

TEXTUAL FUNCTION VARIATIONS OF FOREIGN EMBASSIES' PRESS RELEASES AND THEIR IMPLICATIONS FOR TRANSLATION TEACHING

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Abstract

There are three purposes of this research; first, to describe the textual function variations of foreign embassies' press releases; second, to describe the contextual motivating factors of the textual function variations of foreign embassies' press releases; and third, to describe the implications of the textual function variations of foreign embassies' press releases for translation teaching. This research used quantitative and qualitative approaches. The result shows that the global overall textual function variation of the translational texts is very low which is represented by the mean of 1.25. In other words, the difference between Text 1 in Bahasa Indonesia (T1) and Text 2 in English (T2) is not significant. The contextual motivating factors of the textual function variations are analyzed from the translational texts' mode and the clauses' themes. The mode is written, realized through graphic channel therefore there is a high level of formality. The most occurring theme is subject which shows that the translators put emphasis heavily on the actor or the goal of the message in the clause. The most frequent pattern of thematic progression is repetition which efficiently constructs a communicative press release. The implications for translation teaching are these successful translational texts can be used in a more profitable manner as documentary sources for translation teaching.

Keywords: press release, textual function, translatics, translation, TSC, SFL, variations

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INTRODUCTION

Today, human contact across linguistic boundaries has been growing greater than ever. The changes in economy, technology, and other fields globally provide opportunities for greater collaboration. As a result, an increased need for communication across borders emerges.

Through translation practice, linguistic and cultural boundaries are addressed. A successful translation is one that conveys the explicit and implicit meaning of two different languages as fully and accurately as possible. For that reason, translation should be considered as a complex subject, both theoretically and practically.

To label a translation as "good" requires a systematic evaluation and should not be done in simple terms. One of the approaches in translation evaluation is by studying whether certain translational text preserves meaning as it

should be or not. However, since each language has its own complexity and carries various contexts within it such as cultural context which sometimes can be completely unknown in another language, it is difficult or even impossible to have identical translational texts; therefore variations can not be avoided.

Foreign embassies' bilingual press releases also deal with this kind of matter. For example the two titles of the Australian Embassy's press releases;

Bahasa Indonesia: *Partisipasi sekolah dalam program BRIDGE*

English: *More schools join BRIDGE with Australia*

(The Australian Embassy's Press Releases, *More Schools join BRIDGE with Australia*, 15 February 2013)

At a glance, the two clauses contain the same meaning, that the Australian government

initiates a program in education called BRIDGE in which many schools join the program; however each clause has different meaning realizations. While the Bahasa Indonesia press release uses the noun “partisipasi” as the first word, the English one uses adverb “more”. The first word of clause is important because it establishes the “grounding” of what the translator is going to say. By doing a further and deeper analysis on this, how broad the meaning variation between two clauses of the translational texts can be determined.

One of the frameworks which offer a systemic and comprehensive model of linguistic analysis is Systemic Functional Language (SFL). In SFL, meaning is carried by clause, and the first word of clause which acts as the departure of the message is called theme while the rest of the clause is called rheme (Halliday, 1994, pp.33-34). The linguistic analysis on theme and rheme of a clause reveals the textual meaning (or textual function) of the text. It is important to make sure that both press releases in Bahasa Indonesia and English have the same textual function because both inform the same news or events. Unlike literary works such as prose or poetry which allow more adaptable translational texts and therefore may result in broader meaning variations, press release as an news item do not have the same kind of flexibility because the translational texts are expected to deliver the same information.

There are three levels or stratum of language according to SFL: (1) Discourse Semantics, (2) Lexico-grammar, and (3) Phonology/Graphology. An analysis on discourse semantics and lexico-grammar is useful to investigate textual function of a text.

Based on Halliday’s theory, there is a strand of meaning which together form the discourse semantics of a text (Munday, 2008, p.91). The strand of meaning is called meta-function; ideational, interpersonal, and textual functions. These three broad functions of text are central to the way the grammar works in the language system. Butt, et al. (2003, p.39) define the three metafunctions as follows: (1) language has a representational function- we use it to encode our experience of the world; it conveys a figure of reality. Thus it allows us to encode meanings of experience which realize field of discourse (experiential meaning); (2) language has an interpersonal function- we use it to

encode interaction and show how defensible we find our propositions. Thus it allows us to encode meanings of attitudes, interaction and relationships which realize tenor of discourse (interpersonal meaning); (3) language has a textual function- we use it to organize our experiential and interpersonal meanings into a linear and coherent whole. Thus, it allows us to encode meanings of text development which realize mode of discourse (textual function).

