace interpreters, but it is good for getting the main idea from text.
5	20.01. 2014	LSM	Tulkotāji vērtē LV gada vārdus un nevārdus	translator	medium	neutral	LV; society	not specified	Translators judging the best and worst Latvian words of the year
6	22.01. 2014	Apollo	Izstāde par Raiņa darbu tulkotāju, dzejnieku	translator	medium	positive	RUS; literature	LV; RUS	Opening of exibition about poet, translator of Rainis works
7	29.01. 2014	LSM	Tulkotājs saņēmis prēmiju no tulkotāju savienības	translator	high	positive	LV; LT; literature	LV; LT	Latvian translator receives a premium for translations of LT literature
8	30.01. 2014	Apollo	Tulkojot piecdesmit gadu garumā ienes Latvijā LT literatūru	translator	high	positive	LV; literature	LV; RUS; BLR; UKR; LT	Translator brings Lithuanian literature in LV with 50 years of work
9	30.01. 2014	Delfi	Tulkotājam jājūt ka viņa darbam ir nozīme	translator	high	positive	LV; literature	LV; RUS; BEL; UKR	Translator needs to feel that his work is appreciated
10	30.01. 2014	Tvnet	Smalki un sulīgi tulkojumi no lietuviesu valodas	translator	high	positive	LV; literature	RUS; BLR; UKR; LT	Latvian translator's fine and juicy translations from Lithuanian language
11	31.01. 2014	Ventas balss	Diplomus saņems VeA tulkošanas maģistri	translator	high	positive	LV; education	LV; ENG	Master's programme "Legal translation" as a quality brand

12	03.02. 2014	Apollo	Literatūras gada balvas pieteikumos dominē tulkojumi	translator	medium	positive	LV; literature	not specified	Biggest part of works submitted for literature prize are translations
13	03.02. 2014	Ventas balss	Februāris Rakstnieku un tulkotāju mājā	translator	high	neutral	LV; literature	RU; FR; ESP; LV	Writers and translators from Europe and Russia come to work in Writers' and Translators' House
14	03.02.20 14	Ventas balss	Pieaug tulkotāju pulks	translator	high	positive	LV; education	LV; ENG; GER; RUS	19 graduates from Venstpils University College
15	06.02. 2014	Ventas balss	Students attīsta tulkošanas biznesu	translator	high	neutral	LV; business	LV; ENG	Student sets up his own translating business
16	07.02. 2014	Diena	Neizdodas iecere strādāt par tulku	interpreter	low	negative	LV; history	LV; ENG	A woman couldn't work as interpreter in 60's because nobody needed English
17	11.02. 2014	Dienas Bizness	Rīgā notiks Eiropas Tulkotāju asociācijas kongress	translator	low	neutral	Business	not specified	Translators Association Congress will take place in Riga
18	11.02. 2014	Dienas Bizness	Klienti novērtē sinhronās tulkošanas aprīkojumu	interpreter	medium	positive	LV; business	not specified	Hotel clients appreciate the availability of interpreting booths
19	17.02. 2014	Dienas Bizness	Uzņēmējdarb. veiksanai nepieciešams tulks	interpreter	low	neutral	TR; business	TR; ENG	Interpreter might be needed to develop business in Turkey
20	25.02. 2014	Diena	Nevar paralēli studijām strādāt par tulku	interpreter	low	neutral	LV; education	not specified	A woman with child couldn't work as interpreter and continue to study
21	27.02. 2014	Delfi	Diplomus saņem absolventi programmā "Tulks, tulkotājs"	translator; interpreter	low	neutral	LV; education	not specified	Students receive master's degree in program "Interpreter, translator"
22	05.03. 2014	Ventas balss	Marts Rakstnieku un tulkotāju mājā	translator	high	positive	LV; literature	LV; ENG; FR; GER	Excellent translator from France visits Writers' and Translators' House
