

The transediting strategy of health news: A case study of BBC News Thai¹

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Abstract

The purpose of this research is to investigate the transediting process of BBC health news as well as the influence on BBC Thai's gatekeeping power over the selection of health content and the transediting strategy. A total of 167 pairs of English and Thai health news items released on BBC and BBC Thai websites during 2017-2020 were analysed for their transediting strategy (i.e. reorganisation, deletion, addition, and substitution). A semi-structured interview with a former BBC Thai duty editor was conducted to investigate the influence on BBC Thai's gatekeeping power. According to the findings, each element of the news was transedited with a varying combination of approaches. Addition (49%) and substitution (23.9%) were employed the most to create appealing headlines. Reorganisation (40.33%) was mostly adopted in the leads to attract Thai readers. Deletion (57.33%) was mostly found in the news bodies for conciseness. Regarding the influence on BBC Thai's gatekeeping power (e.g. the transeditors' expertise, BBC's policies and Thailand's status quo), the Thai audience itself is one of the most significant.

Keywords: BBC Thai, gatekeeping power, health news translation, transediting strategy

1. Introduction

Each year, the rate of the death from noncommunicable diseases (NCDs) in Thailand reaches nearly 400,000, costing almost 200,000 million THB (Thai Health Promotion Foundation, 2020, p. 52). Moreover, the Covid-19 pandemic, causing 30,386 deaths (World Health Organization, 2022), led to decrease in Thailand's GDP of over 6% in 2020 (IMF Asia and Pacific Department, 2021). To mitigate the effects of those health-related problems, the cooperation of healthcare stakeholders, policy makers, and journalists is required (Montalt-Resurrecció & Shuttleworth, 2012, p. 9). The expertise in media and communication, in fact, is crucial since the media itself can strongly influence medical workers and the public, even more than the government or science can (Picard & Yeo, 2011, p. 4).

In Thailand's health news media industry, translation is particularly essential because 80% of the major scientific or medical journals are published in English (Montalt-Resurrecció & Shuttleworth, 2012, p. 9). Like other types of news, medical news translation is usually governed by the journalistic styles where editing becomes necessity to produce precise and satisfactory news (Bielsa & Bassnet, 2009, pp.57-59). Karen Stetting (1989, as cited in Schäffner, 2012, p. 867) depicted the indistinctive process of translation and editing through the concept of "transediting", positing that the source text (ST) could be reshaped or improved by "substituting title and lead; deleting unnecessary information; adding background information; re-organising paragraphs; and summarising information" during the translation process as long as the intended purpose is retained, in order to produce the adequate target text (TT) for new sets of target readers (Schäffner, 2012, p. 868).

Regarding the news content, Kurt Lewin (1950, as cited in Barzilai-Nahon, 2009, p. 2) coined the term "gatekeeping" to describe how news agencies decipher their markets and choose what to include or exclude from the news flows. The news producers are, then, considered as gatekeepers controlling the influx of news to satisfy audience demand and expectations (Bielsa & Bassnett, 2009, p. 34). Stephen Reese and Pamela J. Shoemaker (2016) investigated the gatekeeping power of the media and proposed "hierarchy of influences" model to address the different influences on news production such as journalists' ideology, cultures, and political circumstances. These influences are put into five levels which are individual, routines, organisational, social institutions, and social system (Reese & Shoemaker, 2016, p. 396).

Despite being transedited and controlled by the journalists and the news agencies, a large amount of medical and Covid-19 coverage is not always accurate or acceptable (Arroyave, 2012, p. 194; Mach et al., 2021, p. 1). In addition to that, the studies investigating health news

are comparatively few, especially in the fields of media and translation studies (Catalán-Matamoros & Peñafiel-Saiz, 2019, p. 1; Lu & Chen, 2011, p. 120). In the context of Thailand, the focus is usually on literary works (Punpakdee, 2009, p. 3; Samabuddhi, 2014, p. 36). Hence, this study was conducted to explore the health news transediting and the influence on the gatekeeping power of BBC Thai, a service provided by British Broadcasting Cooperation News (BBC News). BBC News Thai was selected because of its massive market, which reached 1.7 million weekly in 2019 (Faulder, 2020). Moreover, an abundance of health news on BBC Thai website is officially translated, rather than written firsthand, which is suitable for investigating translation. The emphasis of the study is placed on 1) how the transediting strategy is employed during the BBC health news translation, and 2) how BBC Thai's gatekeeping power over the selection of health news content and the transediting strategy is determined by the five levels of influence.

2. Literature Reviews

2.1 Theoretical framework of transediting theory

“Transediting strategy” refers to the operations of “changing, removing, and adding” to “improve clarity, relevance and adherence to the convention of the textual type in question without ‘killing’ the personality and the interesting features of the actual piece of writing” (Stetting, 1989, as cited in Schäffner, 2012, pp. 868-874). Among other researchers who elaborated on Stetting’s concept, Kristian Hursti’s transediting strategy (2001) was employed because his theory involves gatekeeping perspectives and journalistic norms, rather than solely text-based (Hursti, 2001, p. 9) as shown in figure 1 below.

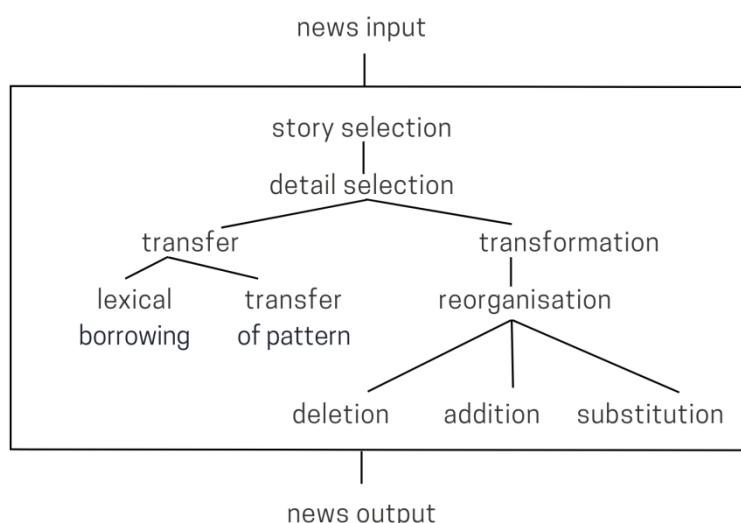


Figure 1 The adapted diagram of the transediting strategy model (Hursti, 2001, p. 9)

Figure 1 illustrates the inseparable combination of the transediting and the gatekeeping role. “News input” at the top of the diagram is selected for the translation based on its content through “story selection” and “detail selection” in the square. The chosen news has been transferred and transformed to be “news output” at the bottom of the diagram. “The transfer” on the left is a part of the translation process where the meaning and the intention of the ST can be achieved simply through “lexical borrowing” and “transfer of pattern.” On the other hand, “text transformation” on the right is a process where the ST encounters text-surgical methods which involve “reorganisation”, setting the direction for the rest operations—“deletion, addition, and substitution.” Collectively, the four operations are the transediting strategy in the text transformation process. To illustrate, “reorganisation” is the text transformation in which the ST is rearranged or refocused; “deletion” is the operation in which omissions of the unnecessary information (e.g. place and adverbials) occur; “addition” is the text transformation where information (e.g. culture or event-specific expressions and background information) is inserted to the TT; “substitution” is the operation with which some information is replaced, such as a less specific detail and culturally specific expressions (Hursti, 2001, pp. 5-7). Because both the translation and the editing process are “equally important and closely intertwined,” news translation is addressed as news transediting (Hursti, 2001, p. 3). Hursti’s transediting strategy model (2001) is employed in this study to primarily investigate how the BBC health news written in English is transedited into Thai health news through the four operations—reorganisation, deletion, addition, and substitution—to deliver truthful and appealing health news for Thai readers.