As mentioned before, the unit of analysis on discourse semantics is text. According to Eggins (1994, p.112) the text is a unit of discourse, a semantic unit. A text is physically made up of clause, a lexico-grammar unit. Through lexico-grammar system, meaning of a text is presented. In lexico-grammar, clause is the unit in which meanings of three kinds are combined. Three distinct structures, each expressing one kind of semantic organization are mapped on to one another to produce a single wording (Halliday & Matthiessen, 2004, p. 64). The three distinct structures are (a) transitivity to express experiential meaning, (b) mood to express interpersonal meaning, and (c) theme to express textual meaning. Thus, analysis on textual function should be done on theme in clause level.

Clause is the central processing unit in the lexico-grammar. A clause is a unit in which meanings of three different kinds- experiential, interpersonal and textual meanings- are combined (Halliday, 1994, p.37). Clause can be categorized into three types, they are: (1) Simple Clause is one unit clause that can stand alone, of function independently of other messages; (2) Complex clause is made up of one or more clauses (Butt, et al., 2003, p.29); (3) Minor clause or elliptical is a type of clause that has no thematic structure.

The key system enter into the expression of textual meaning in the clause is the system of theme. Halliday & Matthiessen (2004, p.64) define theme as the element which serves as the point of departure of the message, it is that which locates and orients the clause within the context.

Theme involves three major systems: (1) choice of type of theme, choice of marked or unmarked theme, and choice of predicated or unpredicated theme (Eggins, 1994, p.274). The system network of theme in the clause is given as follows:

