Sports Translation and Interpreting: Football as a Case Study

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Abstract
Soccer tournaments are international events attracting millions of people from diverse cultural and linguistic backgrounds; thus, language is an indispensable barrier in these events. Soccer events are mainly broadcasted through media channels such as television, YouTube and written materials such as gazettes and magazines. As a result, following the growth of global soccer events, language continues to be a barrier in reporting soccer events due to the diversity in language and the necessity for soccer information by various organizations hence necessitating soccer translation. The current information regarding the publishing of soccer events illustrates the types of soccer translation, such as news and advertising. However, the literature review must outline the differentiation factors that determine the translation process, the published content, and the needs of various organizations that use soccer information to run their activities. These diverse types of soccer interpretation and as well talk about how referees communicate with players during games. This article will illustrate and different factors that determine the usage and translation process of soccer information. These factors include the context and the approach to translating soccer information. The study utilizes a precise existing data regarding the techniques used to translate soccer information from international events. The precise approach employed in this study is the evaluation of the translation process and its impact on the delivery and usage of the content for various motives. As a result, I expect to evaluate strategies used to translate soccer information and their influence on the use of soccer information in broadcasting, officiating and analytics. In this regard, the analysis of soccer information provides insights into the diverse uses of the data and the efficient strategies to interpret the information for various uses.
Keywords: Translation, Interpreting, Football, Sports, Communication

Introduction
The world of sports is an international biosphere because it incorporates multiple sporting events, such as soccer which entail the participation of diverse countries representing dissimilar cultures. As a result, the sporting world is structured to unite people from different cultures and regions, and thus it brings millions of people together for various tournaments. The people involved in sporting activities include athletes, spectators, broadcasting teams, and the sports management teams that facilitate sports events and ensure that the matches are handled accordingly. Integrating diverse groups of dissimilar backgrounds results in language-based challenges due to the need for a common language between the people. The various teams involved in sporting events must communicate and understand each other to ensure the tournaments are held successfully. Thus, the role of sports translators, interpreters and as well audio-descriptive commentators to ensures that the partially sighted or blind fan (listener) has a complete understanding of the match he or she is attending and is able to more fully enjoy the match day experience alongside fellow fans. Sporting translation illustrates the interpretation services offered to various participatory teams in the sports industry to promote awareness and sporting events. Given the diverse needs of the parties involved in soccer, such as the need for the athletes to understand the guidelines and the necessity for the broadcasting media to analyze and report the sports events, different parties have dissimilar conditions that require other sport translation techniques.

Literature Review
Soccer events are international activities due to the millions of people involved. Thus, they require a translation approach to alleviate the language barrier associated with the diverse cultures of the people. More so, the spectators experience the tournaments and matches from various media modes such as television, magazine, and social media, which report the events in different ways, thus requiring a different translation methodology. As a result, this section evaluates the diverse types of international soccer translation to ascertain the importance of interpreting sports events.

The first form of sports translation in soccer is interpretation. It is addressed through interviews, press conferences, and in the background to brief the athletes on the tournament guidelines.

As a result, sports interviews held to evaluate and discuss the participation of a new player. Cultural diversity of professional football teams in Europe has increased considerably. Recruiting players regardless of their nationality allows football clubs to make use of a global talent pool and to combine the specific strengths of individuals with different cultural backgrounds. At the same time, it confronts them with the challenge of having players who speak different languages leading to massive need of translators and interpret to explain the discussions into a common language such as English to ensure that people and other players from diverse cultures comprehend the interview and they learn about the new athlete regarding their personality and teamwork skills (Andresen M, Altmann T 2006).