23	08.03. 2014	Ventas balss	Divi tulkošanas studiju fakultātes lektori iegūst doktora gr.	translator	high	positive	LV; education	LV; FR; ENG	Two lectors at Faculty of Translation studies obtain Ph.D
24	09.03. 2014	Tvnet	Tiesā jāiztiek bez tulka	interpreter	medium	negative	Egypt; court	not specified	Accused left without interpreter because trial is longer than interpreter's workday

25	09.03. 2014	Diena	Tiesā jāiztiek bez tulka sakarā ar viņa darba dienas beigām	interpreter	medium	negative	Egypt; court	not specified	Accused left without interpreter because trial lasts longer than interpreter's workday
26	14.03. 2014	Tvnet	Atsaka sinhronā tulka pakalpojumus	interpreter	medium	neutral	LV; politics	not specified	Interpreters refuse to translate for organization "Association against Nazism»
27	18.03. 2014	Ventas balss	Bakalaura tulkošanas studiju programma starptaut. tirgū	translator	low	neutral	LV; education	LV; ENG	Bachelor's programme "Translation studies" at Venstpils University College offered to international students
28	27.03. 2014	LSM	Latvijā par maz tulko citzemju dzeju	translator	high	positive	LV; literature	LV; ESP	There are not enough poetry translations in Latvia
29	31.03. 2014	Dienas Bizness	Tulkiem darbavietai labāk izvēlēties kabinetu sistēmu	translator	low	neutral	LV; business	not specified	Cabinets instead of open space office suggested for translators (wrong use of word "tulks")
30	03.04. 2014	Delfi	Tulkotāji Latvijas Literatūras gada balvas ekspertu komisijā	translator	high	positive	LV; literature	not specified	Translators act as experts for Latvian literature prize
31	03.04. 2014	LSM	Tulkotāji Literatūras balvas ekspertu komisijā	translator	medium	positive	LV; literature	not specified	Translators acting as experts for Latvian literature prize
32	03.04. 2014	Tvnet	Tulkotāju kvalifikācija ir lieliska	translator	medium	positive	LV; literature	not specified	Qualification of translators in in Latvia is of a very high level
33	03.04. 2014	Ventas balss	VeA iespēja apgūt tulkošanas studijas	translator	medium	neutral	LV; education	LV; ENG	Translation studies as one of the study programmes at Venstpils University College
34	07.04. 2014	Ventas balss	Projektu nedēļa Tulku ielā	translator; interpreter	high	positive	LV; education	LV; ENG	A project week dedicated to translation sphere implemented at Venstpils University College
35	08.04. 2014	Delfi	Dzejnieks un tulkotājs - kultūras atašejs LV vēstniecībā Igaunijā	translator	high	positive	LV; EST; culture	LV; EST; FIN	Latvian poet and translator works as cultural attaché in Estonia

36	08.04. 2014	Delfi	Meistarīgs eseju tulkojums no spāņu val. pretendē uz literatūras balvu	translator	high	positive	LV; literature	LV: ESP; PT	Masterful translation of essays nominated for Literature prize
37	11.04. 2014	Diena	Tulka noalgošana Vamenā	interpreter	low	negative	Papua New Guinea	ENG	Locals in Papua New Guinea who speak English hunt for tourists at airport
38	11.04. 2014	Dienas Bizness	Pārtulkot tekstu no angļu uz tibetiešu valodu lūdz diviem tulkiem	translator	low	neutral	LV; business	ENG; BO	Two translators asked to translate a text from English to Tibetan language (wrong use of word "tulks")
39	21.04. 2014	LSM	LV ir tikai viens turku valodas speciālists un tulks	interpreter	high	positive	LV: education	LV; TR	There is only one Turkish language interpreter in Latvia