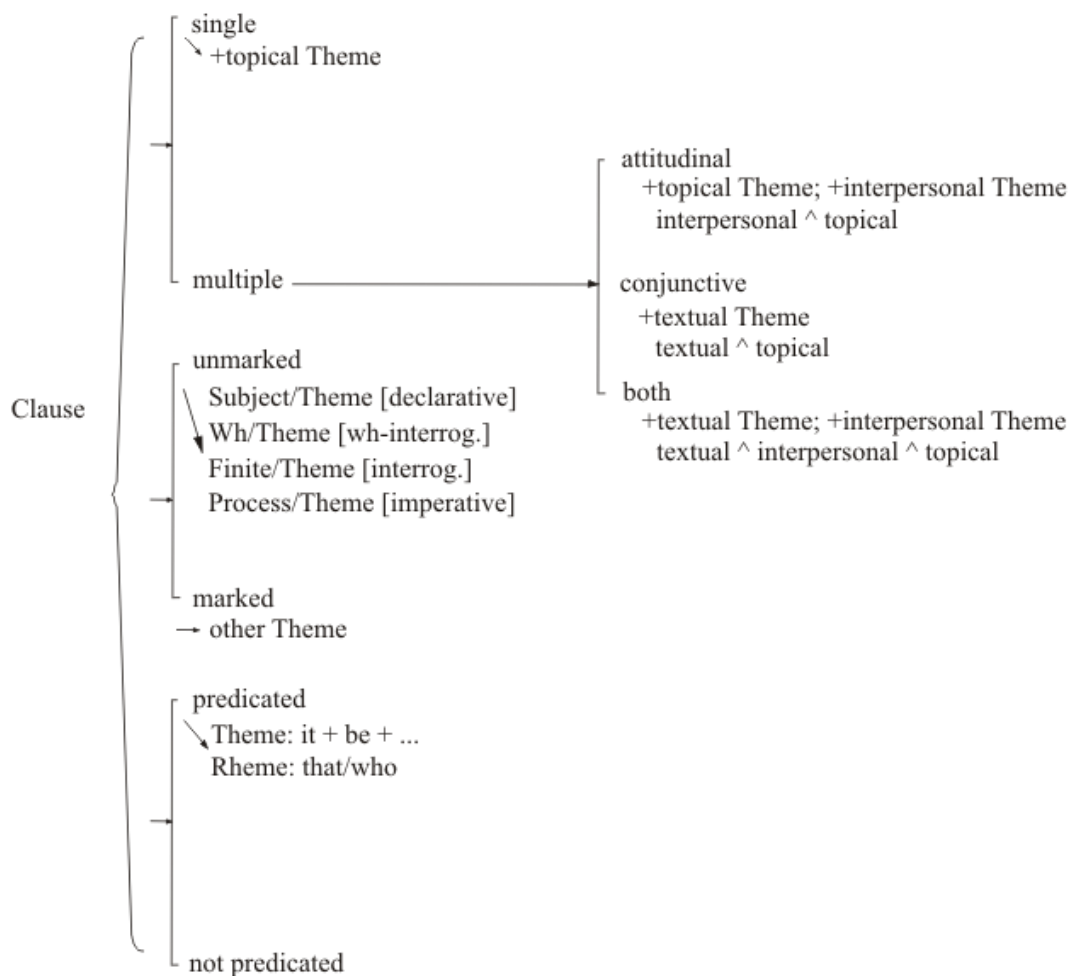


Figure 1. The System Network of Theme in the Clause

Reflecting the three-dimensional meta-functionals structure of the clause, there are three different types of elements of clause structure that can get to be theme: (1) Topical (or experiential) elements which are (a) subject or participant is either actor or goal, (b) process is what happen, and (c) complement or circumstance can be either adjunct of time, of place, etc., (2) Interpersonal elements which are (a) vocative is any item, typically (but not necessarily) a personal name, being used to address, (b) modal adjunct expresses the speaker or writer's judgment on or attitude to the content of the message, (c) finite verbal operator are the small set of finite auxiliary verbs construing primary tense or modality; they are the unmarked theme of yes/no interrogatives., and (d) WH-interrogative (in yes/no interrogative)., and (3) Textual elements which are (a) continuative is one of a small set of words which signal a move in the discourse, (b) structural conjunct is a word or group that either links or binds the clause in which it occurs structurally to another clause, and (c) conjunction adjunct are the adverbial

groups or prepositional phrases which relate to the preceding text: they cover roughly the same semantic space as conjunctions.

There are three theme selections: unmarked, marked and predicated theme. As stated by Eggins (1994: 296) the term unmarked simply means "most typical/usual", while marked means "atypical, unusual". Butt, et al. (2003, p.139) say that while unmarked theme has typical and expected pattern, unmarked theme does not have that.

While SFL gives the framework for linguistic analysis, translatics offers the framework for translational analysis, therefore using both frameworks can be useful to investigate the quality of the translational texts. A comprehensive text analysis using SFL and translatics models of analysis demands time and effort and for that reason is often considered as exhaustive.

Meaning variations can be analyzed using translatics framework. Translatics is a framework for the study of translation phenomena which views translation as a Translational Semiotic Communication (TSC) phenomenon

(Tou, 2004, p.1). It considers meaning in semiotic system with three attributions: breadth, depth, and height (Tou in Tengku Silvana Sinar, 2007, p.97). The attribution in meaning determines how varied translational texts are; since in transferring a message from one language to another, variation can not be avoided.

Translatrics offer TSC model of translational texts analysis which views that meaning has breadth, depth, and height as in the following table (Tou in Sinar, 2007, p.97).

Table 1. The Universe of Meaning

Meaning	Attributes	Meaning's Characters
Meaning in Semiotic System	Breadth	Degree of Semiotic Diversification
	Depth	Depth Degree of Semiotic Delicacy
	Height	Degree of Semiotic Stratification

The degree of semiotic diversification deals with variety of meaning, the degree of semiotic delicacy concerns about meaning from global to general to more particular or specific, while the degree of semiotic stratification refers to degree of language used in the society based on strata. This research investigates the textual function variations of translational texts, and in order to find out the variation, the analysis performed on the meaning breadth.