Sports translation is used in press conferences to brief the spectators about the progress of soccer clubs, athletes, and changes in the tournaments (Beavan et al., 2022). The interactive communication between journalists and the organizers of the sports activities uses translators when different languages are used to promote understanding of the discussion. Before and during soccer tournaments, sport translation is utilized to educate the players about the guidelines of the matches. In international soccer tournaments such as the Olympics and the World Cup, the participating teams use collective policies that guide the games irrespective of their cultural language. Thus, the rules are translated into diverse languages to ensure the players comprehend the laws for the matches. In this regard, sport translation is indispensable in soccer tournaments because it helps the teams and organizations to inform the athletes and the spectators about the guidelines and activities in matches. So you may be curious about how teams that speak different languages, and referees who may speak a third language, communicate on the field during a match. Every game seems to have players vehemently arguing with the referee about various decisions such as dives, goals, fouls, cards, and offside calls. Despite the language barrier, there are ways of communication through hand gestures, facial expressions, and even pantomime. In fact, the laws of the game are designed to allow referees to officiate without speaking by using gestures, and the invention of red and yellow cards was also to overcome language barriers in international soccer.
FIFA, the governing body of international soccer, recognizes four official languages: English, German, French, and Spanish. However, it's unlikely that referees and players use all four languages to communicate with each other during a match. In preparation for the 2014 World Cup, FIFA conducted training conferences for referees in contention to officiate, which included a requirement for them to be able to speak English, in addition to meeting rigorous fitness demands of running 6 to 7.5 miles per game.

Audio descriptive commentary in soccer
Traditionally, audio description (henceforth AD) has involved a sighted describer (or describers) writing a description to share with blind audiences once a theatre production is complete and ready to be shown to an audience. (Louise Fryer 2018). Many individuals who are partially sighted or blind do not attend football matches or live events that lack an audio-described commentary service, resulting in their exclusion from cultural activities that others may take for granted. To promote inclusivity in football stadiums, options such as audio-descriptive commentary are made available to accommodate partially sighted and blind fans. This form of commentary can be delivered through different mediums and formats, such as radio or TV, where the listener or viewer relies on the description of the event or match to fully understand the proceedings. .The specially trained commentator provides additional narration that describes all significant visual information such as body language, facial expression, scenery, action, clothing, colours and anything else that is important to conveying the image, venue, match, event or surrounding ambience. During the game, the commentator should describe the on-pitch action rather than talking about statistics or tactics or providing lengthy summaries of previous action. In the context of a live football match, audio-descriptive commentary ensures that the partially sighted or blind fan (listener) has a complete understanding of the match he or she is attending and is able to more fully enjoy the match day experience alongside fellow fans. As part of the UEFA EURO 2012 Respect Inclusion – Football with No Limits project, CAFE provided audio-descriptive commentary at every match of the tournament for blind and partially sighted supporters inside the eight host stadiums.

Audio-descriptive commentary was introduced to Poland and Ukraine, and due to the successful delivery of the service many clubs have now implemented it at their stadiums.

CAFE also provided audio-descriptive commentary at every match during UEFA EURO 2016 in France in all ten host venues. As part of the UEFA EURO 2016 Respect Access for All project, CAFE trained 30 volunteer media and broadcasting students to provide audio-descriptive commentary. The service was introduced to French football stadiums for the first time, and proved to be hugely popular throughout the Finals.

Advertising Translation
Sports translation in soccer tournaments is crucial because it promotes soccer advertising, an elementary stream of revenue for soccer teams. Sports advertising is a marketing stratagem that utilizes sports events such as the world cup to sponsor teams and sporting products. In 2020, the sport sponsorship market was worth around 57 billion dollars and was projected to reach approximately 90 billion by 2027 (Killick & Griffiths, 2022). The advertising platform promotes soccer teams& products, such as players' shirts, in new markets, such as third-world countries where soccer is gaining momentum and creating new spectators. As a result, to facilitate advertising in new cultural backgrounds, sport translation is essential in bridging the language gap and ensuring that the advertising model is effective for the target market (Killick & amp; Griffiths, 2022). More so, sport translation enables soccer advertising agencies to tailor adverts based on the cultural properties of the target market, thus promoting their products in an engaging way for the target group (Wang & Liang, 2020). Cultural background is essential for the people; as the development of cultural-based soccer adverts promotes the efficiency and objectives of advertising (Gesbert et al., 2021). The efficacy of soccer advertising through the interpretation of languages and cultural-based approaches enhance commercial viability, thus allowing the soccer team to pay affordable costs for the publicizing process. In this case, sport translation in soccer is essential in promoting soccer-related advertisements because it enhances the marketing efficacy and commercial viability.