40	23.04. 2014	Tvnet	Tulkotājai pasniegs Autora balvu	translator	medium	positive	LV; literature	EST; LV	Translator will receive Author's prize for the 1st time in Latvia
41	24.04. 2014	Diena	Tulkotāja izvirzīta Literatūras gada balvai	translator	high	positive	LV; literature	LV; FIN	Admirable translator's ability to create reliable Latvian language variants that mimmick Finnish dialects
42	24.04. 2014	LSM	Pasniedz balvas par LV un ārvalstu literatūras tulkojumiem	translator	medium	positive	LV; literature	not specified	Translators receive prises for translations of LV and foreign literature
43	25.04. 2014	Apollo	Pasniedz balvu par tulkojumu	translator	medium	positive	LV; literature	not specified	Latvian literature prize given for translation of a novel
44	25.04. 2014	Diena	Speciālbalva tulkotājai par Latvijas literatūras tulkojumu ārvalstīs	translator	high	positive	LV; literature	LV; FIN; LV; ENG	Translator receives prize for translation of Latvian literature abroad
45	25.04. 2014	LSM	Latvijā ir ļoti labi tulkotāji	translator	medium	positive	LV; literature	not specified	There are many very good translators in Latvia
46	02.05. 2014	Tvnet	Pazudis žurnālists un tulkotāja	interpreter	medium	neutral	Ukraine	not specified	Journalist and his translator lost in Ukraine (wrong use of word "tulkotājs" in the headline)
47	08.05. 2014	Diena	Ārvalstu adoptētājiem jāsedz tulka pakalpojumi uzturēšanās laikā LV	interpreter	low	neutral	LV; police	not specified	Foreign adopters obliged to pay for interpreting services during visits to Latvia

48	08.05. 2014	Diena	Tulki var kļūt par islāmistu ekstrēmistu uzbruka mērķiem	interpreter	low	negative	AF; military confl.	not specified	Interpreters under threat of being attacked by Talibs in Afghanistan
49	12.05. 2014	Delfi	Rakstnieks un tulkotājs Sodums - kultūras izcilība	translator	medium	positive	LV; USA; literature	LV; ENG	Latvian writer and translator - one of excellences in Latvian culture
50	13.05. 2014	LSM	Sodums "Ulisa" tulkojumam veltījis visu mūžu	translator	medium	positive	LV; USA; literature	LV; ENG	Translator dedicates his whole life for the translation of "Ulysses"
51	16.05 .2014	Apollo	Izcils latviešu dzejnieks un tulkotājs atdzejo un tulko no neskaitāmām val.	translator	medium	positive	LV; literature	multiple	Outstanding Latvian poet and translator translates from various languages
52	16.05. 2014	Delfi	Miris Hruščova un Brežņeva personīgais tulks	interpreter	high	positive	RUS; politics	RUS	Legendary linguist and Khrushev's and Brezhnev's private interpreter has died
53	16.05. 2014	Delfi	Partijām Beriselē vajadzīgs labs tulks	interpreter	low	positive	EU	not specified	Parties in Brussels need good interpreters
54	16.05. 2014	LSM	Speciālbalva par Korāna tulkojumu	translator	medium	positive	LV; literature	LV; AR	Translator receives prize for his translation of Koran
55	16.05. 2014	Diena	Ekspertīzi apgrūtina tulka nodrošināšana darbam ar apsūdzēto	interpreter	low	negative	UK; court	LV; ENG	Psychiatric examination of the accused hindered due to search of appropriate interpreter
56	17.05. 2014	Tvnet	Latviešu dzejnieks un tulkotājs svin jubileju	translator	medium	positive	LV; literature	multiple	Latvian poet and translator received the Latvian Literature Prize for translation of Quran
57	18.05. 2014	Tvnet	EP ir tulki, bet valoda jāprot arī pašam	interpreter	low	neutral	EU	not specified	Voting, party sessions and committe sessions are interpreted in EP, but that is not enough.
