COMMUNICATION SCIENCES AND THEIR LINKS AND INTERACTIONS WITH TRANSLATION AND INTERPRETING.
THE DENOMINATIONS OF BAILOUT IN THE STATE OF THE NATION DEBATE IN SPAIN[1]

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Resumen

La conexión entre las disciplinas de la Comunicación y la Traducción e Interpretación va más allá de una simple traducción de términos y correspondencias, ya que precisa de una interpretación del mundo y un contexto para entender el verdadero significado de los términos e ideas. En este artículo analizamos el caso de varios términos y su utilización e interpretación por parte de los políticos y medios, dentro de un contexto político y económico determinado, para poner en valor la necesidad de colaboración de ambas disciplinas. El Debate del Estado de la Nación en España es el escenario para observar el uso de denominaciones como *rescate*, *préstamo* o *crédito* de manera partidista y con valores pragmáticos diferentes dependiendo de la intencionalidad buscada por cada interlocutor.

Palabras clave: Comunicación; Traducción; Debates; Variación terminológica; Rescate bancario

Abstract

The link between the disciplines of Communication and Translation and Interpreting goes beyond a simple translation of terms and correlations, as it requires an interpretation of the world and a context in order to understand the true meaning of terms and ideas. In this article, we analyse the case of several terms and their use and interpretation by politicians and the media within a specific political and economic context in order to demonstrate the value of the collaboration between both disciplines. Spain's State of the Nation Debate is the stage where we see the partisan use of denominations such as *rescate* (*bailout*), *préstamo* (*loan*) or *crédito* (*credit*) and with different pragmatic values based on each speaker's intention.

Keywords: Communication; Translation; Debates; Terminological variation; Bailout

1. Introduction

The adoption of new technologies has significantly transformed mass communication channels and modes. Communication science, which studies and reflects on human interactions, has undergone this evolution. This is not only due to a change in ways to convey information and knowledge, but also in the times and modes of communication, the criteria for newsworthiness, the editor's role and competences and their relation to other cultures, the change in the recipients' roles or news volatility, as well as the remaining elements of the communication process. This change affects its origin and subject of study,

resulting in multiple interpretations and trends (Martín Algarra 2008). On the other hand, translation and interpreting —understood as transcultural cognitive and communicative processes developed in a social context and with an increasingly international scope— have also undergone this evolution.

Editors, translators and interpreters, mediators and communication experts share features and functions which, to date, have only been addressed occasionally through an interdisciplinary approach. There are works on communication and the transfer of knowledge in the literary sphere, especially between the West and the East (*Global Media Journal -- Édition canadienne* 5:1, 2012). There are also reflections on the mutations, the health of certain media, and the challenges they face with the impact of new technologies (López Rabadán & Murciano Martínez 2012). Moreover, recently we have seen studies on translation and communication with an interdisciplinary approach and with contributions on journalistic translation, the cultural transfer in the audiovisual field and in mass media (*cf.* Martín Ruano & Vidal Claramonte, eds. 2016).

Communication Sciences and Translation and Interpreting Studies are fruitful fields of research due to their cultural, political and social significance. There are areas of contact involving an interdependence between both disciplines' fields of activity. In fact, many scholars insist on the need for an interdisciplinary approach, one that includes the sociological component (Valdeón 2012; Holland 2013; Bielsa 2016, etc.). We highlight a few of these areas:

– Neurocommunication, neurolinguistics and neuromarketing, especially in an internationalised world.
– Traditional advertisement or the new forms of persuasive communication, sponsorship, patronage, bartering or product placement.
– Translation and interpreting for the media: journalistic translation, audiovisual translation, simultaneous interpreting or live subtitling through respeaking.
– Cultural and linguistic mediation in traditional media (press, radio and TV), in digital meta-media (blogs, websites, platforms), and in general and scientific social media, among others.

Other subjects of interdisciplinary study are the analysis of corporate, political and institutional communication at a transnational level or the transfer of specialised knowledge in the media in an increasingly globalised world.

The field of study of Communication includes the phenomenon of translation and interpreting, but these are fields where the transfer is clear, as in the case of simultaneous interpreting or audiovisual translation. However, many translation processes[2] inherent to other communication processes are often hidden.