A number of previous studies applied the transediting strategy theory for the analysis of the news translation. For example, Zhang (2012) investigated the transediting of global news headlines and found that, among other cultural factors, the translators had a great impact on the TT. Lu and Chen (2011) put an emphasis on the transediting strategy to create the TT so that the readers could have the same experience as those consuming the ST. A study conducted in Thailand looked into the physical daily newspaper translation, and found out that the English ST had undergone heavy edition in order to become the decent Thai news (Punpakdee, 2009).

2.2 Theoretical framework of gatekeeping theory

The term “gatekeeping” was first introduced by Kurt Lewin (1950, as cited in Barzilai-Nahon, 2009, p. 2) in the field of psychology. Initially, it referred to the regulation of food habits and activities (Barzilai-Nahon, 2009, p. 2). This theory was subsequently developed in the fields of communication, information science, and political science. It is currently employed

to address the manipulation of information filtered through the gates of authority (Barzilai-Nahon, 2009, p. 1).

Reese and Shoemaker were among the researchers who adopted the gatekeeping theory in the media field. They proposed a model called “Hierarchy of Influences Model” in 1996 that classified the influences of the news production into five clear levels— individual, routines, organisational, social institutions, and social system. Later, they noticed that technological advances had changed the influences to be less hierarchical, and updated their model (Reese & Shoemaker, 2016, p. 389) as follows:

“The individual level of influence” deals with personal factors (e.g. gender, race, class, journalist’s ideology and professional value) which affect transeditors’ judgement of newsworthiness; “the routines level” refers to journalistic routines and procedures such as deadlines and space requirement; “the organisational level” is related to the management and policies imposed by the organisations, which govern the news production such as newsroom management and a digitally oriented journalism practice; “the social institution level” refers to the profit motivations, technological forces, and news audiences whose role as gatekeepers has recently emerged thanks to the advanced technology; “the social system level” concerns the global forces such as political and economic components that manipulate the news industry such as globalisation (Reese & Shoemaker, 2016, pp. 389-403).

Reese and Shoemaker’s hierarchical model (2016) is applied to chiefly examine how BBC Thai’s gatekeeping power over the health news transediting and the content selection is affected by the five levels of influences.

A number of previous studies adopt the gatekeeping theory with the distinct concerns of news and news translation. Cassidy (2006) revealed that both the online and the print news were greater governed by the routine level of influence than the individual level, especially in terms of the amount of news coverage. Some more recent studies focused on the role of audiences as gatekeepers, especially on social media platforms. For example, Vu (2014) suggested that gatekeepers prioritised the audience even in editorial decisions in order to boost the economic benefits. Merez and Papacharissi (2013) investigated Twitter users’ gatekeeping roles. Welbers and Opgenhaffen (2018) revealed the Facebook users’ gatekeeping power on content control. In the context of Thai translation studies, Wacharath (2007) identified the gatekeeping operation of news translation from English to Thai. Samabuddhi (2014) elaborated on the effects of the narration of political news on social unrest situations in the southern provinces. Nindum (2015) revealed the journalistic and social factors that governed health news content during the bird flu crisis.

3. Methodology

This study was mainly conducted with qualitative method supported by evidence from quantitative measure and a semi-structure interview.

3.1. The textual analysis

The textual analysis was used to examine and interpret the transediting of the BBC health news, answering research question no.1 – how the transediting strategy is employed during the translation of BBC health news. The samples were drawn from BBC and BBC Thai websites during 2017-2020 because it was confirmed that this period saw a growing health market and increasing health awareness among Thai people (Terra BKK, 2017; Kasikorn Bank, 2017; Ocare, n.d.; Thai SMEs Center, 2019; Thansettakij, 2019). There are a total of 167 pairs of original news written in English and translated news written in Thai. The scope of the content is medical news and features on well-being and lifestyles (e.g. diseases and treatments, medical discoveries, health care products and services). In brief, the selected news for the study had to be 1) related to health and well-being, 2) originally written in English and translated into Thai, and 3) released on BBC and BBC Thai websites during 2017-2020. Once collected, each pair of samples was compared to identify the transediting strategy based on Hursti's theory (2001). The identified transediting operations in each news element were counted, grouped, and analysed to interpret the BBC health transediting.

3.2 The content analysis

The content analysis was used to investigate the influence on BBC health news transediting, answering research question no. 2—how the BBC Thai's gatekeeping power over the selection of health news content and the transediting strategy is determined by the five levels of influence. The selected informant was a former BBC Thai duty editor because 1) she worked in an actual BBC Thai news setting, 2) although she was no longer a BBC duty editor in 2021 when the interview was conducted, she still exercised her gatekeeping power through content selection and transediting during BBC news translation as a BBC Thai health and scientific news transeditor, and 3) her responsibilities had covered scientific and health news during 2017-2021 when the collected samples were published on BBC and BBC Thai websites. After the interview was conducted, it was transcribed and dissected to identify the five levels of influence based on Reese and Shoemakers' gatekeeping theory (2016). The identified contributions in each level of the influence were analysed and grouped as the hierarchy of influences over BBC Thai's gatekeeping power.

4. Results

4.1 The transediting of BBC health news from English to Thai

4.1.1 Transfer in Text

“Transfer in text” found in the transedited health news came in the forms of 1) the direct copy of medical jargon (e.g. malaria, steroid, fiber) and abbreviations (e.g. MRI, PPE, HIV), and 2) the unchanged structure such as a question news headline with the intention of giving the answer in the news story (e.g. Why are menstruating women in India removing their wombs?). Very little text transfer was observed compared to text transformation. There were only seven unmodified headlines (4.19 %) and three news leads (1.79%). In fact, none of the news bodies were transferred (0%). That is, to achieve health news that was appealing yet information-packed, every pair of observed news had been transformed through the transediting strategy, which is composed of the reorganisation, deletion, addition, and substitution operations. To explain the transediting strategy, the following sections exemplify the four transediting operations at issue.

4.1.2 Reorganisation operation

In total, 1,031 reorganisation occurrences were found in the study, which can be divided into two groups: “trimming-paragraph reorganisation” and “free reorganisation”. Although these are not mentioned in the Hursti’s model (2001), they were frequently found in the BBC health news translation from English to Thai.

First, “trimming-paragraph reorganisation” is a relocation of the information to the immediately preceding or following paragraph to either help readers understand the news clearly or emphasise the prominence of the information (e.g. physician’s quotes or warnings). There were 537 occurrences of trimming-paragraph found (52.1% of the total reorganisation operation).

Example 1: Covid-19: Can ‘boosting’ your immune system protect you? (10 April 2020).

English News	Thai News
Iwasaki says most of these myths are relatively innocuous – but the danger is that falling for them will give you a false sense of security. “One thing I do warn against is when people feel like they’re protected. They shouldn’t feel empowered to go out	ศาสตราจารย์อิวากิกล่าวว่า ส่วนใหญ่แล้วความเชื่อข้างต้นไม่ได้เป็นอันตรายมากนัก อย่างไรก็ตาม สิ่งที่ควรระวัง คือ การรับประทานแล้วหลงนึกว่าตัวเองจะปลอดภัยจากเชื้อไวรัส (BT: Iwasaki says most of these myths are relatively innocuous – but the danger is that falling for them will give you a false sense of security.)

