

The Effectiveness of Specialized Translators and General Translators on Sports Journalism in Sri Lanka

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The general public of Sri Lanka has traditionally placed a high value on sports, therefore the print media and electronic media have often been very useful resources for thousands of sports enthusiasts. The Sinhala and English newspapers of the same publisher frequently share the news items expecting that both Sinhala and English readers of the same publisher do not miss out on valuable information and that's where the translation becomes such a crucial factor. However, at present plenty of mistranslations especially in the field of sports journalism could be observed in both print and electronic media. Generally, most of the translations in media organizations are carried out by general translators who do not have specialized knowledge in sports and that leads to many mistakes. Although similar research on the fields of commercial translation, medical translation, and legal translation has been conducted previously, no research has been conducted about translation related to sports journalism. Hence the main objective of this study was to investigate the effect of specialized translators and general translators on sports journalism in Sri Lanka. A case study was employed to carry out the research having selected five experts in sports translators through expert sampling, and five general translators using simple random sampling. They were provided with identity documents to be translated from Sinhala to English and their performance was evaluated in line with the instructions of the "Unbabel Blog" website. The study revealed that the specialized translators improved the content, completeness, and the time spent, in contrast to general translators, but there was no significant difference in terms of grammar accuracy. It was also seen that the most common errors committed by general translators are related to the terminology, sentence structures, and context which suggest that lack of expertise is the major reason behind the failure. Therefore, this research has presented sufficient evidence to suggest that specialized translators are a much better option in comparison to general translators, and more specialized translators in sports should be recruited by a media organization to produce better sports translations.

Keywords: Sports journalism, Translation, Specialized translators, General translators, Sri Lanka sports journalism