Within international communication, political, cultural and pragma-stylistic factors are relevant in order to offer a (written or spoken) text that meets the public's expectations and successfully conveys information. Furthermore, terms are semantically dynamic, both diachronically and synchronously. Therefore, it is of utmost importance that communicators are competent in an area of expertise and have the abilities and intercultural knowledge to achieve an adequate reframing.

Such is the case of advertising, for example. The globalisation of markets by the end of the 20th century and the new forms and tools of communication brought by the advent of the Internet cause an unstoppable change in international advertising. This discipline must navigate different strategies and aspects in order to globalise campaigns and therefore simple content translation is not enough to adapt brands to different markets with different audiences, languages and cultures. Instead, it is necessary to interpret a concept arising from a strategic development, but adapting its final form to elements that can be outside of the advertising sphere.

In this sense, on the design of international advertising arising from the expansion of companies in an increasingly globalised market, Corbacho (2010) highlights that "the globalisation of markets has convinced advertisers of the need to consider cultural and linguistic differences between them an obstacle to effectively communicate their messages" (Corbacho 2010: 183).

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2. "Translation" refers to both translation in a strict and in a broader sense; i.e. including a transculturation process that can involve significant transformations and include the production of (written or spoken) text from several sources (cf. other names within the field of journalistic translation "transediting", Stetting (1989); localisation, recontextualisation, etc.).

In this study, our aim is to highlight an aspect of the correlation between certain fields of intra- or intercultural interpreting and translation and the media. In order to illustrate how important transcultural competence is for communication experts, we have chosen an example within the field of translation and terminological variation. The editor, translator or interpreter needs to know and identify the causes and the values of a term's denominative or conceptual variations in order to adequately convey it.

In the third section, we describe and compare the pragma-semantic values of frequent terms to communicate the economic crisis in German and Spanish, *Rettung* and *rescate* (*bailout*), which arise from a common conceptual metaphor and are considered synonyms a priori.

The analysis (Chap.4) of the terminological metaphor *rescate* (*bailout*) and the denominative variants *préstamo* (*loan*) and *crédito* (*credit*) used by politicians in the 2015 State of the Nation Debate in Spain.

2. Translation, Communication and denominative variation

A line of research that has taken hold within Translation and Interpreting Studies in the past two decades is research in journalistic translation.

Our aim is not to offer an overview of the relevant research conducted in recent years (Valdeón 2015), but to highlight a few ideas that we consider to be transferable to other Communication areas.

Within this field, there are few studies analysing the translator/interpreter's visibility and image or the discourse on the translation or interpreting activity in the media (Diriker 2005; El Islam Sidi Bah 2015; Luna Alonso & Del Pozo Triviño/Fernandes del Pozo in this volume), as the focus is usually put on translation as a process and a product.

The voices raising the issue of translation invisibility in the media, despite it being a key element in the production and reframing process of international news, are recurrent (Hernández Guerrero 2009; Bielsa & Bassnett 2009; Schäffner & Bassnett 2010; Cronin 2012).

For almost a decade, publications on news translation place more emphasis on the powerful role that these (linguistic and cultural) transformations play in a political context (Schäffner & Bassnett 2010; Baumann et al. 2011; Gagnon 2012; Zanettin 2016; Valdeón 2016; Davier 2017). In fact, we cannot

ignore that translation wields great influence through the configuration of news in the media, which reaches different cultures.

Sociologist Bielsa (2016) calls for a translation in the media that enables a cosmopolitan vision in order to promote global awareness. Discovering other cultures' realities helps broaden the horizons, favours mutual understanding and brings cultures closer together without appropriation. Knowing otherness through translation gives us the possibility to turn into critical cosmopolitans (Montero Küpper 2016: 56). This idea involves revisiting the translation strategy to transform international news which "is domesticating by default" (Holland 2013: 340). The domestication process does not make explicit many features that precisely define otherness, as the foreign reality is simplified by the use of a (greater or lesser) common denominator. This transfer procedure goes hand in hand with a simplification and globalisation of different cultures' events and realities. Globalisation, which also affects the state of things and concepts, makes us believe that we live in a homogeneous world, despite the existence of social and cultural differences, as proven by the example of the concept of bailout presented here.

