Translating live for international sport events:
The case of the Dakar Rally

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Abstract

The translation of sport events has so far received little attention in translation literature. This paper analyses a specific translation assignment within this field. Based on her professional experience as freelance translator, the author describes the translation of the "live" written coverage provided for the official Website of the Dakar Rally, an important international sport event followed by millions of readers on the Internet. The case study is an example of news translation carried out by professional freelance translators.

First, the general context of news translation is set. Second, the process and context of the "live" translation is described. Parallelisms and differences with news translation in general as described by authors such as Bielsa and Bassnett (2009) are drawn. Some of the main challenges of this specific translation task such as time pressure, translating without any visual support of the race or without the safety net of a reviser/editor are identified and the way they are addressed is analyzed. Finally, some concrete examples of translations from French into Spanish are provided.

Keywords

Translation, sports, news translation, live translation, Web translation

1. Introduction

This paper provides a reflection on a personal professional experience: the live translation of the official communication of the Dakar Rally through the organizers' Website. The complexity of the process may provide food for thought for the emerging research area of news translation. After describing the context and the process of the translation of the live feed and related daily texts during the two-and-a-half weeks of racing, some of the main challenges and the ways in which they are addressed are highlighted, providing concrete examples related to the translations from French into Spanish.

To understand the particularities of the task at hand, I would like to set the framework in which it takes: news translation and translating on and for the Web.

1.1 News translation

News translation is still largely unexplored in Translation Studies and research in this area is still in an "embryonic" stage, according to Bielsa and Bassnett (2009, p. 16). These authors carried out a study of translation in global news agencies. In the book *Translation in Global News,* they show the way news agencies work as "translation agencies" and the particular type of translation carried out by news editors. As they point out,

> […] the organization of the news agency has been conceived in order to facilitate communication flows between different linguistic communities so as to reach global publics with maximum speed and efficiency. (Bielsa & Bassnett, 2009, p. 56)

Bielsa and Bassnett identify the particular characteristics of news translation, compared to the translation of other text types or in other contexts. Due to the limited scope of this paper, we will focus only three we consider to be more relevant for our analysis:

a) Restructuring and reshaping vs. direct translation

More often news translation takes the form of restructuring or reshaping of material in one language into another bearing in mind the target readership, and the direct translation of a text in one language into another is far less common (Bielsa and Bassnett, 2009, pp. 12-14). According to the authors this questions the very notion or definition of source text or even of translation (Bielsa & Bassnett, 2009, p. 11, p. 16). In research on news translation, the writing activity that takes the hybrid form of translation and editing has also been referred to as "transediting", a term coined by Karen Stetting in 1989 (van Doorslaer, 2010). However, we agree with Schäffner (2012) who recently challenged the need to use this term as she considers that the transformations that take place in news translation do not differ substantially from those found generally in translation.

b) Adapting to the target readers

The dominant strategy is *domestication*, i.e. the text is adapted to the norms and expectations of the target culture (Bielsa & Bassnett 2009, p. 10). In the case of direct translation of a specific written text, adjustments may be necessary to comply with stylistic and linguistic conventions. The authors mention as an example the extended use of humour in the headlines of British tabloids, unacceptable in other countries (Bielsa & Bassnett, 2009, p. 12). Moreover, the target audience of the news is seldom aware of the translation process in the transmission of foreign news. This illusion of "original text" is preserved, for example, by the fact that statements made by foreign politicians tend to be quoted verbatim as direct speech, although

their words have often been edited, synthesized, recontextualised or translated, and "no explicit information about the language actually used by the politicians" is provided (Schäffner, 2008, pp. 3-4).

c) Speed as demand and constraint

Being an essential element of journalistic quality, speed is an intrinsic part of the translation process. Speed becomes a demand of the task, but at the same time a constraint, for example for terminology or subject matter research. This can have an impact on the quality or accuracy of the translation. An editor of the French news agency AFP interviewed by the authors mentions as possible consequences of time pressure: errors, literal translations or changes in meaning. However, another news editor from that same agency states that "to translate means to translate fast, well and accurately" (Bielsa & Bassnett, 2009, p. 91).

We will come back to these characteristics in our analysis of the translation for the Dakar Rally, which can be seen as an example of sports news translation.