58	21.05. 2014	Ventas balss	Tulkošanas studiju fakultātes studenti piedalās konferencē	translator	high	positive	LV; education	LV; ENG	Papers written by Translation faculty students highly evaluated by professors

59	22.05. 2014	Tvnet	Piešķir Tulkotāju balvu	translator	high	positive	LV; governm.	not specified	Latvian Translator receives Translators prize of Latvian and Estonian Ministries of Foreign Affairs
60	29.05. 2014	Ventas balss	Tulkošanas studiju fakultāte apliecina savu izcilību	translator	high	positive	LV; education	LV; ENG	Master's programme "Legal translation" re-admitted to EU Network of European Master's in Translation
61	29.05. 2014	Diena	Dok. tulkošana un notariālā apstiprināšana - sarežģīti un dārgi	translator	low	negative	LV; economy	LV; ENG	Translation and notarial approval of documents - complicated un expensive
62	04.06. 2014	Delfi	Latviešu literatūra maz tiek tulkota angļu valodā	translator	medium	neutral	LV; USA; literature	LV; ENG	Not enough Englihs translations of Latvian literature
63	04.06. 2014	Diena	Piešķirta Latvijas un Igaunijas Tulkotāju balva	translator	medium	positive	LV; literature	LV; EST	Latvian translator acknowledged the best translator of 2013
64	05.06. 2014	Diena	Patīk tulkot tehniski juridiskos tekstus	translator; interpreter	low	neutral	LV; literature	LV; EST; Liv	Interview with a man working as translator, interpreter, poet and etrepreneur
65	06.06. 2014	Apollo	Lietuviešu tulka vietā tiesā pieaicina latviešu tulku	interpreter	high	negative	UK	LV; LT; ENG	Latvian interpreter sent to interpret in court instead of Lithianian interpreter
66	06.06. 2014	Diena	Latviešu tulka sajaukšana ar lietuviešu tulku rada zaudējumus	interpreter	high	negative	UK; court	LV; LT; ENG	Confusion of Latvian and Lithuanian interprters costs 3000 pounds
67	12.06. 2014	Diena	Sen gaidīts tulkojums	translator	low	positive	LV; literature	LV; EST	Eduard Veidenbaum's poetry finally translated into Estonian
68	12.06. 2014	Tvnet	Lietuviešu tulka vietā uz tiesu nosūta latviešu tulku	interpreter	high	negative	UK	LV; LT; ENG	Translation Bureau sends Latvian interpreter instead of Lithianian interpreter
69	14.06. 2014	Apollo	Tulka, skolotāja un komponista īpašā dzīve	translator	low	neutral	LV; culture	TR	Special life of Uli Afki - translator, teacher and composer

70	16.06. 2014	Ventas balss	Starptautiskā Rakstnieku un tulkotāju māja	translator	low	positive	LV; literature	not specified	Writers' and Translators' House is one of the most recognized literary centers in Europe
71	18.06. 2014	Ventas balss	Tulkošanas studiju fakultāti absolvē 53 studenti	translator	medium	positive	LV; education	LV; ENG	Two Translation faculty students get excellent results for their Bachelor's theses
72	25.06. 2014	Ventas balss	Iespējas studēt VeA Tulkošanas studiju fakultātē	translator	medium	positive	LV; education	LV; ENG; GER; RUS	Translation studies as one of the accredited study programmes at Venstpils University College
73	08.07. 2014	LSM	Tulkotājam tulkojums ir kā krustvārdu mīkla	translator	high	positive	LV; USA; literature	LV; ENG	Translating litearture is like solving crosswords - quite difficult
74	08.07. 2014	NRA	Tiesā norvēģu valodas tulka vietā dāņu tulks	interpreter	low	negative	FR; court	DA; NO	Danish interpreter provided in court instead of Norwegian interpreter
75	09.07. 2014	Dienas Bizness	Talsos finansējumu tulkošanas biznesa attīstībai	translator; interpreter	low	neutral	LV; business	not specified	Business incubator in Talsi gives a grant for translation business
76	10.07. 2014	NRA	Vetspilī un Rēzeknē daudz budžeta vietu tulkošanas studijās	interpreter	medium	neutral	LV: education	LV; RUS, GER; ENG	Many budget places available for translation and interpreting studies