The proper communication strategy does not undergo a clear translation, but it is necessary for the media to emphasise the differentiating cultural elements, even if the agents usually play their role as transcultural editors under pressure[3].

For the elucidations regarding the discourse analysis of terminological variants, we rely on the Communicative Theory of Terminology (Cabré 1999). This approach allows us to consider the terms' denominative and conceptual variation[4]. Furthermore, CTT also considers the pragmatic dimension as a constituent of the specialised lexical item (Cabré 1999: 147 ff.):

> From a social perspective, terms are items that, being part of languages, share language's multidimensionality. Therefore, apart from their denominative value, terminological units perform many other linguistic functions, as well as

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3. Communication and Cognitive Linguistics experts have already talked about the ease of globalising frames and metaphorical concepts through intercultural calques, such as Lakoff & Johnson (1980), Entman (1993) or Arrese (2015), in the context of the Spanish press, and Wehling (2016) in the US and the German-speaking area.
4. *Versus* Wüster's (1991) or Amtz and Picht's (1989) traditional theories of mutual uniqueness (*Eineindeutigkeit*).

> cultural, social, economic and political ones. Aside from designating objects, terms express the conceptual differences linked to a community's culture.

An additional factor is that the mainly argumentative function of the discourse analysed, whose recipient is usually a semi-specialised (or non-specialised) audience, can give rise to a high degree of both semantic and denominative variation due to stylistic and discursive reasons[5]. Fernández-Silva (2016) points out the cognitive and rhetorical role it plays and its ideological motivation in analysed discourses as a cause of terminological variation. Finally, we point out the terminological metaphor characterised by "simplifying the meaning of the technical term" and at the same time offering "a more holistic vision of the mentioned concept" (Mateo Martínez 2007: 196).

3. Cultural context and semantic disparity

In a press conference held in June 2012 after the European pact to recapitalise the Spanish banks, the Spanish minister of Economy, de Guindos, insisted that "this has nothing to do with a bailout, it is a loan with very favourable conditions [...] aimed at stabilising the entities that need it" (*El País*, 09/06/2012). Two days later, when then president Mariano Rajoy referred to a "European line of credit" (*El País*, 11/06/2012) avoiding the use of the word *bailout*, many people hit the roof, labelling these denominations as a euphemism.

The cited events suggest that the term *bailout* has a negative pragma-semantic meaning and that this monolexical unit, although apparently less explicit than De Guindos' denomination ("a loan with very favourable conditions"), would correctly and concisely convey the type of financial help that was given.

We saw this disparity in the use of the term among political groups in a specific case, the 2015 State of the Nation Debate, in a session marked by an economic crisis scenario that gives a glimpse of the possibilities of this metaphor.

The media also reflect and modulate society's perception of reality according to their culture or ideology. In a study by *Reuters Institute for the Study of Journalism on the perception of the Euro crisis in the European press*, the German

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5. Cf. the concept of denominative variation with cognitive consequences in Cabré (2008).

and Spanish reports indicate that German and Spanish journals differ on how to describe reality. For the German press, the main causes of the crisis are political and fiscal (33.82%), followed by banking policies and other financial institutions (25%) (Kepplinger et al. 2013: 18). In the Spanish journals, 59.9% of news articles do not address the causes and only a small percentage of them talk about social and fiscal policies (5.5%) and financial entities' policies (8%) (Arrese & Alfonso Vara 2013: 14).

The most frequent metaphors in the German report, from highest to lowest, are: *griechische Tragödie* (*Greek tragedy*), *Rettungsschirm* (*bailout parachute*) and *Bazooka* (Kepplinger et al. 2013: 36); the Spanish report refers to *contagio* (*contagion*), *tormenta* (*storm*), *fuego/cortafuegos* (*fire/firewall*), *rescate/bailout*[6] and *burbuja* (*bubble*) as the most frequent (Arrese & Alfonso Vara 2013: 30). These data suggest a domestication of realities in the press which adapts pragmatic and stylistic preferences to each cultural context.