Translatrics offer TSC model of translational texts analysis which views that meaning has breadth and as a result translational texts have degree which are represented by the scale numbers; (1) Scale "0" is the representation of the lowest degree of meaning variation. It occurs when the clauses of Text 1 and Text 2 have same type and same number of thematic variation or there is no difference of the thematic variation; (2) Scale "1" is the representation of very low degree of meaning variation. It occurs when the clauses of Text 1 and Text 2 have one difference of the thematic variations; (3) Scale "2" is the representation of low degree of meaning variation. It occurs when the clauses of Text 1 and Text 2 have two differences of the thematic variations; (4) Scale "3" is the representation of the medium degree of meaning variation. It occurs when the clauses of Text 1 and Text 2 have three differences of the thematic variations; (5) Scale "4" is the representation of high degree of meaning variation. It occurs when the clauses of Text 1 and Text 2

have four differences of the thematic variations; (6) Scale "5" is the representation of very high degree of meaning variation. It occurs when the clauses of Text 1 and Text 2 have five or more differences of the thematic variations; (7) Scale "6" is the representation of the highest degree of meaning variation. It occurs when there is no realization of Text 1 in Text 2, and vice versa.

The data which have been analyzed on the clause selection and thematic structure variation, then, are analyzed on the higher degree of variation by comparing the analysis of both texts. It is achieved by counting the number of functional elements. In the comparison of two clause units, one clause unit is considered as the higher degree of textual meaning breadth if the clause unit has more number of functional elements depend the other. Meanwhile, it is considered having same degree of textual meaning breadth if the number of functional elements of the two clause units is equal. The mark, then, is Text 1 = Text 2 (Text 1 in Bahasa Indonesia has same degree with Text 2 in English).

Meanwhile, looking at the translation teaching as a phenomena; in recent years, more and more formal educational institutions such as universities offer translation study as part of their programmes for instance Yogyakarta State University. There are also emerging numbers of translation courses and seminars held by non formal educational institutions such as translation services and organizations for instance Indonesian Translator Association. These attempts aim to produce prospective translators in order to meet the demand.

There is a common belief that someone who studies a certain foreign language is also capable to translate which is not necessarily true. The lack of knowledge in translation may result in disappointed works. Nevertheless, in some cases, good translation is produced by someone who does not have any qualifications as a translator but has years of experience in it. These show that there are a lot of possibilities and variables in terms of producing a good translation. For this reason, contextual motivating factors which influence the occurring of the texts should also be considered. SFL proposes a framework for contextual analysis of a certain text by looking at its field, mode, and tenor. Field is what the text is all about, mode is about the medium of the text, and tenor is the roles of the writer and the reader (Butt, et al, 2000, pp.192-193).

Finding out the textual function variations of translational texts produced by professional translators can be useful since the result to develop a model of translation teaching; curriculum, syllabus, and materials. Even though developing a curriculum for translation teaching in order to deliver professional translators- those who are not only possess the knowledge on language but also the translation itself- is not an easy task, in fact, translation theories are complex and translation as a study has a very long historical background. Yet, understanding the textual variations of translational texts produced by professional translators may contribute to the development of translation teaching.

As language is an important means to influence people, so is translation. In political world, influencing people is vital. Through translating their press releases, the embassies are able to inform their political events to Indonesian people. Positive public opinion on their countries can be gathered through proper translations of their press releases. For that reason, this research evaluates the textual function variations of foreign embassies' press releases and later investigates their implication for translation teaching.

The phenomena in translation evaluation and its potential pedagogical implication for translation teaching raise numbers of interesting topics to be further investigated, both theoretically and practically. This research is focused on analyzing the textual function variations of foreign embassies' press releases and their implications for translation teaching. The objectives of this research are as follows: (1) to describe the textual function variations of the foreign embassies' press releases; (2) to describe the contextual motivating factors of the textual function variations of foreign embassies' press releases; and (3) to describe the implication of the textual function variations of foreign embassies' press releases for translation teaching.

There are some expected benefits to be achieved from this research, and hopefully can be useful for the following parties: (1) for those who are interested in linguistic study, especially in translation study, this result of this research provides information on textual functions which are textual elements of theme, on concepts of translational texts variations, and also on textual and contextual analysis of bilingual press releases; (2) for those who concern with translation teaching such as translation teachers

and trainers, the result of this research offers feedback information of the quality of foreign embassies' press releases and hopefully can be used as a reference in translation teaching; and (3) for translators, especially those who translate news item such as press release, the result of this research provides information about the prominent characteristics of bilingual press release in terms of textual function variations, and hopefully will be beneficial for the translators to improve their knowledge as well as their performance in translation.

METHOD

This study is designed to explore the textual function variations of foreign embassies' press releases and analyze their implications for translation teaching. The analysis is in the text and context level through text analysis.