77	15.07. 2014	Delfi	XVII gs. tulks, skolotājs un komponists Ulī Afkī	translator	low	neutral	LV; culture	TR	Translator, teacher and composer Uli Afki - 1st who translated the Bible in Turkish
78	15.07. 2014	Ventas balss	Iespējas studēt VeA Tulkošanas studiju fakultātē	translator	low	neutral	LV; education	not specified	Translation studies as one of the study programmes at Venstpils University College
79	15.07. 2014	Diena	Tulki kā sabiedrības uzskatu paudēji	interpreter	low	positive	LV; art	not specified	Interpreters as expressers of public opinion and integral part of art program
80	16.07 .2014	Dienas Bizness	Tulkam pārmet pārlieku gausumu	interpreter	low	negative	LV; politics	not specified	Interpreter reproached for being too slow

81	21.07. 2014	Tvnet	Amatpers. jāizmanto tulks	interpreter	medium	neutral	LV; politics	LV; ENG	If government officials have problems with English, they should use interpreter services
82	24.07. 2014	Delfi	Slavens Krievijas tulkotājs un redaktors viesojas LV	translator	low	positive	LV; RUS; culture	RUS	A famous translator and editor from Russia visits Latvia
83	29.07. 2014	Diena	XVII gs. tulks, skolotājs un komponists Ulī Afkī	translator	low	neutral	LV; culture	TR	Translator, teacher and composer Uli Afki - 1st who translated the Bible in Turkish
84	29.07. 2014	LSM	Tulks kā iedvesmas avots festivālam	translator	low	neutral	LV; culture	TR	Translator, teacher and composer - an isnpiration for art festival
85	29.07. 2014	Ventas balss	Budžeta vietas ”Juridisko tekstu tulkošanas” studiju programmā	translator	medium	positive	LV; education	not specified	Budget places available in Legal Translation study programme
86	30.07. 2014	Dienas Bizness	Ventspilī lielākā interese par tulka programmu	interpreter	low	positive	LV; education	not specified	Interpreting raises the biggest interest among study programs in Ventspils
87	30.07. 2014	Tvnet	Likumsargiem nācies meklēt tulku	translator	low	neutral	UK; court	ENG; LV	British law enforcement officers have to look for a Latvian translator (wrong use of word "tulks")
88	30.07. 2014	Diena	Likumsargi meklē tulku dokumentu tulkošanai	translator	low	neutral	UK; court	LV; ENG	Law enforcement officers had to look for interpretrs for document translation (wrong use of word "tulks")
89	04.08. 2014	Diena	Valsts prezidenta kancelejas tulks	translator	low	neutral	LV; governmen t	RUS; LV	President's translator worked with texts in Russian (wrong use of word "tulks" in Latvian)
90	09.08. 2014	Diena	Pirmo skolu latviešu bērniem nodibina Bībeles tulkotājs	translator	low	positive	LV; history; education	not specified	First school for Latvian children established by the translator of the Bible
91	11.08. 2014	NRA	Tulka darbs politikā saistīts ar lielu risku	interpreter	high	negative	LV; politics	LV; RUS	Interpreter's position in politics is related to high risks

92	14.08. 2014	Tvnet	Vaino tulkus par nepareizu tulkojumu	interpreter	medium	negative	Russia; politics	RU; PL	Russian politician blames interpreters for wrongly translating his sayings
93	21.08. 2014	NRA	Šveicē pieprasīts "Tildes" mašīntulk.	translator	medium	neutral	CH; education	not specified	Students in Switzerland are tought to use machine translation program
94	26.08. 2014	Dienas Bizness	Nodrošinās sinhrono tulkojumu vienlaicīgi vairākās valodās	interpreter	high	neutral	LV; politics	multiple	During Latvian Presidency of the Council of the EU simultaneous interpreting will be provided in multiple languages
95	02.09. 2014	Delfi	Dzejas dienu ietvaros rīko tikšanos ar latviešu dzejnieku un tulkotāju	translator	high	neutral	LV; literature	not specified	Meeting with LV poet and translator organized during Poetry days