English News	Thai News
there and, you know, start having parties,” she says.	"สิ่งหนึ่งที่ฉันคิดอยู่เดือนสอง คือ เวลาที่ผู้คนรู้สึกว่าตัวเองได้รับการปลดปล่อยแล้ว พวกราษฎร์ที่ก้าวไปร่วมกันสามารถออกไปเดินทางนอกบ้าน หรือขับปาร์ตี้สังสรรค์กันเพื่อนฝูงได้" (BT: "One thing I do warn against is when people feel like they're protected. They shouldn't feel empowered to go out there and, you know, start having parties.")

The above example shows that the English paragraph with the quote has been trimmed. The bolded warning has been moved down and stands separately in the Thai news. The translated quote, then, can be seen clearly. Such reorganisation is aimed to emphasise the warning about Covid-19.

Secondly, “free reorganisation” is a free relocation of information to anywhere in the news in order to attract Thai readers. The number of Covid-19 cases and death toll, for example, is found freely moved from the ST body up to the TT lead or headline to generate emotional statistic attracting the readers. There were 494 free reorganisation occurrences (47.9%) found. Example 2: Coronavirus: How pandemic turned political in Brazil (13 June 2020).

English News Lead	Thai News Lead
Brazil's handling of the pandemic has turned highly political.	ราชดีได้กล่าวเป็นประเทศที่เผชิญการแพร่ระบาดของโควิด-19 รุนแรงเป็นอันดับ 2 ของโลกรองจากสหราชอาณาจักร มียอดผู้เสียชีวิตอย่างน้อย 41,828 รายและมีผู้ติดเชื้อสะสมกว่า 828,810 ราย (BT: Brazil has become the world's second-highest total following only the US with its death toll of at least 41,828 and 828,810 confirmed cases.)
English News Paragraph 1	Thai News Paragraph 1
The country has swiftly risen up the grim leader board of coronavirus statistics and its death toll—41,828 – is now the world’s second highest.	ทว่าเรื่องการรับมือการแพร่ระบาดของโควิดกลับกำลังกลับเป็นส่วนหนึ่งในเกมต่อสู้ทางการเมืองในราชดี (BT: Brazil's

English News Lead	Thai News Lead
	handling of the pandemic has turned highly political.)
.	
.	
English News Paragraph 10	
• It has confirmed 828,810 cases , according to the health ministry	
English News Paragraph 11	
• That is the second-highest total globally, behind only the US	

The above example shows that the entire ST lead has been moved down to be paragraph 1 of the body. The new Thai lead is composed of the three bolded pieces of statistic information (i.e. Brazil's coronavirus death toll, infected cases, and rank) which has been moved from paragraphs 10 and 11.

Compared with the other operations in the transediting strategy (i.e. deletion, addition, and substitution), reorganisation is the second most resorted to operation. This reflects the unique practices of news translation which is totally different from literary or other medical text translation (e.g. medical articles, journals, and drug labels); it is acceptable for BBC Thai health news transeditors to freely trim, shuffle pieces of information, or rewrite the health news—conforming to journalistic norms, which is to produce interesting, comprehensible, and culturally suitable health news for the Thai readership.

4.1.3 Deletion operation

There were a total of 1,911 deletion occurrences found in the study. They can be divided into five groups: repetition, inapplicable information, modifier, signal expression, and other information deletions. Although Hursti did not categorise omissions in his transediting strategy (2001), these five patterns were frequently found in this case study of the BBC health news translation.

First, “repetition deletion” is the omission of repeated information in the ST that has already been translated in order to achieve conciseness. There were 163 repetition deletion occurrences (8.6% of the total deletion operation). For example, direct quotations from medical officers that restated information in the article that had been translated, and BBC news outlines

that were later elaborated on in the bodies of subsequent news items were omitted to avoid repetitive Thai health coverage.

Second, “inapplicable information deletion” is the omission of the irrelevant information to the Thai audience so as to produce more culturally relevant news. There were 10 inapplicable information deletion occurrences (0.52%) found. For example, NHS (111) and emergency (999) contact numbers in the ST were deleted to avoid confusion because these numbers are not available in Thailand.

Third, “modifier deletion” is the omission of an attributive expression for a head noun, which is usually retained to keep the original tone of the ST. There were 201 modifier deletion occurrences (10.6%) found in this study.

Example 3: Cancer immunotherapy drug ‘less toxic and prolongs life’ (23 October 2019).

English News Headline	Thai News Headline
Cancer immunotherapy drug ‘ less toxic and prolongs life’	สุขภาพ: ยารักษามะเร็งด้วยภูมิคุ้มกันบำบัดยืดชีวิตได้ (BT: Cancer immunotherapy drug prolongs life)

The above example shows that the bolded adjective phrase “less toxic” is omitted. The TT headline may appear more concise and attractive, focusing only on the benefit of the drug, however deleting the modifier may create a false sense of total safety for the readers, which is different from the ST.

Fourth, “signal expression deletion” is the omission of the information that gives hints about what readers can expect next such as news subheadings (e.g. How bad is malaria?), in order to keep the news brief. There were 105 signal expression deletion occurrences (5.5%) found in this study.

Example 4: Coronavirus confirmed as pandemic by World Health Organization (11 March 2020).

English News	Thai News
What did the WHO say?	
Dr Tedros said that calling the outbreak a pandemic did not mean the WHO was changing its advice about what countries should do.	อย่างไรก็ตาม ผอ. WHO ชี้ว่าการเปลี่ยนแปลงระดับเตือนภัยโควิดนั้นไม่ได้หมายความว่า WHO จะเปลี่ยนแปลงคำแนะนำที่ประเทศต่าง ๆ ควรทำเพื่อรับมือวิกฤตนี้ พร้อมเรียกร้องให้รัฐบาลประเทศต่าง ๆ ดำเนินมาตรการ “เร่งด่วนและแข็งกร้าว” เพื่อจัดการการแพร่ระบาดของโควิด (BT: Dr Tedros said that

English News	Thai News
	calling the outbreak a pandemic did not mean the WHO was changing its advice about what countries should do. He called on governments to change the course of the outbreak by taking "urgent and aggressive action".)
He called on governments to change the course of the outbreak by taking "urgent and aggressive action".	

The above example shows that the ST subheading “What did WHO say?” serving as signal expression is deleted. A subheading can save readers from getting lost in a long article (Simolo, 2017), but it could sound redundant in a short text. Since most of the ST under this subheading is deleted, a signal question for a single paragraph of the TT is unnecessary. Skipping it and commencing the story keeps the news brief without affecting the core meaning of the ST.

Lastly, “other information deletion” is the omission of the information that does not fall in the abovementioned categories (i.e. repetition, inapplicable information, modifiers, or signal expressions). It allows brief news but also risks failing to serve the original instructive purpose of the ST. There were 1,426 other information deletion occurrences (74.9%) found.

Example 5: Climate change food calculator: What's your diet's carbon footprint? (14 December 2018).

English News	Thai News
To find out the climate impact of what you eat and drink, choose from one of the 34 items in our calculator and pick how often you have it.	ลองค้นหาคำตอบว่า อาหารที่คุณบริโภคส่งผลกระทบต่อสภาพภูมิอากาศมากแค่ไหน ด้วยการเลือกอาหาร 1 ใน 34 รายการที่เราคำนวณไว้ และเลือกว่าคุณบริโภคบ่อยแค่ไหน (BT: To find out the climate impact of what you eat and drink, choose from one of the 34 items in our calculator and pick how often you have it.)