Type of the Research

This research used quantitative and qualitative approaches. According to Wiersma (1995: 12-13), qualitative research is done for the purpose of understanding social phenomena, while quantitative research is done to determine relationships, effects, and causes. Both purposes have relevance, therefore both types of research are valuable and can be supportive of each other. This research is designed based on the purposes, and uses both approaches to determine the textual function variations of foreign embassies' press releases quantitatively and later analyze their contextual motivating factors of those variations and their implications for translation teaching qualitatively. In accordance with Moleong (2005: 8), this research happened in natural setting which started from January 2013 and finished on June 2013.

The data sources for this research are translational texts: five (5) bilingual press releases published by five (5) foreign embassies which can be accessed through their websites. The five bilingual press releases are translational texts which means there are five (5) press releases in Bahasa Indonesia (Text 1) and five (5) in English (Text 2), or ten (10) texts in total number. The foreign embassies are; (1) The Australian Embassy; (2) The British Embassy; (3) The Canadian Embassy; (4) The New Zealand Embassy; and (5) The United States Embassy.

Instruments and Techniques of the Data Collection

There are three main approaches in social science that act as the instrument of textual discourse analysis; (1) content analysis; (e) semiotic analysis; (3) discourse analysis (Denzin & Lincoln, 2001, p.498). This research uses those techniques in collecting the data, of which the sequences of action are first the researcher reads the bilingual press releases, and then put clauses into category-based table sheet. The main instruments is table sheets to assist the analysis on the data gathered from this research.

Techniques of Data Analysis

Moleong (2005, pp.249-268) suggests qualitative data analysis procedures; (1) processing and arranging the data which is in form of units of analysis, (2) categorizing the data, (3) interpreting the data. Based on those concepts above this research underwent some stages in analyzing the data.

FINDINGS AND DISCUSSION

The Global Overall Textual Function Variation

There are 75 clauses- simple and complex ones- which contain single as well as multiple themes. The textual function is classified based on the variation degree of the thematic structure which occurs in the interval 0 to 6 degree categories, from the lowest, very low, low, medium, high, very high and the highest.

The highest frequency of variation marked by 48% or 36 out of 75 units of analysis belongs to the lowest variation (0). The second which is marked by 21.3% or 16 out of 75 units of analysis is very low variation (1). The order is followed by low variation (2) which is marked by the percentage of 13.3% or 10 out of 75 units of analysis. Both medium (3) and very high variations (5) have the same result number which is 10 out of 75 units of analysis or 6.6%. Meanwhile, there are only 3 out of 75 units of analysis or 4% which belong to the highest variation (6). The last one, the result does not show any high variation (4) which is marked by 0%. From this result, the order of variation from the most to the least frequent is the lowest variation (0), very low variation (1), low variation (2), medium variation (3), very high variation (5), the highest variation (6), and high variation (4).

The global overall variation is determined by calculating the average number or the mean of the result which is 1.25. This belongs to very low variation, therefore the global overall textual function variation is very low.

The Higher Degree of Textual Function Variation

The most frequently occurrence is the same degree of variation marked by 68% which means there are or 51 out of 75 units analysis have the same number of thematic structure realization. The order followed by T1 has the higher degree of variation than T2 which is marked by percentage of 22.6% or 17 out of 75 units of analysis. The last higher degree of variation belongs to T2 which has 7 out of 75 units of analysis or 9.3%.

The Thematic Structure Realizations

There are three categories of thematic structure realization: (1) types of clause, (2) types of theme, and (3) types of theme selection.

There are 75 units of analysis as this research data, however the number of clauses between the two texts is different; while T1 consists of 76 clauses, T2 has 74 clauses. This happens because there are some variations in the realization. There are clauses of T1 that has no realizations in T2 and vice versa.

that the highest number of occurrence in term of clause type in T1 is complex clause with 59 out of 76 clauses or 80.3%. It is followed by simple clause with number of occurrence of 13 out of 76 clauses or 15.8%. The last one is the minor/elliptical clause which is marked by only 3.9% or 3 out of 76 clauses. In T2, complex clauses also occur most frequently with percentage of 78.4% or 58 out of 74 clauses. While as many as 18.9% or 15 out of 74 clauses are in form of simple clause. Minor/elliptical clause occurs only 2 times out of 74 clauses or in percentage is 2.7%. Both T1 and T2 have thematic structure realized in mostly complex clauses.