96	05.09. 2014	Ventas balss	Septembris Rakstnieku un tulkotāju mājā	translator	high	neutral	LV; culture	ARM; ENG; MK; LV	Writers and translators from Europe and Russia come to work in Writers' and Translators' House
97	08.09. 2014	LSM	Piešķirta balva par latviešu prozas tulkojumiem armēņu valodā	translator	high	positive	LV; literature	LV; ARM	Translator gets prize for LV litarature translations in Armenian
98	08.09. 2014	Ventas balss	Balva "Sudraba tintnīca" tulkošanā	translator	high	positive	LV; literature	not specified	Translators will receive prizes for their work
99	09.09. 2014	Dienas Bizness	Kamēr iztulkosi, grāmata vairs nebūs vajadzīga	translator	low	negative	LV; business	not specified	Translator's work may turn out to be futile if readers lose interest in the translated book
100	12.09. 2014	Delfi	Dzejniece literatūrā ienākusi kā tulkotāja	translator	medium	positive	LV; literature	MKD; EST	Poet enters the literature as a translator
101	18.09. 2014	Diena	Uzņēmumiem daļēji kompensē tulka pakalpojumus	interpreter	low	neutral	LV; business	not specified	Interpreting services are now partly compensated for enterprises
102	25.09. 2014	Diena	Mašīntulkojums var palīdzēt profesionāliem tulkiem	translator	medium	neutral	LV; technology	not specified	A translator who is good at translating fiction might have difficulties with medicine or agriculture texts. (wrong use of word "tulks")

103	25.09. 2014	Ventas balss	Studenti tulkos Šekspīra lugas	translator	medium	neutral	LV; education	LV; ENG	Students of Venstpils University College will translate Shakespeare's works
104	26.09. 2014	Apollo	Tulkotāja radošo devumu īpaši novērtē bērni	translator	high	positive	LV; literature	not specified	Translator's creative work especially appreciated by children
105	26.09. 2014	Delfi	Rakstnieka un tulkotāja Jāzepa Osmaņa radošais devums	translator	high	positive	LV; literature	not specified	Translator's creative work appreciated by children
106	26.09. 2014	LSM	Prēmija par poļu literatūras tulkojumiem	translator	medium	positive	LV; literature	LV; PL	LV translator received a premium for Polish literature translations
107	26.09. 2014	NRA	Tulkotāja radošo devumu īpaši novērtē bērni	translator	high	positive	LV; literature	not specified	Translator's creative work especially appreciated by children
108	26.09. 2014	Tvnet	Tiesas sēde nav iespējams nodrošināt tulku	interpreter	low	negative	LV; court	not specified	Case postponed due to not providing interpreter
109	13.10. 2014	Tvnet	ES institūciju tulki Latvijā	translator; interpreter	high	neutral	LV; politics	not specified	Translators and interpreters come to Latvia to prepare for Latvian Presidency of the Council of the EU
110	14.10. 2014	Delfi	Latvijas literatūras gada balvu pasniegs arī labākajam tulkotājam	translator	medium	positive	LV; literature	not specified	Annual Latvian literature prizes will be given also to translators
111	16.10. 2014	Diena	EP daudz sadarbojas ar ārštata tulkiem	interpreter	high	positive	EU; SCIC	multiple	In big sessions SCIC can mobilize up to 1,000 interpreters
112	16.10 .2014	Diena	EP tulki var strādāt 552 valodu kombinācijās	interpreter	high	positive	EU	multiple	EP interpreters able to work in 552 language combinations
113	24.10 .2014	Apollo	Tulkotāja darbu sarežģī dažādu valodas slāņu lietojums romānā	translator	medium	neutral	LV; literature	LV; EST	Use of different layers of language makes translator's work difficult
114	24.10. 2014	LSM	Tulkotāja darbs ir sarežģīts	translator	medium	neutral	LV; literature	LV; EST	Translator's work is not easy
115	24.10. 2014	Ventas balss	VeA izslavēta ar Tulkošanas fakultāti	translator	low	positive	LV; education	not specified	Venstpils University College Translation faculty has good reputation