Apart from these preferences, research on the economic metaphor of the crisis confirm a significant conceptual consistency between the cultures studied.

On the one hand, it seems evident that globalisation of economy and, specifically, of the crisis is reflected in the media, not only thematically, but also through loans or calques for concepts in new contexts (Fernández Rodríguez & Galanes Santos, 2015: 278)[7]. On the other hand, it is disappointing that media with known ideological differences express "universality" when using metaphorical expressions as stated by Arrese (2015: 30) regarding the Spanish press' discourse. Rojo López and Orts Llopis (2010: 3311) confirm the fact that conceptualisations account for the historical or cultural context:

> not only linguistic constructions are different between languages, but also the same economic reality may be very differently conceptualized at different points of time, on account of very different socio-political, historical factors.

Regarding the bailout, the German and Spanish conceptualisations are the result of almost antagonistic realities due to the positions of economic power

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6. The most-used expression of these variants is not indicated.
7. See also the research project *Valores culturales y didácticos en la metáfora de especialidad: las múltiples imágenes de la crisis económica mundial en la prensa escrita* (since 2013) by Alves (Universidade de São Paulo) and Galanes (Universidade de Vigo).

they hold with different consequences for each country. Regarding the concept of *bailout*, we confirm that both the Spanish word *rescate* and the German word *Rettung* refer to an action aimed at resolving an emergency situation; therefore, it is an (positive) act of solidarity. In addition, the concept of the metaphor *bailout*, which refers to the financial aid given to a state or other entity in order to avoid its bankruptcy, matches in both languages.

However, we do know that *bailout* is not only perceived as a positive concept: the fact of pointing out the need of being rescued implies admitting the loss of autonomy and the reliance on another entity. It is considered a form of surrender and loss of sovereignty. These meanings are inherent to these terms in both cultures. Nonetheless, they acquire a special, differentiated value: while in this situation Spain is the applicant, it is Germany's role, as a sponsor, to loan or even grant the bailout. Yet, while Spaniards perceive the reference to the banks' dire situation, the threat of losing national sovereignty, poor management and monitoring, corruption, etc., German media convey the underlying notion that "Germany has to pay because Spaniards live beyond their means". Both terms carry negative connotations, but with different semantics.

The problem is also present in translation situations: the European Commission or the Euro group may well use the terminological metaphor *bailout* in their statements, but reading it in an essay by Yanis Varoufakis is quite another matter. In the first case, it can be a mere functional (although metaphorical), technical term, while in the second, it certainly conveys a range of critical reflections that the first one lacks.

4. Denominative variants of *bailout* in the politicians' discourses

The aforementioned differences —metaphorical uses, lexical matches, cultural interpretations or differentiated semantic uses— in the term *bailout* between Spain and Germany also exist in the chosen example, in a more "internal" context, as the use of the term *bailout* is not the same depending on the political disposition of the person who uses it.

The time, place and context are as follows: the year 2015, the Spanish Congress of Deputies, between the 24th and 26th of February, the State of the Nation Debate. Spain is still in crisis and, before the end of the year,

Spaniards would go to ballot again. The present work analyses how and, especially, to which extent politicians use crisis terminology, comparing the aforementioned international and national media reports to the literal transcription of these politicians' speeches during the debate which, apart from rare developments, is the moment of most public and media significance of a term of office. We analyse the aforementioned terms: *rescate/rescatar; crédito; préstamo/prestar*. We also include the term *crisis*.