Website Localization
The world interconnectedness through the internet utilizes sport translation to facilitate the connection between soccer teams and their global fans. The internet promotes sporting activities such as soccer around the globe by ensuring the interaction between the teams, players, and fans through diverse social media platforms such as Twitter, Facebook, and Instagram (Kunkel et al., 2020). More so, soccer teams utilize websites to reach out to their fans and create an online presence that promotes their advertising and accessibility of products such as players shirts through e-commerce trading (Wang & amp; Liang, 2020). The internet platforms such as social media and website platforms help soccer teams and players to keep their fans updated about tournaments, contracts, and new signings, thus increasing awareness of their league and teams (Kunkel et al., 2020). The online presence facilitated by the platforms also enables the players to develop their brand and market themselves to international soccer teams, promoting their recruitment opportunities (Zhong et al., 2019). In this case, the communication between the soccer teams, the players, and the fans utilize sport translation to ensure that the team and players communicate effectively with their international fans, thus promoting efficient interaction (Baines, 2019). As a result, the team and athletes develop the content using multiple languages to interact with their fan base (Gesbert et al., 2021). In this regard, the ability to translate soccer events and range enable soccer teams and players to localize the content and thus interact effectively with their followers.

Sport Booking Translation
Technology advancement has encouraged sporting activities to monetize tournaments and matches through sports betting, which involves staking cash for the actual performances of the participating teams. Sports betting is an everyday activity for soccer tournaments based on the technological transmission of live soccer tournaments that people access through computers and phones (Turcu et al., 2020). Soccer betting requires the transmission of real-time data regarding the matches. Thus, it requires an efficient translation approach that delivers international real-time and error-free information that people use to stake the games. In 2019, international soccer betting was worth 1.5 trillion euros and was estimated to grow due to the increase of the participating soccer teams in international events (Turcu et

al., 2020). The growth of the soccer betting industry creates a challenging medium for translation because the slow translation of the data results in losses. Betting companies have a demanding role in ensuring fast and error-free real-time data transmission. For this reason, the translation industry utilizes advanced techniques to provide specific data, such as the analytics of the tournament for the betting industry (Turcu et al., 2020). As a result, the betting industry uses unique soccer information compared to the media and social media platforms. It approaches providing users with efficient details for their betting activities.

The assessment of the available information regarding sport translation, mainly in soccer tournaments, proves that translation uses different approaches and techniques based on the purpose of interpretation. Therefore, various sectors should utilize the preferable methodology to use their information. For instance, the delivery approach used for social networking contrasts with the soccer betting methodology.

Methods
The data will be collected through qualitative methods, specifically by analyzing the current information regarding translation in soccer tournaments. In this regard, the analysis of content delivery for the different firms analyzing soccer information to inform specific groups of people, such as the fan base and the overall listeners, will provide credible data to evaluate the factors that influence the role of translation in soccer events. The evaluation of the articles assessed from the Google Scholar database analyzing soccer translation will utilize two approaches which include the types and contexts of translation. The research will categorize the analyzed forms of translation in the literature review into groups based on the translation categories to evaluate their differences and the efficient techniques to deliver the content for various soccer translation uses.

Analysis of Specific Text
The complexity of soccer translation associated with the diverse needs for interpretation, the efficiency of interpreting, and the different strategies for conveying the information, requires a further analysis of interpretation processes to evaluate the discrepancies of the types of translation and hence assess the efficient method for each type (Uyanik, 2017). For instance, soccer translation for personal brands contrasts with translation for media broadcasting (Wang & Liang, 2020). As a result, analyzing the diverse translation needs in soccer provides credible information to develop efficient techniques to interpret and convey the data to the preferred target group.

Soccer translation can be categorized into various groups to ascertain the need and strategies for interpreting the content and the techniques to convey the information. The key models for categorizing soccer translation include the mode and modality of information interpretation (Uyanik, 2017). The mode illustrates the translation approach, while the modality demonstrates the translation context. The process of soccer translation is bidirectional in that it provides the interchange of information between two groups, such as the soccer team and their fan base, through modes of communication such as writing and oral (Wang & Liang, 2020). Writing includes translating information through media channels such as sports news, social media platforms, and rules books.