1.2 Translating on and for the Web

Internet has had a great impact on translation. Firstly, it has clearly provided translators with new tools, facilitating terminology and subject-matter research, and networking with specialists and fellow translators from around the globe, for example through instant messaging or online social media for professionals. Secondly, as communication increasingly takes place online, the number of source texts that are in some way liked to the Web is also increasing.

The Internet has also greatly increased the speed at which news is circulated. The printed press now has online versions where news may be published around the clock. Global news agencies have also used the Internet as a means to directly communicate with the public with channels of continuous communication (Bielsa & Bassnett 2009, p. 54). With online social media, new types of texts have emerged, such as the "tweets", 140-character long microtexts. Web pages as well as social media offer instant availability all over the world.

Translation and social media is one of the most recent areas of research, for example with regards to *crowdsourced* translation (by unpaid users-translators) or fan translation. However, in the specific case of the Dakar Rally, social media serve merely as additional channels for the dissemination of the translated texts, mainly shorter texts, such as breaking news or interviews, or to announce the availability of longer texts, such as the stage report at the end of the day available on the official Website.

2. The Dakar Rally

The Dakar Rally was created in 1978 by Thierry Sabine, a young French racer, one year after he got lost in the Libyan Desert (ASO, 2009, p. 2). The race originally started in Paris, France, and finished in Dakar, Senegal, with its first edition being held in 1979. Up to this day, the general public still often refers to this event by its former name, "Paris Dakar". However, throughout the years the starting and finishing points have changed (Muller & Bimson, 2007). Until 2008, the Dakar took place in Europe and Africa. However, the organizers, Amaury Sport Organisation (ASO), were forced to cancel the 30th edition of the rally after the murder of four French citizens in Mauritania and direct terrorist threats against the event (ASO, 2009, p. 168).

The following year, the Dakar moved to South America, where four editions have been held so far, between Argentina and Chile, adding Peru to the list of countries visited in January 2013. The official name "Dakar Rally", or simply "the Dakar", was retained basically as a brand name for the type of event.

The race is a rally raid or cross-country rally. Navigation plays an important role, as most of the time competitors do not follow a specific and visible route but must find their way in a natural setting. The typical landscape of the Dakar is made up of desert and dunes. The event takes place between the last week of a year and the first two weeks of the next. After two to three days devoted to administrative and technical scrutinizing, the race kicks off for more or less two weeks of stages, with only one rest day about halfway through. Hundreds of competitors race in four main categories: motorcycles, cars, trucks and quads, the latter a more recent addition. Between stages, competitors, assistance personnel and journalists rest and prepare for the next day in bivouacs, temporary camps set up by the organizers.

3. The Dakar Rally translation project

Translations are called upon throughout the year for this event, and the organizers work with several providers. A vast array of texts is translated: rules, road books, advertisements, press releases, books, etc. However, this paper will focus on the texts translated "live", i.e. during the event, for the website, due to the particular characteristics of this task.

My professional experience as a translator for this event began in 2006, in preparation of the 2007 edition. A Belgian translation company I work for was awarded the contract for the "live" translation for this event after successfully providing the translation of the live feed for another sporting event – the Tour de France cycling race. The scope of the contract included the translation of the live feed and daily texts (stage reports, interviews, behind the scenes, etc.), as well as the translation of the general content of the website (description of the stages, countries visited, general and technical rules, participants' profiles, etc.) before the race. However, other providers were responsible for the different language versions of some of the sections of the website, such as the online store or the banner ads.

In the media in general, translation may be carried out by journalists or by translators. Bielsa and Bassnett (2009, pp. 81-82) highlight two main models in the case of global news agencies: the dominant and the alternative model. In the former, journalists (i.e. persons holding a communication or media degree) carry out translation tasks and in the latter, the same tasks are carried out by translators (i.e. with a translation or academic degree).

In this particular case, the so-called "alternative model" is used, as the organizers resort to professional translators. Moreover, all the translators involved are freelance – they do not work in-house – and news translation or sports translation is only one of the fields they specialize in.

3.1 Source and target languages

The language requirements have changed over the years, as can been seen in Table 1. For example, the starting point of the 2006, 2007 and 2008 editions was Lisbon, and Portuguese became one of the official languages of the website. German was added in 2008 due to rising demand, but it was withdrawn in 2013 following a large drop in the number of visits in the previous edition. In the case of Chinese and Brazilian Portuguese, the translation of the live

feed is provided by ASO as a service to specific clients and appears directly on their own website, not on the official Dakar site.