4.1. Analysis of the 2015 State of the Nation Debate

We transcribe the speeches by the members of parliament from the Session Diary on the 24th, 25th and 26th of February, including president Rajoy.
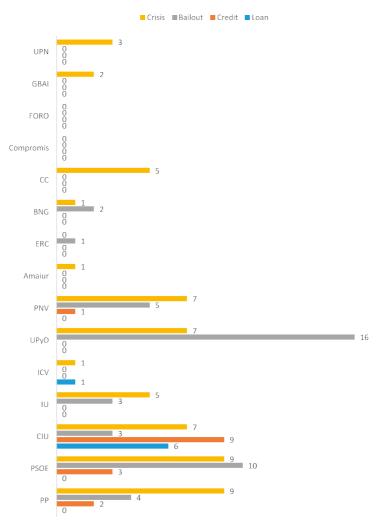
Table 1. Spokespeople and parliamentary groups intervening in the 2015 State of the Nation Debate
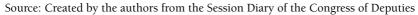
Spokesperson	Parliamentary Group
Mariano Rajoy	President
Rafael Antonio Hernando	People's Party (PP)
Pedro Sánchez	Socialist (PSOE)
Josep Antoni Duran i Lleida	Catalan from Convergence and Union (CiU)
Alberto Garzón	Plural Left - United Left (IU)
Joan Coscubiela	Plural Left - Initiative for Catalonia Greens (ICV)
Rosa Díez	Union, Progress and Democracy (UPyD)
Aitor Esteban	Basque Nationalist Party (PNV)
Sabino Cuadra	Mixed Group – Amaiur
Alfred Bosch	Mixed Group - Republican Left of Catalonia (ERC)
Olaia Fernández Davila	Mixed Group - Galician Nationalist Bloc (BNG)
Ana Oramas	Mixed Group - Canarian Coalition (CC)
Joan Baldoví	Mixed Group - Compromís
Enrique Álvarez Sostres	Mixed Group - Asturias Forum (FORO)
Uxue Barkos	Mixed Group - Geroa Bai (GBAI)
Carlos Salvador	Mixed Group - Navarrese People's Union (UPN)

Source: Authors' creation

From the analysis of their speeches, we created the following figure:

Figure 1. Use of selected terminology during the 2015 State of the Nation Debate

Source: Created by the authors from the Session Diary of the Congress of Deputies

The 5 researched terms (*crisis, bailout/to bailout, credit, loan/to loan*) stand out in the debate speeches.

The most common term is *crisis*, the central axis of the political and public discourse from those years. It appears a total of 57 times on the Session Diary. That is the most repeated and mentioned word by most speakers when their speeches are analysed individually. If we add the times president Rajoy uttered the word, something we will see further on, the total comes to 88 mentions.

In the People's Party (9 mentions), the reference to that term is both negative (a legacy from the previous socialist government) and positive (recovery thanks to the policies applied during their term in office).

We also see that term in the speeches of the Mixed Group (12 mentions). It is necessary to clarify that this group divides the time in 8 speeches, one per constituent party, which explains the increase in the number of mentions. By contrast, three groups prefer a different concept in their speeches and mention it more strongly: the word *bailout*.

It is the most repeated term by the socialist group (10 times compared to 9 mentions of the word *crisis*) and, particularly, by Union, Progress and Democracy (UPyD), which mentions *bailout* or *to bailout* 16 times. Finally, the Catalan party CiU prefers *credit* rather than *crisis* (9 compared to 7) and even *loan* or *to loan* rather than *bailout* (6 compared to 3).

It is interesting to analyse the use of the term *bailout*, not only because it is the most repeated term together with *crisis*, but also because of the remarkable differences among parties. Thus, the main opposition party, the Socialist Party, uses it constantly to give a negative tone to economic management during the PP's term; this is a similar strategy to the one followed by UPyD, the Basque Nationalist Party or Plural Left, while the PP members practically avoid using it and, when they do, it is to deny that this bailout ever happened.

Remarkable is the case of the Catalan party CiU, one of the most confrontational parties towards Rajoy's administration (the Catalan independence referendum was already on the political agenda), as their spokesperson is reluctant to use the word *bailout*. It is the only case, including PP, in which the word *bailout* is not the first nor the second most mentioned one, but the fourth, behind the word *loan*, which is clearly a euphemism. The reason for

this is that CiU was the governing party in Catalonia, an autonomous community that received a rescue package from the Spanish government.

Four of the parliament's groups, People's Party, Plural Left (IU+ICV), the Basque Nationalist Party and the Mixed Group focus their speeches on both terms. Yet, on a group to group basis, both terms —*crisis* and *bailout*— appear on very few occasions (12 and 3), but only BNG and ERC talk about a *bailout*, and *crisis* is only mentioned by 4 groups.