In contrast, oral methods include translating information in press conferences and interviews. Secondly, the modality model demonstrates the differentiation of soccer translation based on the context of the information, which mainly relates to the usage of the content, such as for medical or court interpretation (Uyanik, 2017). The modality category of soccer translation is further characterized into two services which include the sports context and the general context (Uyanik, 2017). The sports context illustrates the translation services emphasizing the key participants of the tournaments, such as athletes and coaches (Wang & Liang, 2020). In contrast, the broad context demonstrates the other parties, such as the broadcasting team and spectators. In addition, soccer translation can be categorized based on the communication model. These models include transfer and social-interactionist, and they demonstrate the delivery of information between the involved parties (Uyanik, 2017). The transfer model of

translation is unidirectional, meaning that the data only flows from one person. On the contrary, the social interactionist entails a dialogue between the parties involved, such as through interviews.

The classification of soccer translations into various metrics provides insights into the differences between the diverse types of soccer interpretation. According to the metrics, the translations associated with soccer interviews, press conferences, and the athletes' briefings are of the sports contexts modality because they share information regarding the soccer teams and players who are the main characters in soccer teams. More so, they are social-interactionist in that their mode entails communication between two parties, thus promoting real-time understanding of the parties involved (Uyanik, 2017). On the contrary, news, advertising, and sports booking translation are of general context modality because they inform the general public about soccer events (Uyanik, 2017). In addition, they utilize the transfer model of communication that involves unidirectional communication, and thus they are efficient in updating the world about soccer events. Lastly, web communication characterized by social media and websites demonstrates a social-interactionist-transfer communication model because they not only promote unidirectional communication but enhance dialogues based on the context of the communication (Uyanik, 2017). In this case, the categorization of the soccer translation forms demonstrates the motive and model of communication in soccer sports, which determine the strategies for interpreting and delivering the information.

The modality category of soccer translation validates the need for observing terminologies when interpreting information in the sports context. Soccer translators must understand the languages associated with soccer sports because they are indispensable in soccer activities such as training, tournaments, and when briefing the athletes about the guidelines of the matches (Uyanik, 2017). As a result, the strategies for translation are divided into terminology and text-based approaches that influence the methods of interpreting soccer activities. The terminology-based system uses two techniques to analyze soccer events: borrowing and calque (Uyanik, 2017). Borrowing illustrates the most straightforward approach to interpretation because it uses direct transference of expressions into the target language (Uyanik, 2017). Thus, it does not involve the gruelling process of interpreting each word. For instance, the borrowing translation of "back" in Turkish is "bek" (Wang & Liang, 2020). In this case, the translated word in Turkish resembles the original English word, and thus the interpretation is more straightforward.

In contrast, the clique approach introduces a different structure of words to the target language than the original. For instance, the English word back pass" is translated to "geri pas" in Turkish, thus complicating the interpretation process. Lastly, text-based translation entails interpreting information to suit the target market's needs. As a result, the translation of various mediums varies based on the purpose of interpretation. For instance, sport news delivers creative and poetic content that resembles their target group, while the language of rules books retains a professional illustration of text that binds the regulations of soccer sport. In this regard, the intent of the translation based on either terminology or text-based interpretation determines the
complexity of the translation process and the final message.

Conclusion

In supposition, translating soccer information during international and local events is indispensable because the tournaments attract people from different linguistic and cultural backgrounds. Thus, it is essential to promote their understanding of the events. As a result, soccer events are translated for various reasons, which range from news broadcasting to advertising. News broadcasting is essential in promoting awareness of soccer events because its extensive coverage incorporates writing and graphic portrayal of the content. The advertising translation entails interpreting the information to meet the needs of promoting the soccer teams and products, such as a player's shirt, to a specific target group. As a result, the translation process involves the assessment of the needs for interpreting the content, which determines the strategies for translation, usage, and delivery of the content to specific groups. In this case, soccer information is categorized into various groups to facilitate its use, such as mode and modality, and communication strategies, such as transfer and social interactionist groupings, that

determine the context and method of delivering the message. In this regard, the need to translate soccer information influences the content's provision, usage, and delivery.

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