116	27.10. 2014	Apollo	Tulks iespejams iesaistīts krāpšanā	interpreter	low	negative	USA; court	LV; ENG	Interpreter might be involved in fraudulent activities
117	27.10. 2014	Dienas Bizness	Eksporta potenciāls – dabas zinātņu un medicīnas tekstu tulkošana	translator	high	positive	LV; business	multiple	Export potential - translating texts in natural sciences and medicine
118	27.10. 2014	Tvnet	Tulka līdzdalība krāpšanā	interpreter	medium	negative	USA	not specified	Interpreter with unknown identity involved in fraud
119	03.11. 2014	Apollo	Meikšāna luga uzvesta viņa paša tulkojumā	translator	low	neutral	LV; culture	LV; GER	Director is also the translator of his play
120	05.11. 2014	Delfi	Vajadzētu veicināt automatizētu Vikipēdijas tulkošanu	translator	low	neutral	LV; culture	multiple	Translation of Wikipedia should be automatized
121	05.11. 2014	Dienas Bizness	Tulkotāja darba rezultāti atkarīgi tikai no paša snieguma	translator	low	neutral	Business	not specified	Translator's work results depend solely on himself/herself
122	05.11. 2014	NRA	Režisors pats pats savas lugas tulkotājs	translator	low	neutral	LV; culture	LV; GER	Director is also the translator of his play
123	05.11. 2014	Ventas balss	Novembris Rakstnieku un tulkotāju mājā	translator	high	neutral	LV; literature	LT; BL; GER	Writers and translators from Europe come to work in Writers' and Translators' House
124	17.11. 2014	LSM	Tulkotāja darbs ir ļoti delikāts	translator	high	positive	LV; literature	LV; ENG	Translator's work is very delicate
125	19.11. 2014	Apollo	Tulkojumu lasījumi Rīgā	translator	medium	positive	LV; literature	not specified	Translations will be publicly read in various places of Riga
126	21.11. 2014	Delfi	Režisors pats iztulko iestudēto lugu	translator	low	neutral	LV; culture	LV; GER	Director translates the play all by himself
127	23.11. 2014	Diena	Tulks padarīs konferenci saprotamu	interpreter	low	positive	LV; culture	not specified	Interpreter will make the conference understandable for foreigners
128	29.11 .2014	LSM	ES tulku šefs apmierināts ar LV tulkiem	interpreter	high	positive	LV; EU	multiple	Head of EU Directorate-General for Interpretation satisfied with LV interpreters
129	01.12. 2014	Tvnet	Tulkojums nominēts Literatūras gada balvai	translator	medium	positive	LV; literature	LT; LV	Latvian translation nominated for Literature Award

130	02.12. 2014	LSM	Prozas festivālā rakstniekus no visas pasaules tulkos LV tulkotāji	translator	medium	neutral	LV; literature	LV; FIN; GER; ENG; SWE; RUS	LV translators will translate the works by writers from all over the world
131	08.12. 2014	Delfi	Tulkotaji kā profesionāla žūrija	translator	medium	neutral	LV; literature	not specified	Interpreters acting as jury in a literature festival
132	08.12 .2014	LSM	Tulkotaji kā profesionāla žūrija	translator	medium	neutral	LV; culture	not specified	Translators acting as jury in a literature festival
133	08.12. 2014	Ventas balss	Apbalvos tulkotājus	translator	high	positive	LV; literature	ENG; FR; FER; NOR	19 students enter the contest "New Talent in translation"
134	09.12 .2014	Diena	Labākais jaunais tulkotājs	translator	high	positive	LV; education	EN; GER; FR; LV	"The best new translator" competition for students
135	15.12. 2014	NRA	Tulki iespējams bijuši neobjektīvi un iesaistīti interešu konfliktā	translator	high	negative	LV; court	not specified	Translators possibly involved in a conflict of interests in relation to court proceedings (wrong use of word "tulks")
136	21.12. 2014	Apollo	Atzīts senebreju valodas tulkotājs izdod grāmatu	translator	medium	positive	LV; literature	HE	Aknowledged translator provides direct translations of the Bible

Appendix 2: Links to the Articles Used in Content Analysis