English News	Thai News
 <p>How do your food choices impact on the environment?</p> <p>Which food would you like?</p> <p>- Select a food or drink -</p> <p>How often do you have it?</p> <p>- Select how often -</p> <p>Find out</p>	 <p>อาหารที่คุณบริโภคส่งผลต่อสิ่งแวดล้อมอย่างไร?</p> <p>บริโภคอะไร?</p> <p>- เลือกอาหาร -</p> <p>บริโภคบ่อยแค่ไหน?</p> <p>- เลือกความถี่ -</p> <p>ดูผล</p>
<p>All figures for each food in the calculator are global averages. If you cannot view the food calculator, click to launch the interactive content.</p>	<p>ตัวเลขทุกตัวของอาหารแต่ละรายการจากคำคำนวณ เป็นค่าเฉลี่ยทั่วโลก ถ้าคุณไม่เห็นช่องคำคำนวณ กรุณาคลิกที่นี่ (BT: All figures for each food in the calculator are global averages. If you cannot view the food calculator, click here)</p>
<p>Design by Prina Shah, development by Felix Stephenson and Becky Rush.</p>	<p>ออกแบบโดย ปรีนา ชาห์, พัฒนาโดย เฟลิกซ์ สเตเฟนสัน และ เบคกี้ รัส กรุณาคลิกที่นี่ (BT: Design by Prina Shah, development by Felix Stephenson and Becky Rush.)</p>
<p>.</p> <p>.</p> <p>.</p>	
<p>English News Paragraph 21</p>	
<p>Knowing how and where your food is produced is also important, as the same food can have huge differences in environmental impact.</p>	

The above example shows massive deletion (approximately 88% of the entire news). The omitted content does not repeat the information in the article, sound inapplicable to Thai audience, modify any main head nouns, or serve as a signal expression, yet it was omitted. Since the environment may not be considered directly relevant to health, this may have justified considerable deletion. However, the ST educates its readers about the great impact of food on the environment which, in turn, affects the determinants of health (World Health Organization,

2021). The ST paragraph 21 also clearly states that it is important, therefore, transediting only the calculating tool and deleting the rest of the news seems to affect the delivery of the ST's intended instructive purpose.

Deletion was by far the most common operation among the observed 167 paired news items. The massive reduction of information reveals the gatekeeping power exercised by the transeditors who are able to judge the worthiness and relevance of the pieces of the information to be conveyed in the TT news. Some omissions, however, are not completely justified

4.1.4 Addition operation

There were a total of 545 addition occurrences, which can be divided into five groups: background knowledge, applicable information, modifier, signal expression, and other information additions. Although the last three groups of these additions were not addressed by Hursti, they were particularly common in this study.

Firstly, “background knowledge addition” is the insertion of the extensive information chunks to clarify some specific jargons or subtle medical concepts in order to educate the target audience. The 4-paragraph section of a cytokine storm, for example, was added to the news regarding potential treatment for Covid-19. There were 95 occurrences of background knowledge addition (28.9% of the total addition operation), making it the greatest share compared with the other additions. This suggests that the transeditors were permitted to add information to supplement novel medical content since the Thai audience has the rights to be informed of the health facts and guidelines, especially at a time when Thailand was encountering a new epidemic. This may be found less often in the soft news translation (e.g. entertainment or celebrity news stories) because such news usually concerns comparatively less complex, specific concepts.

Secondly, “applicable information addition” is the insertion of the information that is familiar to the Thai readers, including Thai baht currency, measurement units commonly used in Thailand (e.g. metres), and directly-related Thai situations (e.g. the number of Thai breast cancer cases, updates from the Ministry of Public Health, and information from THAI FDA). There were 94 applicable information addition occurrences (28.6%), making it the second most resorted to addition that transeditors used as a tool to familiarise Thai audiences with more relatable health news.

Example 6: African swine fever: Fears rise as virus spreads to Indonesia (21 December 2019).

English News Headline	Thai News Headline
African swine fever: Fears rise as virus spreads to Indonesia	โรคหogs แพร่กระจายในสุกร ระบาดทั่วเอเชีย ยังไม่พบในประเทศไทย ล่าสุด แต่ไทยยังรอด (BT: African swine fever spreads across Asia including Indonesia. No cases found in Thailand.)

The above example shows that the bolded sentence is added to the TT headline as the information particularly relates to the Thai audience.

Thirdly, “modifier addition” is the insertion of an attributive expression for a head noun including details such as adjectives, adjective phrases, nouns, and noun phrases. There were 21 modifier addition occurrences (6.4%) found, making it the addition that was found the least in this study.

Example 7: HIV-positive sperm bank opens in New Zealand (28 November 2019).

English News Headline	Thai News Headline
HIV-positive sperm bank opens in New Zealand.	วันเอดส์โลก: ธนาคารอสูรข้องคู่ด้วยเชื้อเอชไอวีแห่งแรกของโลกเปิดแล้วในนิวซีแลนด์ (BT: World's AIDS Day: The world's first HIV-positive sperm bank opens in New Zealand.)

The above example shows that the bolded attributive phrase “The world's first” is inserted to the noun “HIV-positive sperm bank” in the TT news headline to highlight the fact that it was the first ever so as to intrigue the readers.

Fourthly, “signal expression addition” is the insertion of a sentence or a string of sentences to provide clues for readers as to what to expect to read next. It can also serve as a transeditor's justification for news selection. Among the observed news items, there were 41 signal expression addition occurrences (12.5%).

Example 8: Malaria ‘completely stopped’ by microbe (6 May 2020).

English News	Thai News
The team in Kenya and the UK say the finding has "enormous potential" to control the disease.	แม่ข่ายนี้ทั่วโลกจะกำลังมุ่งให้ความสนใจกับการคิดค้นวัคซีนและยาต้านโรคโควิด-19 แต่การวิจัยทางการแพทย์เพื่อหยุดยั้งโรคติดต่อชนิดอื่น ๆ ก็ยังคงดำเนินต่อไป ล่าสุดทีมนักวิทยาศาสตร์จากสาธารณรัฐเคนยา ค้นพบจุลินทรีย์ชนิดหนึ่งซึ่งสามารถป้องกัน

English News	Thai News
	<p>ไม่ใช้ช่วงติดเชื้อปรสิตพลาสโตร์เดียม ที่ทำให้มันกลายเป็นพาหะนำโรคไข้มาลาเรียได้</p> <p>(BT: Although the world is focusing on Covid-19 vaccination and treatment, medical research on other diseases still continues. The team in the UK and Kenya has discovered the fungus that prevents mosquitoes from the Microsporidia which was harbouring the malaria parasite.)</p>

The above example shows that the bolded signal sentence is added to the TT for the justification of the content. A major breakthrough in the fight against malaria is achieved during the Covid-19 pandemic when the news audience mostly expects coverage about the virus. To justify the transeditor's non-coronavirus related news choice during the pandemic, the signal sentence is inserted.

Lastly, "other information addition" is the insertion of information that does not fall into the abovementioned categories (background knowledge, applicable information, modifiers, or signal expressions). There were 78 other information addition occurrences (23.7%) found in this study.

It was confirmed that certain information can be inserted during BBC health news translation as long as the addition does not misrepresent or protract topics (the former BBC Thai duty editor, personal communication, October 11, 2021)

4.1.5 Substitution operation

There were a total of 97 substitution occurrences, which can be divided into five groups: specification, generalisation, applicable information, incoherence, and summary substitutions. Although the incoherence and summary replacements were not addressed in Hursti's transediting strategy (2001), they were found in this case study of BBC Thai health news translation.