During president Mariano Rajoy's speech, we see a use of terms that widely differs from the rest of spokespeople. He uses the four analysed concepts, but due to the free disposition of time to reply and speak, the word count cannot be compared to that of the rest of spokespeople.

Table 2. Terminology used by the president during the 2015 State of the Nation Debate

	Crisis	Bailout	Credit	Loan
President	31	35	37	30

Source: Created by the authors from the Session Diary of the Congress of Deputies

The euphemism *credit* is the most used one during the president's speech, even if we add *loan*, used as a euphemistic synonym of the former, the amount of times he says one or the other (a total of 67) almost doubles the words *crisis* and *bailout* used as a negative reference towards the previous PSOE government.

4.2. Results

The discourse analysis reveals the pragma-semantic value attributed to the analysed denominative variants *rescate (bailout), préstamo (loan)* and *crédito (credit)*. Likewise, it is clear that these terms are used according to the perspective that they intend to convey.

We see that preference towards terms with a negative connotation or their euphemisms is the result of a government-opposition approach rather than an ideological question of left and right wing. The a case nalysed shows that whoever is in government uses more the euphemistic terminological variants, while the opposition prefers the negative term. This use is maintained even

in the different regional realms, such as in CiU's case which, while being the opposition in Congress, was governing in its community — Catalonia — and used the variants with a positive value. Those in the opposition in every realm, both national and regional, use the most negative term, such as BNG or ERC.

The Basque Nationalist Party is the exception, as it is the governing party in its autonomous community, supports the government at the Congress of Deputies and speaks openly about the bailout. The special economic arrangement in the Basque territory, with financial autonomy, can explain this case.

Within the Mixed Group, comprised by 8 parties, the term use is more uneven. Not all parties mention the most used ones, *crisis* (12 times) and *bailout* (3 times). We understand that, considering their speeches are usually time-limited, in many cases they use those minutes to focus on investments or specific regional demands.

More generally, changes in terminological use among politicians seem to indicate that in 2015 there is a transition between what we could call "crisis language" towards "post-crisis language" in which terms and metaphors referred to in the Reuters report, for example, slowly disappear. The remaining ones are the more defining or specific ones, both those related to the euphemisms *crédito* or *préstamo* (*loan*) which have been used as partial synonyms and those related to the term *rescate* (*bailout*), which has a negative meaning.

5. Conclusions

Communication and Translation and Interpreting Studies are worlds with enough common points to defend interdisciplinary research with cultural, political and economic significance. The increasingly important and profound relationship between content and the media, its actors and activities call for collaboration in order to transcend the specificity of each field and share elements explaining current changes and reality, going beyond a mere translation of terms and concepts.

The critical elucidation of the terminological metaphor *rescate/Rettung*, seen as linguistic equivalents, can explain how the meaning of a cross-border concept differs according to the communicative context. We consider that a broad linguistic and cultural competence, both in translation and interpreting

and among media professionals, as well as specific knowledge, is essential to avoid domestication with a lack of criteria and, consequently, a loss of cultural values, delivering a reduced and imprecise message compared to the original.

Communication in the political field, the use of terms and their not-always-objective connotations offer a field of survey to both disciplines, through case studies on interpreting political debates, such as the State of the Nation Debate serving as a corpus to differentiate the denominative variants with cognitive consequences *rescate* (*bailout)*, *préstamo (loan)* and *crédito* (*credit)*, which establish a relationship of partial synonymity among them. The results from the linguistic analysis of these variants show that cultural differences can be noticed even in the specialised field and how denominative variation highlights different pragma-semantic values of the concept of dependency on the communicative situation.

As well as the interpreter, translator or communication professional requiring a knowledge of how to differentiate terminological variation, obeying different motivations (stylistic, rhetoric, etc.), these professionals need a sharp interlinguistic and cultural awareness in order to ignore improper simplifications in the intra- or interlinguistic transfer of events and realities. We must also bear in mind that media, translators and interpreters must convey information respectful of the cultural attitudes or features expressed.

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