No	Link to the article
1	http://news.lv/Diena/2014/01/02/dienas-gada-balva-kultura
2	http://www.ventasbalss.lv/news/read/19624
3	http://news.lv/Diena/2014/01/16/apnikusi-metasanas
4	http://news.lv/Diena/2014/01/16/musu-nozarei-veicas-bet-duset-uz-lauriem-nedrikst
5	http://www.lsm.lv/lv/raksts/izklaide/zinas/gada-sparnotais-teiciens--prezidenta-izteikums-nakotne-ir-nakotn.a75285/
6	http://apollo.tvnet.lv/zinas/izstade-kulturu-saskarsme-valerijs-brjusovs-un-latvija-1914-gads/633330
7	https://www.lsm.lv/lv/raksts/literatura/kultura/muzhiiba-aizgajis-tulkotajs-talrids-rullis.a76081/
8	http://apollo.tvnet.lv/zinas/muziba-aizgajis-tulkotajs-talrids-rullis/634753
9	http://www.delfi.lv/kultura/news/books/muziba-aizgajis-tulkotajs-talrids-rullis.d?id=44087989
10	http://www.tvnet.lv/izklaide/gramatas/495735-muziba_aizgajis_tulkotajs_talrids_rullis
11	http://www.ventasbalss.lv/news/read/19937
12	http://apollo.tvnet.lv/zinas/latvijas-literaturas-gada-balvai-2013-sanemti-daudz-pieteikumi/635340
13	http://www.ventasbalss.lv/news/read/19956
14	http://www.ventasbalss.lv/news/read/19969
15	http://www.ventasbalss.lv/news/read/20018
16	http://news.lv/Diena/2014/02/07/iespeju-vairak-neka-jauniba
17	http://www.db.lv/laikraksta-arhivs/pasakumu-organizesana/kaimini-ir-pamanijusi-jauzruna-talakie-409710
18	http://www.db.lv/laikraksta-arhivs/pasakumu-organizesana/viesnicas-pils-un-biblioteka-konferencu-centra-vieta-409715
19	http://www.db.lv/laikraksta-arhivs/eksportspeja/uz-turciju-raugas-piesardzigi-410054
20	http://news.lv/Diena/2014/02/25/augstskola-neviens-ar-tevi-neauklejas
21	http://www.delfi.lv/novados/daugavpils/zinas/daugavpils-universitati-nule-absolvejusi-48-jaunie-specialisti.d?id=44254661
22	http://www.ventasbalss.lv/news/read/20346
23	http://www.ventasbalss.lv/news/read/20394
24	http://www.tvnet.lv/zinas/arvalstis/500614-kaira_arestetais_latvietis_greste_gadijas_nepareizaja_vieta
25	http://www.diena.lv/pasaule/egipte-aizturetais-latvijas-pilsonis-greste-gadijies-nepareizaja-laika-un-vieta-14047285
26	http://www.tvnet.lv/zinas/latvija/501489-apvieniba_pret_nacismu_sudzas_par_skersliem_pasakumu_organizesana
27	http://www.ventasbalss.lv/news/read/20511
28	http://www.lsm.lv/lv/raksts/literatura/kultura/leona-briezha-atziishanas-miilestiiba-spanju-valodai--spanju-dze.a81152/
29	http://www.db.lv/laikraksta-arhivs/citas/tiecoties-uz-majigumu-430070
30	http://www.delfi.lv/kultura/news/literaturas-gada-balva/nosauc-latvijas-literaturas-gada-balvas-nominantus-un-specialbalvas-ieguveju.d?id=44364111
31	http://www.lsm.lv/lv/raksts/literatura/kultura/nosaukti-latvijas-literaturas-gada-balvas-nominanti.a81794/
32	http://www.tvnet.lv/izklaide/gramatas/504378-godalgos_gramatas_blaumanis_tuvplana_autori_annu_kuzinu
33	http://www.ventasbalss.lv/news/read/20732
34	http://www.ventasbalss.lv/news/read/20780
35	http://www.delfi.lv/kultura/news/literaturas-gada-balva/labakais-tulkojums-guntars-godins-dzeja.d?id=44374547
36	http://www.delfi.lv/kultura/news/literaturas-gada-balva/labakais-tulkojums-edvins-raups-lekcijas.d?id=44365573
37	http://news.lv/Diena/2014/04/11/celojums-pagatne-papua
38	http://www.db.lv/laikraksta-arhivs/bkods/militarists-un-sirdi-gleznotajs-413319
39	http://www.lsm.lv/lv/raksts/cilvekstasti/dzive/par-savu-aicinajumu-izvelas-gruto-turku-valodu.a83425/

40	http://www.tvnet.lv/izklaide/notikumi/507024-latvija_pirmoreiz_pasniedz_autora_balvas
41	http://news.lv/Diena/2014/04/24/vardu-kaucmindiete
42	http://www.lsm.lv/lv/raksts/literatura/kultura/literaturas-gada-balvu-sanjem-jonjevs-pujats-un-mara-zaliite.a83746/
43	http://apollo.tvnet.lv/zinas/noskaidroti-latvijas-literaturas-gada-balvas-sanemeji/648455
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