First, "specification substitution" is the replacement of expressions with specific wordings for Thai readers mostly for clear and comprehensible news. There were six specification substitution occurrences (6.3% of the total substitution operation) found.

Example 9: Defeat malaria in a generation- here's how (10 September 2019).

English News Headline	Thai News Headline
Defeat malaria in a generation - here's how	มาลารีย์ ผู้เชี่ยวชาญตั้งเป้ากำจัดโรคร้ายนี้ให้หมดจากโลกภายใน 30 ปี (BT: Experts aim to defeat malaria from the world in 30 years.)

The above example shows that the “in a generation” is substituted with the more specific phrase “in 30 years” for a more concise news headline.

Secondly, “generalisation substitution” is the replacement of expressions with general wording. For example, “ST George’s,” which is the local informal name of the Hospital School, University of London, was mentioned in the ST regarding Covid-19. However, most Thai news readers might not recognise ST George’s as a medical body and so was generalised to be “วิทยาลัยแพทยศาสตร์ (BT: College of Medicine)” in the TT to allow clearer understanding. There were 13 generalisation substitution occurrences (13.5 %) found in the study.

Thirdly, “applicable information substitution” is the replacement of expressions with the wording that sounds more preferable to Thai readers such as Thai currency (e.g. บาท [BT: Thai Baht] for British Pound or US Dollar), units of measurement (e.g. ไร่ [BT: rai = 1,600 square metres] for 100 acres or 40 hectares, พ.ศ.2546 [BT: 2546 BE] instead of in 2003), Thai dishes (e.g. ข้าวต้ม [BT: boiled rice with soup] for porridge), and Thai proverbs (e.g. วัวหายล้อมโคก [BT: Fence the area after losing the cow] for the horse may already have bolted). The alternatives can depict a clearer picture for Thai readers residing in a different culture. There were 14 applicable information substitution occurrences (14.6%) found.

Fourthly, “incoherence substitution” is the replacement of expressions that are incoherent and/or not semantically or pragmatically matched. Figures in the online news can be shifting and totally different between the ST and the TT. The number of Covid-19 cases and deaths, for example, were regularly substituted with more up to date numbers. In addition to the numbers, some arguable incoherent substitutions are detected. Wrong translation, for example, was found in the study.

Example 10: Coronavirus: How they tried to curb Spanish flu pandemic in 1918 (10 May 2020).

English News	Thai News
Streets in some towns and cities were sprayed with disinfectant and some people wore anti-germ masks, as they went about their daily lives.	มีการฉีดน้ำยาฆ่าเชื้อตามสถานที่ต่างๆ ในเมืองบ้างคนใส่หน้ากากอนามัยแต่ส่วนใหญ่แล้วก็ใช้ชีวิตตามปกติ (BT: Cities were sprayed with disinfectant. Some people wore masks while most people led their lives normally.)

The above example shows that the bolded phrase “as they”, referring to those wearing masks, is substituted with “**แต่ส่วนใหญ่แล้ว** (BT: while most people)”. The incoherent substitution misleads the readers into thinking that the majority of people did not wear protective masks during the Spanish flu pandemic. The personal pronoun can simply refer to the aforementioned noun. However, the selected referential term can project the transeditor’s ideology and establish social values (Richardson, 2007, p. 50). It is the responsibility of society to wear masks to curb the spread of the Covid-19 virus. It was important not to mistranslate the pronoun in the health news, especially during the pandemic, because those who were anti-masks could have used this mistake to support their stance on the no-mask mandate.

There were 21 incoherence substitution (21.9%) occurrences, making it over one-fifth of all the substitutions. This reveals that some substitutions are less efficient than expected, and sometimes completely unjustified. It was confirmed that there are some errors on occasion although they are very rare (the former BBC Thai duty editor, personal communication, October 11, 2021).

And lastly, “summary substitution” is the replacement of threads of information in the ST with a summary of the main points to create the more concise Thai health news.

Example 11: Coronavirus and sex: What you need to know (1 April 2020).

English News	Thai News
Is it safe to have sex during the coronavirus outbreak?	มีเชิงลึกช่วงโควิด-19 ระบาดปลดปล่อยใหม่ (BT: Is it safe to have sex during the coronavirus outbreak?)
George: If you’re [...] living with that person, it shouldn’t change your situation. However if one of you is displaying symptoms of coronavirus	หากคุณกับคู่รักอยู่บ้านเดียวกันอยู่แล้วก็ไม่เป็นไร อย่างไรก็ตาม หากใครคนใดคนหนึ่งแสดงอาการเสี่ยงติดโรคโควิด-19 เพียงเล็กน้อย คุณทั้งสองคนต้องกักตัวเองแม้จะอยู่บ้านเดียวกัน [...] (BT: If you and your partner live in the

English News	Thai News
then you should maintain your social-distancing and isolate, even within your home. [...]	same house, it should be fine. However, if one of you has any signs of the symptoms of Covid-19, he/she should be put in quarantine in the house [...])
Fox: [...] if you're showing any symptoms whatsoever do try and stay away from your lover.	

The above example shows that the ST starts off with the question followed by separate answers from George and Fox. The transeditor summarises the advice from the two experts in a single paragraph. Among all the groups in the substitution operation, summary was found the most (43.8%). This highlights the gatekeeping role of the transeditors who also serve as news writers. Being responsible for rewriting the news, they are inclined to resort to summary to spare Thai readers the burden of having to read lengthy articles.

Collectively, the text transformation found in the case study of BBC health news translation involves a large amount of transediting. It ranges from a single operation text alteration such as an addition or a deletion, to a more subtle task such as a substitution or a reorganisation, to a combination of operations such as an addition/deletion + a reorganisation, or a substitution + a deletion. The ST is reshaped, rewritten and recontextualised to particularly inform, educate and entertain the target audience according to the main goals of the BBC codes of conduct (BBC, n.d.a). Next up is the interplay of the transediting strategy in each news element—news headlines, leads, and bodies.

Transediting Strategy in Each News Element

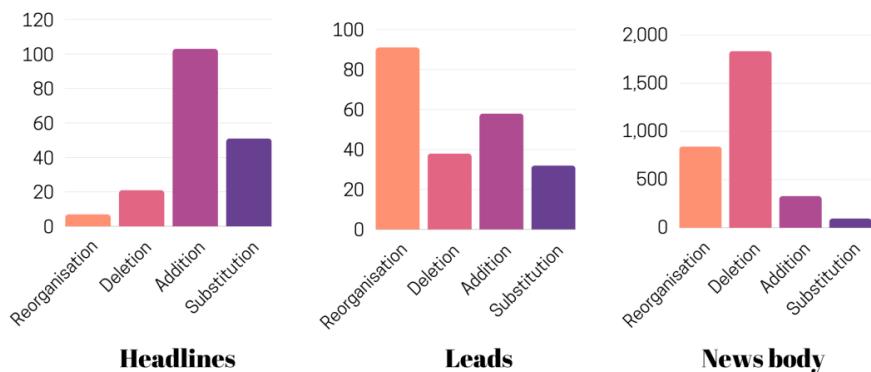


Figure 2 Bar graphs representing the transediting strategy in each news element found in the observed BBC Thai health news transediting (Sa-nguanphan, 2022, p. 67).

Figure 2 shows a comparison of the different transediting operations in the three elements of news.

Regarding the news headlines, addition (49%) and substitution (23.9%) were the two most frequently observed operations found in the study. By adding background knowledge and substituting for more applicable expressions, the Thai headlines are more comprehensible, preferable and gripping.