Table 1. Main source and target languages of the "live" translation of the Dakar Rally

	Languages
Source	French
	Spanish (very occasionally)
	English (very occasionally)
Target	English
	Spanish
	Portuguese (2006*–2007–2008*)
	Brazilian Portuguese (2013)
	German (2008–2011)
	Chinese (2012*)

*Different provider

3.2 Source texts

During the two-and-a-half weeks of the event (including, besides the race, three days devoted to the administrative and technical scrutineering), the organizers provide a live feed made up of short real-time news flashes in text format. When I began working on this project, the news feed was available on the official website and also texted to the cell phones of ASO's clients. ICTs have greatly evolved since 2007, and now the feed can be read on the official website, but also through mobile applications. Social media, such as Facebook or Twitter, link to the website and enhance its visibility. At the end of the day, readers have access to the final stage report and interviews. Every day, several one-page "behind the scenes" texts are also translated. The stage report may also be e-mailed to a closed mailing list, mainly composed of media professionals, and/or together with other texts printed by the organizers to be consulted onsite during the race.

Regarding the source texts, the live translation of the Dakar would be an example of what Bielsa and Bassnett (2009) call "direct translation", with a clear-cut source text.

Table 2. Short extracts of source texts from the 2013 edition

Type of text	Source text (French)
Race updates (standings, time differences, strategies, penalties, etc.)	*"Le Français s'est longtemps arrêté au Km 45, rejoint ensuite par deux de ses équipiers qui sont repartis le laissant seul sur place. Alain Duclos a finalement repris le cours de la compétition. Il se situe à présent au Km 60 de la spéciale."* Source: ASO (2013). Alain Duclos est reparti ! http://www.dakar.com/dakar/2013/fr/etape-6/depeches.html
Technical (technical scrutineering, breakdowns, rules, etc.)	*"Le règlement 2013 pourrait surtout avoir la conséquence d'inviter les véhicules deux roues motrices à jouer les premiers rôles face aux 4x4. En autorisant un léger élargissement des brides d'admission d'air dans le moteur, les nouveaux textes donnent un supplément de puissance à tous les buggys, qui ont par ailleurs le droit d'utiliser, contrairement aux 4x4, des systèmes de gonflage-dégonflage automatiques pour attaquer les dunes."*

	Source: ASO (2013). *Course auto : entre deux mondes.* http://www.dakar.com/dakar/2013/fr/pre-course/depeches.html
Cultural (landmarks, local customs, gastronomy, history, etc.)	*"Et voilà que le café de Colombie apparaît sur le Dakar ! Depuis deux éditions Juan-Manuel Linares, 1er colombien à être venu défier le Dakar, avait bien décroché l'appui de la marque des caféiculteurs colombiens pour se lancer sur le Rallye-Raid de janvier avec son copilote Andrès Campuzano, mais cette année le pilote bogotan, est allé plus loin en venant à Lima avec Juan Valdez (de son vrai nom Carlos Castañeda) la figure emblématique et moustachue de la communication de la marque nationale de café."* Source: ASO (2013). *Le Tout Café de Juan- Manuel Linares.* http://www.dakar.com/dakar/2013/fr/pre-course/depeches.html
Quotes and interviews	*"La spéciale était plutôt sympa avec des belles dunes et de la haute vitesse, mais ce n'était pas évident car nous n'avons pas roulé depuis plusieurs mois dans une voiture de course, donc il va nous falloir deux ou trois jours pour se réhabituer à tout ça (…)."* Source: ASO (2013). *Stéphane Peterhansel.* http://www.dakar.com/dakar/2013/fr/etape-1/reactions-tout.html

3.3 Target readership

The target readers are mainly media professionals, i.e. journalists and press agencies, as well as motor sports enthusiasts and the general public. In some cases, the feed is provided directly to other websites. The number of visits to the official website during the race shows that readers are in the millions.

Table 3. Readership figures of the 2013 edition

Official Channel	Figures
Website	74 million page views
Mobile application	270,000 downloads
Facebook page	750,000 fans
Twitter account	90,000 followers

Source: ASO (2013). The 2013 Dakar: Key Figures.
http://www.dakar.com/dakar/2014/us/figures.html.