T1 contains more themes than T2; while there are 347 themes in T1, T2 has less than that which are 317 themes. Topical themes occur the most in the two texts; in T1 the theme occur 206 times or 59.4% while in T2, there are 174 topical themes or 54.9%. T2 contains more textual and interpersonal themes than T1. There are 129 textual themes or 40.7% in T2, meanwhile T1 has 131 or 37.7%. This happens also for interpersonal themes; it was found that

there are 14 interpersonal themes or 4.4% in T2 while only 10 or 2.9% found in T1.

The Degree of Variation

There are 75 units of analysis in which each unit a clause from T1 is compared and contrasted to a clause from T2 to find the thematic structure realization variation. This variation is represented by numbers 0,1,2,3,4,5, and 6.

The Lowest Degree of Variation (0)

There are 36 out of 75 units of analysis in which both clauses of T1 and T2 have the same thematic structure realizations. The lowest degree of variation marked by "0" is the most prominence variation of thematic structure realizations.

Very Low Degree of Variation (1)

The findings show that there are 16 out of 75 units of analysis or 21.3% which have one difference of thematic structure realizations. The very low variation is the second most prominence degree of variation of the data.

Low Degree of Variation (2)

Low degree of variation happens when there are two differences of thematic structure realizations. This degree of variation is represented by the number "2". This is the third most prominence degree of variation with 10 out of 75 units of analysis or 13.3%.

Medium Degree of Variation (3)

When there are three differences of thematic structure realizations in one units of analysis, it has medium degree of variation. There are 5 out of 75 units of analysis or 6.6% have this variation. It is the fourth most prominent variation occurred in the data.

High Degree of Variation (4)

High degree of variation occurs when there are four differences of thematic structure realizations between two clauses in one unit of analysis. The representation number for this variation is 4. The data does not contain this variation at all therefore that means 0% of medium degree of variation. It is the least prominent variation occurs in the data.

Very High Degree of Variation (5)

Thematic structures realized in clauses have a very high degree of variation when there

are five or more differences found. There are 5 out of 75 units of analysis or 6.6% identified with this variation. Together with medium degree of variation category, it is the fourth most prominence variation found in the data.

The Highest Degree of Variation (6)

The highest degree of variation happens when a thematic structure of one text does not have any realizations at all in the other text. This variation is represented by the number "6". There are 3 out 75 units of analysis or 4% of the data have the highest degree of variation.

Mode Analysis: Subject as the Themes

From the textual viewpoint, the contextual analysis is done on mode which is realized through theme. The most occurring theme is topical theme; 59.4% in T1 and 54.9% in T2. Furthermore, the most occurring topical theme element is subject; 53.4% in T1 and 59.7% in T2.

The themes of the Australian Embassy's press releases are laid out clearly to tell what the text is about; "*sekolah*"/"schools", "*guru*"/"teachers", "*Asia Education Foundation dari Australia*"/"Asia Education Foundation dari Australia", "*program*"/"program", and "*program BRIDGE*"/"the BRIDGE program". All of the themes efficiently support the title and tell directly that the press release is about an educational program for Indonesian schools initiated by the Australian government called BRIDGE. The repetition of the themes allows the press release to put the core of the text inside the readers' minds.

In the beginning of the text, Indonesian schools and teachers are placed as the actors who actively do something as in the sentences "*Dua orang guru dari masing-masing sekolah akan berkunjung ke Australia pada bulan Mei 2013 dimana mereka akan tinggal selama satu minggu untuk menjalankan program peningkatan kapasitas dan selama dua minggu membangun kemitraan dan melihat program kegiatan belajar mengajar di sekolah mitra.*"/"Two teachers from each school will travel to Australia in May 2013 where they will spend a week in a capacity building program and two weeks as part of the teaching and learning activities at their partner schools while building partnerships." In this two sentences, the Indonesia teachers "will travel" to Australia, giving an impression of the active participation of Indonesia. Instead of placing Indonesia as

merely the object or goal, the translators of the press releases give role to Indonesia as the actor. This pattern of themes in these press releases has successfully influence the readers to have favorable opinion on the Australian government's activity.