Concerning the news leads, reorganisation was employed the most (40.33%) followed by addition (20%), showing that the transeditors were authorised to 1) prioritise certain pieces of information over the others and freely shuffle the order of information, and 2) rewrite the lead to provide the gist of the news in a succinct and intriguing sentence, with information more relevant to Thai readership.

And thirdly, the news bodies experienced deletion (57.33%) the most, which notably outnumbered all other operations put together. It nearly doubled the second most common operation found, reorganisation (29.35%). This reflects that the news transeditors can manipulate the value of pieces of information, censor or reshuffle them for more concise news bodies.

In short, the BBC Thai transeditors exercise their gatekeeping power in line with language boundaries and newswriting rules to achieve appealing headlines, succinct leads, and concise news bodies for Thai readers.

Not only are the choices of the transediting strategy influenced during the actual process of translation, but the beginning stage of the news production is also directed by factors beyond the different language restrictions. This study found that BBC Thai's gatekeeping power over the health news content selection was driven by the five levels of influence proposed by Reese and Shoemaker (2016).

4.2 The hierarchy of influences over BBC Thai's gatekeeping power

There is a range of influences over BBC Thai's gatekeeping power. They include the individual transeditors themselves, the translation routines, organisations and institutions, all the way through to global factors.

4.2.1 Individual level of influence

The personal factors which significantly contribute to the choice of content and quality of the health news on BBC Thai websites are first, journalistic acumen and experience. They are essential, especially in the beginning stage of the content selection. Lack of accurate judgement accumulated from long experience leads to the wrong choice of news (e.g. fake news

and pharmaceutical commercials), according to the former BBC Thai duty editor (personal communication, October 11, 2021).

Secondly, Thai language proficiency is vital. It depends on the transeditor's Thai language competency whether the repackaged news is excellent enough to inform and satisfy the Thai readers, adds the informant.

Thirdly, sufficient scientific knowledge and digital literacy are especially important during the health news translation, compared with translating soft news (e.g. sport or entertainment news). Knowledge and skills determine the quality and speed of the translation because the process involves specialised medical or scientific topics such as anatomy, medicaments, novel diseases, and medical jargon. With adequate scientific understanding and online searching skills, the ST can be transedited accurately and quickly, according to the interview.

Lastly, professional value is a great determinant of effective health news transediting. Thai news is the product of abundant delicate and complex layers of decisions made by the transeditors. The informant suggests that those who strictly adhere to the values of journalism are willing to improve all the important qualifications (i.e. precise judgement, Thai fluency, fundamental scientific concepts) and tend to make fewer mistakes:

An excellent (news) translator is supposed to love reading and writing with passion for the job. These qualities automatically drive them to exert themselves while writing (news) stories. This way, they will be able to find the exact Thai words, linking the ST and the TT. (...) They are also eager to crosscheck, be sharp and skeptical, not blind following the ST. (...) Be perceptive otherwise they will be deceived by misleading headlines or pharmaceutical commercials (...) With absolute passion, these important factors turn habitual. (The former BBC Thai duty editor, personal communication, October 11, 2021)²

4.2.2 Routines level of influence

BBC Thai transeditors' authority must also adapt to the patterns of working routines and translation procedures such as, first, the English health news sources. A splendid array of sources aids comprehensive and accurate transedited health news. Furthermore, the BBC Thai

² คนแปลงคือคนต้องรักการอ่านการเขียน มี passion ในการทำงานแปล และมันจะมีความมุ่งมั่นที่ต้องรักงาน เวลาเขียนเรื่อง เล่าเรื่อง สามารถหาคำไทยที่ดีที่สุดเพื่อมต้นทางกับปลายทางได้ (...) grayscale ที่ต้องรักที่จะตรวจสอบ รู้จักสืบค้น รู้จักเฉลี่ยว ไม่ทิ้งไปกับต้นฉบับ (...) ไม่เน้นจะในหลอกด้วยพادหัวข่าว หรือโฆษณาข่ายยาของเค้าเอง (...) ถ้ามี passion จะิพากันมั่นจะทำเป็นนิสัยไปเลย

transeditors, who work in a large scale news agency, can access a wide range of reliable sources and references (e.g. an exclusive glossary, coverage from other international news agencies, and scientific journals) to produce captivating news. Moreover, unlike other literary translation, the transeditors are able to correct and rewrite the texts on their own when the information is provably false (the former BBC Thai duty editor, personal communication, October 11, 2021).

Secondly, immediacy and the timeliness of breaking health news affect the transediting process. When the nation is hit by a novel outbreak such as coronavirus, flash news contains the guidelines and policies that change constantly, even from reputable sources such as the World Health Organization (WHO). Translating such dynamic news with shifting information while simultaneously catching up with updates from other news agencies creates a huge space for mistranslation, according to our the interviewee.

Thirdly, the transeditors have to adjust their working routines to the online news settings, including monitoring social media engagement and website traffic. The informant adds that surveillance allows transeditors to assess their performance based on audience feedback—reads, comments, likes, and shares—leading to long-term improvement and maintenance of BBC Thai health news. Besides, it ensures that the news remains applicable and appealing to the Thai fans.

Fourthly, screen works and space also dictate how news should be translated. The length of Thai news on the BBC Thai website is not limited because the site provides unlimited space. In the case of BBC branded channels on the social media, however, the TT is usually brief. Facebook, for example, cuts off long posts with ellipsis (...), and users have to click “See More” to expand the whole news. The transeditors have to choose suitable content for different platforms, and adjust the transediting strategy to suit the available space. For the news on BBC Thai Facebook page, resorting to deletion and summary is noticeably common practice, according to the interviewee.

4.2.3 Organisational level of influence

Factors regarding news organisation and the collaborative relationships among different parts of the organisation that govern the content of the BBC Thai health news and the translation are, first, the location of the Thai language department. BBC News open office is designed for communication and collaboration among the news islands, but such dynamic working environment can sometimes impede the news transediting that involves cognitive processes (BBC, n.d.b) such as analysing ample sources of information, and selecting transediting operations during health news transediting. When they are interrupted, there are greater inefficiencies and mistakes. In addition to that, the Thai language department is situated in front

of the restrooms, where people constantly pass by. The informant noticed that the work-from-home policy enhanced performance, with fewer errors and greater efficiency.

The second influence in the organisational level is the BBC's policies. BBC News usually gives each language department, including its Thai service, absolute freedom to select content provided that the BBC's standards are maintained. However, according to the interviewee, that sometimes limits freedom of news choice. Some issues of substantial or global magnitude are strictly required to be covered by every language department, such as "Pandora Papers: Secret wealth and dealings of world leaders exposed". This was a giant project conducted by the International Consortium of Investigative Journalists (ICIJ), unveiling tax avoidance among the world's powerful leaders and billionaires.

Thirdly, the management of staff in the parent company may seem trivial, but it is consequential to the BBC health news transediting process. The massive shift of 200 BBC long-serving senior journalists to outside London cost the BBC News its unique expertise. Such a major relocation of high profile staff poses challenges translating news because the news written by a newly-recruited freelancer is comparatively less professional, according to the informant. Therefore, it takes longer for the Thai transeditors to 1) find suitable articles from BBC News, or 2) they rely more on outside sources.

Apart from news content, BBC News may sometimes intervene in the transediting strategy which is usually the BBC Thai's responsibility. Once, the Thai transeditors had to adjust their transediting to meet a social media specialist's suggestion that conflicted with Thai journalistic norms and was ineffectual. The Thai transeditors regained their gatekeeping power after reporting the unsatisfactory result among the Thai readers to the BBC News.