In the case of the media, the main aim of the organizers is to provide fast access to reliable information in a language they understand. Although accredited journalists from all over the world are present during the race, the website is the main channel providing official information from the organizers. In this sense, the official website serves as a "global news agency" for all information regarding the race.

The texts are also important PR and visibility tools, essential to winning sponsors over and retaining them. Professional teams[1] do not easily tolerate mistakes that may negatively affect their image.

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[1] The race is open to professionals, but also to amateurs, who typically make up around 80% of the competitors.

Finally, the website is the channel through which motor sports enthusiasts and followers of the race can find the latest news, standings and interesting facts and interviews not available anywhere else.

The satisfaction of the target readership is very high on the agenda of the organizers who commission the translation, so the translators need to bear in mind the needs and expectations of the target readers.

3.4 The translation process

Freelance translators do not work onsite but from their personal workspace (home or office). A native French-speaking translator acts as a coordinator and resource person for the rest of the team, serving as liaison with the contact people (press officer, journalists and website administrators) provided by the organizers of the event.

ASO provides a specific online platform, or back office, which is used both by the journalists responsible for writing the French texts and by the translators who provide the different language versions.

3.4.1 How does the platform work in practice?

After logging in, translators can select the stage, content type and target language. In the left-hand column, boxes appear with the first two or three lines of the different texts of the live feed to be translated. The translator then selects a box (the most recent additions are at the top), and the whole text appears in a frame on the upper-right-hand side of the screen. Underneath, there is a blank frame into which the translation is typed or pasted. Once finished, the translator clicks on the submit button, confirms the submission, and the text is automatically published on the website. There is no reviser or proofreader.

When the translation has been successfully published, the related source-text box in the left-hand column turns green. Texts yet to be translated appear with a red background. Furthermore, the team of translators has access to a "Statistics Page" showing the number of texts published for each content type, language and stage. This allows the translator to have an overview of the work done and pending, as well as to monitor the arrival of new texts for each content type. It proves to be especially useful at the end of the day to keep track of the different content-type texts that start arriving at the same time and must be translated according to their priority. The stage report, a longer text (between 1 and 2 pages), is the most urgent.

3.4.2 Some limitations of the platform

The platform was originally designed for the publication of texts on the website, not for translation. Throughout the years, work has been done with the designers to make improvements, such as to the color code system to highlight the texts pending translation.

One of the shortcomings often mentioned by the translators is the fact that no spell or grammar check is available. At the beginning, most of the team preferred to copy the source text to a word processor and then paste their translation onto the platform. However, this extra step can be time-consuming. In recent years, some web browsers have begun providing these functions for different languages, solving the problem to some extent. However, their performance does not seem to be as good as the equivalent tools in word processors. For longer texts, most of the team still feels more comfortable copying the source text to a text-

processor file and then pasting it onto the appropriate space in the back office, once finished. All translators proofread their own text on the screen, as printing the text is barely an option due to time constraints.

3.5 Main challenges

The main challenges faced by the translators in this project can be summarized as follows:

3.5.1 Translating under time pressure

As in any race, time is of the essence, also for the translators. In the introduction I already highlighted the importance of speed in news translations. As Bielsa and Bassnett rightly point out "the newsworthiness of a story will be determined by its timing […]" (2009, p. 19).

Moreover, the work is carried out real time. For the live feed to be relevant, it must be translated quickly. Fans and journalists demand to know immediately what is going on. The final stage report must also reach journalists and press agencies as quickly as possible. There is no time to let the text rest in order to reformulate things in a better or more idiomatic way. Translators cannot devote too much time to terminology searches, nor do they have the luxury of consulting an expert, unless he or she can provide an answer right away. So there is a constant sense of urgency.

Moreover, most of the team does not work in the same time zone as the event. Most translators are Europe-based. When the race took place in Africa, the time difference was only one or two hours. However, since the Dakar moved to South America, most of the team starts later but has to be available to sometimes work well into the night.

Time management is yet another challenge. Translators are on call during the stage but the workload can vary greatly and is unforeseeable. It often depends on the circumstances of the race. The only certainty is the bottleneck at the end of each day, as the arrival of the first categories (usually motorcycles and quads) coincides with the commentary of the last categories (usually cars and trucks), while the first part of the summary of the day – with the results of the first arrivals – clashes with the first interviews and the incoming live feed of the rest of the categories.

3.5.2 Translating without a safety net

The team works without a safety net, i.e. there is no in-house or external revision due to the lack of time. So the "second pair of eyes" mentioned by Bielsa and Bassnett (2009, p. 70) in translated dispatches in global news agencies is missing in this case. Moreover, the authors of the French texts are rarely available to address any inquiries or doubts, due to their own time constraints.

A high level of concentration is required, for example to avoid spelling mistakes or typos. Teamwork is also essential to spot possible mistakes in source texts and communicate them to the ASO liaison person, as well as to the rest of the translators in order to avoid inaccuracies in the different language versions. Fatigue also takes a toll on the journalists, especially in-field journalists who work and live in bivouacs. But accuracy must be preserved.

3.5.3 Translating blind

The interrelationship of text and image seems to be essential in website translation or translation for the media. However, in the Dakar Rally, translators have no access to real-time

images during the race. The main visual information is provided at the end of the day in the summaries broadcasted on national TV channels or in the different videos published on the website. This is rather unfortunate, as information can be lost that is crucial to correctly interpret a text that describes, for example, an accident that has just occurred. In some cases, a translator in the team is able to find on the Internet a photograph just published by one of the accredited journalists following the race, allowing the whole team to literally get a better picture of the meaning of the text.

It must be kept in mind that the task at hand is translating the race updates. The live feed provides readers with a feel of something that is actually quite visual. In some way, it could be considered the written equivalent of radio commentaries, which are quite common, at least in Europe, in other sports such as football. Readers are also initially "blind", as they might read the texts before getting the chance to browse through the increasing number of photographs and videos that become available on the official website, especially towards the end of a stage.

3.6 Addressing the main challenges

The challenges mentioned above require translators with a specific profile. All selected translators had previous knowledge, experience or great interest in the subject matter (rallies, motor sports or races in general). All members of the team are trained translators, with a minimum of 7–8 years' experience, and work into their mother tongue. However, comprehension of the source language, French, needed to be extremely good and immediate. In fact, more than half of the translators who work on this project are either based or have lived for a considerable amount of time in a French-speaking country (France or Belgium), although this was not a requirement in the selection process. This is closely linked to the high translation output the task demands. Due to time constraints, consultation and documentation during the race must be kept to a strict minimum.

The ability to work under pressure is essential. Some of the main stress factors are the long working days, in spite of breaks or standby periods, the surge at the end of the day, fatigue kicking in, or not knowing when the texts are going to arrive or when the day is actually going to end. The unforeseeable nature of the race provides for great uncertainty.

As the task is quite intense, teamwork is essential. For example, translators take turns checking if new texts arrive during standby periods or help one another to solve specific translation problems. All communication takes place through instant messaging. Rest days are essential – there is only one rest day in the race and the event continues on weekends and holidays. Each language team is composed of two to three translators who take turns, often every two to three days, to cover the Dakar.

Extensive preparation on the subject matter is carried out beforehand. All translators read about the event, the route of the next edition, competitors, new rules, etc. to have a sound knowledge of the general context before the race starts. A glossary and/or a style sheet, for terminological consistency, is established by the translators and improved upon in each new edition.

Being a professional translator and conference interpreter, I have always considered the particular assignment of translating 'live' for the Dakar Rally as an exercise which is somehow between both worlds. Many characteristics of conference interpreters coincide with the optimal profile of the Dakar Rally translator: capacity to work real-time – fast comprehension

of source text and immediate rendering in the target language – stress management, high concentration capacity, full responsibility for the end product, etc.

3.7 Specific challenges for the Spanish translators

In order to give a better feel of the work that is carried out, I would like to briefly comment on some of the challenges encountered in the translations from French into Spanish.

3.7.1 Lack of terminological consistency in the field

When the Spanish translators began to draft a glossary, it became clear that terminological decisions had to be made to address the high level of inconsistency in this field. Let us take as an example the word *rally*. Even in specialized publications and the media, different spellings were used: mainly *rally* (English spelling) or *rallye* (French spelling). We opted for the English spelling, as found in the *Diccionario terminológico del deporte* (Castañón, 2004, p. 219).

The first edition of the *Diccionario Panhispánico de Dudas* (2005) recommended adapting the word to the Spanish spelling *rali*, instead of *rally* or *rallye*. However, this form was never widely used. Moreover, the word *rally* (English spelling) was already included in the *Diccionario de la Real Academia* in 2001. Its online version has even added an entry for the word *raid* and its proposed definition, in advance of the 23rd print edition.