4.2.4 Social institution level of influence

The social institution level of influence seems to have the greatest impact on the BBC Thai's gatekeeping power, especially in terms of content selection. Thai news consumers have become determining influence first and foremost. Knowing the demographic trend of the BBC Thai readership allows preferred news content to be selected that differs from that of the original news (the former BBC Thai duty editor, personal communication, October 11, 2021). For example, BBC News focused on the women's rights and gender equality during 2019-2021, conforming to the UK government's policy (BBC, 2021). Translating all of the female content, however, would not suit the male-dominant BBC Thai market, explained the informant. The public's interest does not necessarily remain unchanged. The news content, therefore, changes over time based on changing demographics and attention. For instance, the informant said that in 2014-2015, BBC Thai served mainly the urban upper middle class market; wellness news

(e.g. beauty, fitness, diets) had been launched and received high engagement. But these days, these topics no longer meet nor reflect current readers' interest. Apart from selecting the desirable news, BBC Thai transeditors must also weigh newsworthiness and exclude unrelated content, even that published by influential medical institutions (e.g. National Health Service or NHS) to prioritise Thai readers. Transediting everything from the NHS would make BBC Thai sound UK-centric and probably bore the Thai audience, according to the interviewee. The audience-oriented news content highlights the decentralised gatekeeping power, which is no longer fixed only to the editors or the news agencies.

The second social institution level of influence is technological power. Although BBC Thai is a large-scale news institution, it still depends on social media to reach and engage a greater number of readers. Relying on third-party platforms (e.g. Facebook, Twitter, and Instagram), BBC Thai's autonomous gatekeeping power is threatened, especially in terms of the relevance of news content to its fans. Since BBC Thai does not pay Facebook to augment its Facebook traffic, BBC Thai news has a lower profile for Facebook users. This clouds the audience's interests and engagement, so it is more difficult to keep the news relatable, according to the informant. Moreover, the crucial role of technology triggered BBC News to hire a social media specialist to inspect online journalism. This emerging role, however, sometimes clashed with the Thai journalistic routines, as described in the organisational level of influence.

Thirdly, the public's interests and opinions vary according to the existing state of affairs, therefore, Thai politics and economy can also set the direction and tone of the health news circulating on the BBC Thai website. Apart from pure scientific content, the government's performance during a health crisis is expected by BBC Thai fans who show a strong interest in politics, based on the interview. Cannabis and Kratom (*Mitragyna speciosa*), for example, have become a viral dominant discourse online since their legalisation was promoted during the election build up in Thailand (Institute for Population and Social Research, et al., 2020, pp. 58-66; Narcotics Bill B.E. 2564, 2021). These plants were previously illegal and taboo, but they have now become increasingly newsworthy owing to modified policies and political jockeying. The interviewee clarified:

If the economic and political situations change, readers' interests are likely to change accordingly. We (BBC Thai news transeditors) have to follow that, too. (...) Nowadays, people substantially search about cannabis and kratom.

So, any news stories about them are popular. (The former BBC Thai duty editor, personal communication, October 11, 2021)³

Driven by all these influences in the social institution level, the BBC transedited health news can be regarded as a socially constructed product evolving in response to social circumstances, rather than mere static output translated from English to Thai.

4.2.5 Social system level of influence

The major influences in the social system level with global forces affecting the BBC Thai health news content and transediting are first, globalisation. This allows more English terms to be borrowed into the Thai news, according to the interviewee. Some examples found among the observed news were “โซเชียลมีเดีย (BT: social media)”, “แอป (BT: app)”, “อินฟลูเอนเซอร์ (BT: influencers)”, “ซีฟู้ด (BT: seafood)”, “ฟุตบอลลีก (BT: football league)”, and “ล็อกดาวน์ (BT: lockdown).”

Example 12: Coronavirus: The sex toy manufacturer making NHS gear (10 May 2020).

English News Headline	Thai News Headline
Coronavirus: The sex toy manufacturer making NHS gear.	โควิด-19: บริษัทผู้ผลิตเซ็กส์ทอยอาสาร่วมผลิตอุปกรณ์ทางการแพทย์ (BT: The sex toy manufacturer volunteers for medical gear production.)

The above example shows the direct copy of “sex toy” in the TT. It is assumed that the borrowed word is accepted in the Thai headline because both English language readers and their Thai counterparts share quite a similar notion about adult toys, which is more acceptable nowadays in both cultures than previously (BBC Radio 4, n.d.c; Khongsuwan, 2019). This underlines the pivotal role of globalisation synchronising people at a distance in accepting loan words in the health news translation.

Secondly, Brexit, the withdrawal of the United Kingdom from the European Union, puts a burden on the transeditors due to the poorer quality of the source news. To illustrate, BBC's license fee income funded by the government has been reduced due to the economic crisis resulting from Brexit (BBC News, 2021, October 27; Waterson, 2021, December 27). The limited budget forced BBC News to relocate numerous senior BBC journalists in order to reduce BBC spending to meet London's living wage requirements (Waterson, 2021, March 18). The English news written by newly-recruited freelancers is of a lesser standard, posing a

³ ถ้าหากสถานการณ์การเศรษฐกิจ การเมืองเปลี่ยนแปลงยังไง คนอ่านก็จะเปลี่ยนแปลงความสนใจไปตามนั้น เรา ก็ปรับตัวตาม (...) แต่ตอนนี้ที่คน search มากเลยคืออะไรที่มี (...). เพราะฉะนั้นทำเรื่องอะไรเกี่ยวกับกัญชา กระท่อม ตอนนี้ก็มีหมด

challenge for Thai transeditors, as discussed in the organisational level of influence (the former BBC Thai duty editor, personal communication, October 11, 2021).

Lastly, pandemics and deadly diseases globally control the news content, including the BBC Thai website. During Covid-19, BBC Thai exercised its gatekeeping power by covering the topic constantly. The amount of coronavirus news rapidly soared, up to approximately 200 articles within a 20-month period (from May 2020 – January 2022).

All of the abovementioned influences are not clearly separated despite being put into five levels. They rather interconnected as shown below.

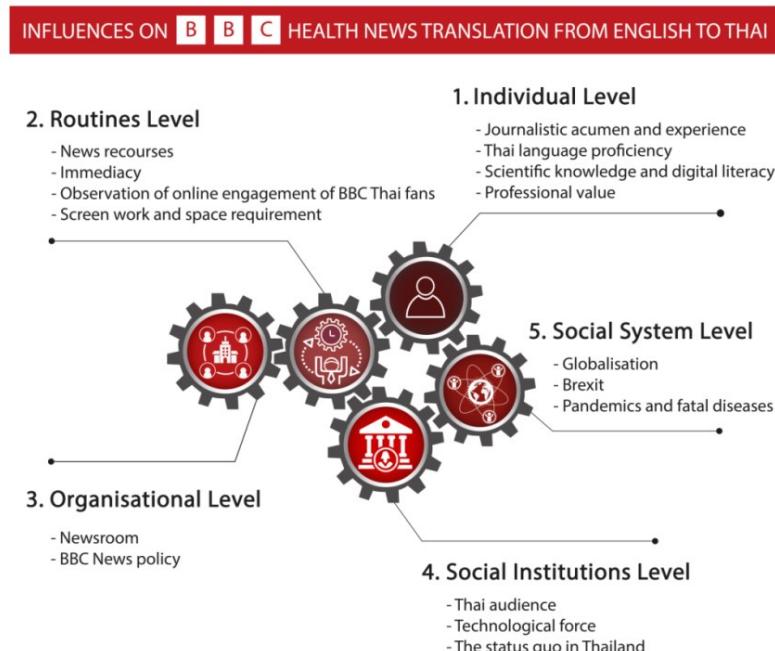


Figure 3 The five levels of influence on BBC Thai gatekeeping power over the health news selection and the transediting operations (Sa-nguanphan, 2022, p. 97)