3.7.2 International target audience

Motor sports in general and the Dakar in particular are very popular in Spain. In the last ten years, some of the main contenders have been Spanish. The country has always been well represented with regard to the number of competitors. In 2007, the main Spanish-speaking readers were from Spain.

However, the situation changed in 2009 when the Dakar moved from Africa to South America. The number of South American competitors has soared, accounting for 27% in the 2013 edition, compared to only 9% in the first edition in South America (ASO, 2013, p. 1). Awareness and interest of the race is also increasing on the continent.

Valdeón (2006) analyzed the news articles of the Spanish-language website of the American news corporation, *CNNenEspañol* and found an important presence of South American regionalism in the texts. He further highlights the impact such regionalisms could have on a Spanish readership.

Written and spoken Spanish can differ greatly among the different Latin American countries and also between them and Spain. This can have an impact on words that are frequently used in the race, as seen in Table 4.

Table 4. Examples of differences between Spanish from Latin America and Spain

French term	Spanish (Spain)	Spanish (Latin America)
quad (quad)	*quad*	*cuadriciclo / cuatriciclo*
auto (car)	*coche*	*auto*
rouler (to drive)	*correr / competir*	*manejar*
départ (start)	*salida*	*largada* (Arg & Urg)*

(*Arg = Argentina, Urg = Uruguay)

For example, in Spain the word *salida* ("start") is used, and in Argentina and Uruguay it is more common to talk of *largada*. Regarding the word *quad*, the English term is used in Spain, whereas in Latin America the translation into Spanish *cuadriciclo* or *cuatriciclo* is preferred.

On the official website, the Spanish used can be rather heterogeneous, depending mainly on the nationality of the author or translator of the text. For example, an important part of the translations for the content of the website before the race is mostly provided by the local host countries. However, for the live component of the race, ASO decided to work with the same team of translators. The general instructions of the organizers of the race are to address an international Spanish-speaking audience and use "standard Spanish" as much as possible, while maintaining the terminology traditionally used for this race in Spanish. This is easier said than done. However, the approach seems logical since the Spanish-speaking countries the event visits are not always the same. After a predominance of stages in Argentina and Chile, in 2013 the Dakar spent practically a week in Peru and will visit Bolivia for the first time in the 2014 edition.

However, a local touch is given in some instances with the choice of words, mostly in quotes and statements from Latin American competitors, according to their nationalities. Idiomatic expressions may also differ greatly and be more widely used or not used at all depending on the Spanish-speaking country in question. Some words are also to be avoided, such as the verb *coger* ("to catch", "to grab"), extremely common in Spain, but with very vulgar connotations in some Latin American countries.

3.7.4 Back-translation

The translation of quotes and interviews is quite a peculiar exercise. All source texts provided to the translators are in French, regardless of the language originally spoken. Although it cannot be assumed that a Spanish-speaking competitor has spoken in Spanish, because quite a few of the professional competitors speak several languages – competitors such as Nani Roma or Carlos Sainz, to name but two, may in fact provide the same statement in several languages consecutively providing a self-interpretation of the message they wish to convey to international media – very often translators find themselves translating from French back into Spanish.

As mentioned in the introduction, the supposedly verbatim quote of a statement in the media is often an illusion as the original words tend to be synthesized, cut or edited (Bielsa & Bassnett, 2009, p. 21), information is selected and transformed (Schäffner, 2008, p. 4) and may be translated and/or interpreted, before it becomes the source text to be translated.

In the most recent editions, the original audio file has become available on the website, but it is often uploaded later than the written quote. At the beginning, some of the translators would listen to the audio file to try to quote the actual words used by the Spanish-speaking competitors. However, this exercise required significantly more time than the mere translation of the text, and often the audio file simply arrived too late. As a Spanish translator I find very frustrating striving to "faithfully" render the actual words spoken, quite challenging when the only material at hand is the translation of the statement edited to comply with the conventions of a French target audience.

Since the Dakar moved to South America, back-translation into Spanish of translations into French provided by journalists has increased, such as the titles of government officials,

institutions, toponyms, touristic landmarks etc. Spanish translators must often look for the original name or term used in Spanish.