Figure 3 illustrates the intricate relationship among the five levels of influence on BBC Thai's gatekeeping power over transediting and content selection. These interdependent influences are not as hierarchical as it would seem. In fact, they are closely interlinked, like five gear wheels. That is to say, the individual BBC Thai transeditors, who are represented by the top right gear, have preferences in decision-making strategy, and other personal attributes (i.e. journalistic acumen and experience, Thai language proficiency, scientific knowledge and digital literacy, and professional values) that govern the health news content and translation. However, their gatekeeping power is restricted to journalistic norms in the routines level of influence (i.e. news resources, immediacy, observation of online engagement of BBC Thai fans, and screen and space requirement), imposed by BBC News and BBC Thai. The two

organisations inflict the organisational level of influence on the transeditors, by prioritising their own newsroom styles and BBC News policies. Nevertheless, BBC News and BBC Thai are significantly driven by external factors in the social institutions level of influence (i.e. Thai audience, technological force, and Thailand's status quo). Although, BBC News and BBC Thai are considered as powerful news organisations, they are still dominated by the social system (i.e. globalisation, Brexit, and pandemics and fatal diseases).

5. Discussion

Although both of the applied theories are not based on the Thai context, the findings on the BBC Thai health news transediting and the influences on BBC Thai's gatekeeping power over the selection of transediting operations and health content show quite similar results.

First, editing (i.e. reorganisation, deletion, addition, and substitution) is heavily employed during the translation process so the translated news can intrigue, inform, and engage different audiences, who vary in their tastes and background from anglophone readers, as suggested by Hursti (2001). However, some subgroups in each operation, as discussed in the results section, are not mentioned in Hursti's study (2001). This difference may be down to differences between languages. Hursti investigated news translation from Reuters to Finnish news published by the Finish News Agency for a Finnish audience. This study, on the other hand, investigated BBC English and Thai news transediting for Thai readers.

Apart from supporting Hursti (2001), our results concur with other previous studies, suggesting that the ST news on the online platform (Cassidy, 2006) has been significantly edited (Panpakdee, 2009; Wacharath, 2007) in every element of news (Zhang, 2012) to achieve closeness, visual attraction, and conciseness (Nindum, 2015) through massive deletion. This goes against Lu and Chen's findings (2011) that the addition operation is the most common one in English-Chinese translation. The different approaches adopted to transediting may be caused by the different target audiences and language structures.

Secondly, the selection of BBC Thai health content and transediting operations is governed by all five levels of influence, as suggested by Reese and Shoemaker (2016). The findings are also compatible with the theory, revealing that 1) Thai readers have also become gatekeepers, controlling the health news content along with BBC Thai and its transeditors, thanks mostly to globalisation and the advancement of technology, and 2) each level of influence connects to each other multi-directionally. However, contributions in some levels of influence (e.g. transeditors' Thai language proficiency, BBC's policies, Brexit, pandemics, Thailand's status quo) were not mentioned by Reese and Shoemakers (2016) due to different

cultural and time contexts. While Reese and Shoemaker promoted the hierarchy of influences model for understanding the complex factors shaping news content in general, this study particularly explored the existing determinant in BBC Thai health news translation during 2017-2020.

Additionally, the results are consistent with other previous studies, suggesting that the medical coverage translation has recently become more reader-oriented (Vu, 2014; Merez & Papacharissi, 2013; Welbers & Openhaffen, 2018) in the face of unavoidable political circumstances (Samabudhi, 2014) as well as globalisation. This also applies whether its content is related to general health issues or sudden outbreaks of coronavirus or other diseases (Nindum, 2015).

6. Conclusion

BBC Thai's gatekeeping power over the selection of health content and its transediting strategy (i.e. shuffling, omitting, inserting, and replacing pieces of information) is affected by all five levels of influence—individual, routines, organisational, social institutions, and social system, as shown below.

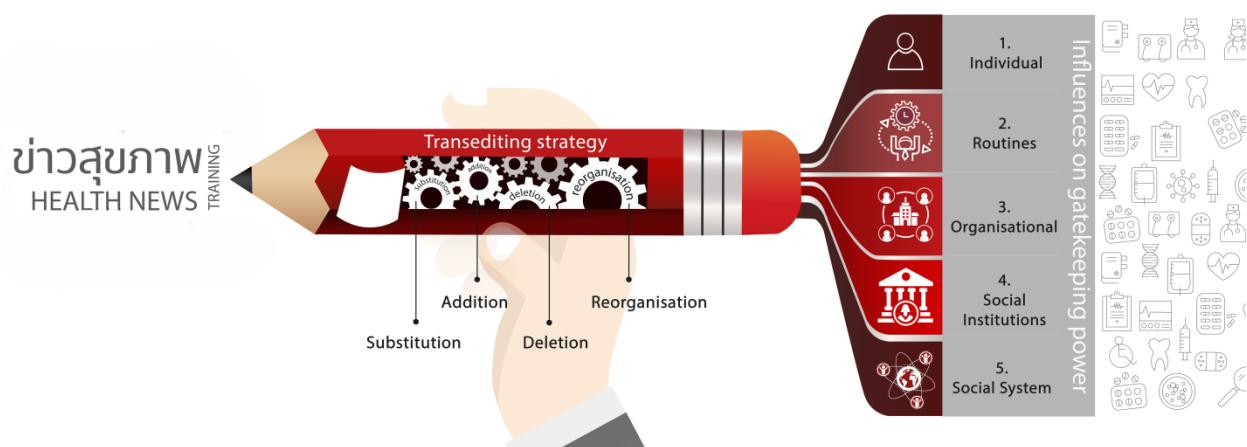


Figure 4 The BBC Thai health news transediting process encompassed by the five levels of influence (Sa-nguanphan, 2022, p. 101)

Figure 4 depicts the BBC Thai health news transediting process. The hand symbolises BBC Thai transeditors, who exercise their gatekeeping power over the transediting strategy (the red pencil). The grey filtering funnel at the right end of the pencil symbolises the five levels of influence (i.e. individual, routines, organisational, social institutions, and social system) on the BBC Thai's gatekeeping power. Regarding the selection of health news content, although there is a huge amount of the medical content (the grey icons on the right), only some is considered newsworthy and chosen through the filtering funnel of influences. The amount of news output

“ព័ត៌មានសុខភាព (health news)” on the far left, then, is relatively smaller. Regarding the health news translation, once the English news is selected, it is reshaped and recontextualised through one or more of the transediting operations (i.e. reorganisation, deletion, addition, substitution), represented by the four functioning gears in the pencil. The filtering funnel of influences attached at the end of the pencil also governs the transediting strategy. Finally, the transedited Thai health news is published for the Thai readers on the BBC Thai website.

7. Suggestions for future studies

This study only focuses on the various influences on BBC Thai’s gatekeeping power over the selection of the health news content and transediting strategy. The established link between the translated health news and the Thai audience’s health and well-being is not prioritised. To establish a solid relationship between the news and the Thai consumers’ health behaviour, future research could investigate 1) the public’s perceptions and attitudes towards their health after consuming BBC health news, or 2) the public’s health behaviour after reading the news related to preventative action against diseases or risk of novel treatments. To generalise the findings, future studies might investigate the health news released by other news agencies. The approach adopted in this research can also be reapplied in the investigation of different types of news from other news organisations.

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