Non-translation is also a strategy used in the source texts. Words of Arabic origin abound in the terminology used in the Dakar, such as *fesh-fesh* (very soft, powder-like sand), *erg* (a sea of dunes) and *oued* (mainly used to refer to a dry river bed in the desert). With the arrival of the rally in South America, *río* was introduced as a loan word in French texts to provide some local flavor. Journalists use it mainly to replace *oued* with its original double meaning: (1) a dry river bed; and (2) a river. However, in Spanish generally when no other adjectives are added the word *río* implies water. Very often, the context shows which of the two meanings is intended, but this is not always the case. Since most of the time there is no access to real-time images, the use of this word in a French text may cause problems for the Spanish translators.

3.7.5 Mistakes in the source text

A frequent source of problems for journalists is the spelling of the names of the competitors. Taking into account the vast number of nationalities represented in the race – 53 different nationalities in 2013 (ASO, 2013, p. 1) –, it can indeed be quite a daunting task. Translators try to spot possible mistakes, focusing especially on their target audience. For example, Spanish translators must make sure that all accents are rendered and names of Spanish-speaking competitors are spelled correctly. A common mistake made by journalists is the spelling of surnames that are similar, yet spelled differently, in Portuguese and Spanish:

Example 1. Correcting common mistakes in names in source texts

Portuguese competitor:
Helder Rodrigue**z** (in source text) > Hélder Rodrígue**s** (corrected in Spanish target text)

BUT

Spanish competitor:
Pablo Rodrígue**s** (in source text) > Pablo Rodrígue**z** (corrected in Spanish target text)

When content-related mistakes are spotted, such as the number of stage wins in the present edition or the nationality of a given competitor, they are reported to the coordinator, who in turn reports the mistake to ASO for rectification in the French version. Translators have been instructed by the client to directly correct the mistake in the translation when it is obvious, in order to publish the information as fast as possible and avoid possible complaints from the readers. However, if there are any doubts, translators must receive confirmation from ASO before introducing any changes.

3.7.6 Adapting content

As we saw in the introduction on news translation, another instruction received from the client is that translators can and must adapt the content to their target readers when required. At the same time, the "official" message must be respected. Most adaptations focus on taking into account the interest of the readers of the different language versions, where possible and required. As with any sport event, readers want to know how their competitors are faring. In the source texts, the focus is obviously on French nationals. For the Spanish version, changes

may be introduced to highlight the exploits of Spanish-speaking competitors. A clear example is the translation of the title of the Stage Report on January 15th, 2013.

Example 2. Adapting to the target reader

DESPRES DOMINE, TERRANOVA CULMINE ! (French source text)
Source: http://www.dakar.com/dakar/2013/fr/etape-10/resume-de-l-etape.html

¡CUARTA VICTORIA PARA BARREDA Y PRIMERA PARA TERRANOVA! (Spanish target text)
Source: http://www.dakar.com/dakar/2013/es/etapa-10/resumen-de-la-etapa.html

Two competitors are mentioned in the source text: Cyril Despres, a French motorcycle rider, and Orlando Terranova, an Argentinean car driver. However, in the Spanish version, Despres disappears and is replaced by Joan Barreda. Why? For those who have followed the stage or read the stage report that follows the title, it is clear that Despres has not won the stage. Although he has come second, this result propels him to the top of the motorcycle general standings. Excellent news indeed for French readers! However, the winner of the stage is actually from Spain. For the Spanish-speaking audience, it seemed more relevant to highlight the fact that Joan Barreda, a revelation in 2013, had won his fourth stage in the Dakar; a double victory for Spanish-speakers with a win for Spain and for Argentina.

4. Conclusion and further research

The main purpose of this paper was to provide an overview of the context and process of a very specific translation project in the field of sports news. Context- and task-specific conditions provide valuable information to better understand some of the decisions made by translators or possible shifts between source and target texts.

Further research is required to identify all translations strategies used in real-time online translation. Here we have limited ourselves to mentioning some examples related to a specific task and language pair (French-Spanish). However, an in-depth qualitative and quantitative study could shed more light on this issue. It would also be interesting to compare this example with others 'live' translations online of sports news: such as the news feeds and texts of the Tour de France, with a similar context and process, or of World Cup football games, a somewhat different exercise, to name but two other examples.

Finally, an analysis of the translators' views on their role and on the way they conceive translation in these very specific cases of 'live' translation compared to other assignments, could also serve to introduce new debates in translation research.

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