The themes in the British Embassy's press releases also efficiently tell the readers about the macro theme of the text, about what the text is all about, which is "*misi perdagangan Inggris ke Indonesia*" or "*the British trade mission to Indonesia*". This can be seen from the use of business-related themes right from the beginning of the text; "*Kelompok parlemen Inggris (APPG) untuk perdagangan dan investasi*" / "*A group of UK businesses and education*", "*Perusahaan Inggris*" / "*British companies*", "*Kesempatan bisnis*" / "*Education and infrastructure opportunities*", "*Menteri Perdagangan dan Investasi Inggris Lord Green*" / "*Trade and Investment Minister Lord Green*", "*Ekspor terbesar Inggris*" / "*The UK's largest exports*", "*Kamar Dagang Inggris-ASEAN (UKABC)*" / "*The UKABC*", "*Tujuan kebijakan ekonomi Inggris*" / "*The government's economic policy objective*", "*UK Trade & Investment (UKTI)*" / "*UK Trade & Investment (UKTI)*".

The theme progress effectively, with zigzag pattern in which the rheme of a preceding clause is picked up as the theme of the next one, its rheme is in turn picked up as the theme of another, and so on. For example: "*Kelompok parlemen Inggris (APPG) untuk perdagangan dan investasi mendampingi sejumlah pelaku bisnis Inggris dan penyedia jasa pendidikan dalam sebuah misi dagang ke Singapura dan Indonesia untuk mempererat hubungan bisnis dan meningkatkan ekspor Inggris. Misi ini dipimpin oleh anggota parlemen Inggris Margot James MP dan didukung oleh perusahaan jasa keuangan Inggris Barclays, jasa asuransi Prudential Plc dan Kamar Dagang Inggris dan ASEAN.*" / "*A group of UK businesses and education providers on a trade mission to Singapore and Indonesia. The mission was led by (All-Party Parliamentary Group) APPG Chair Margot James MP and supported by Barclays, Prudential Plc and the UK ASEAN Business Council (UKABC).*"

In the press releases, all of the subjects as the themes refer to British and not once to Indonesia. This may give an impression to the readers that the press releases are written on behalf the British interests only, and not mutually. Unlike the Australian Embassy's press

releases in which the translators place Indonesia as the actors who actively do something in some clauses, the translators of the British Embassy's press releases only mention British as the themes. One of the main purposes of press release which is to influence and maintain favorable opinion from the public may not be fully accomplished among the Indonesian readers. However, the theme progression has efficiently and effectively informs the readers about the British government's activity in Indonesia.

The title of the Canadian Embassy's press releases are "*Kanada Datang ke Malang*" / "*Canada Comes to Malang*" which do not give detailed information of what the texts are all about. Unlike the previous press releases' titles which directly tell the readers what to expect from reading the press releases, in this Canadian Embassy's press releases, the title simply say that Canada comes to Malang.

The clauses in these press releases mostly are complex clauses with more than one subject as the themes in each clause. In the first two clauses, the theme is Malang, and both have not yet provide information about why Canada comes to Malang. The reason why Canada comes to Malang is answered in the next clause with theme "*kegiatan akademis*" / "*an outreach program*", with "*tujuan*" of the "*outreach program*" explained in the next clause. Hereafter, the themes are around education; "*Wakil Dekan Fakultas Ilmu Sosial dan Ilmu Politik*" / "*the Deputy Dean of the Faculty of Social and Political Sciences*", "*Mahasiswa*" / "*The students*", "*universitas negeri ini*" / "*this state-owned university*", "*kelas*" / "*a class*", "*mahasiswa Hubungan Internasional*" / "*International Relations students*". The macro theme is not laid out clearly at the beginning of the text, if it were, there is a possibility the texts can be arranged more efficiently. However, the beginning of the texts gives information about Malang which is useful for the readers who are not familiar with this city.

In these press releases, the translators give more or less the same proportion of both countries, Canada and Indonesia, as the actor of the program initiated by the Canadian government. This can be seen from the themes which involve Indonesia as the subjects; "*Malang*", "*Wakil Dekan Fakultas Ilmu Sosial dan Ilmu Politik*" / "*the Deputy Dean of the Faculty of Social and Political Sciences*", "*Mahasiswa*" / "*The students*", "*universitas*

negeri ini"/"this state-owned university" and Canada as the subjects; "Kedutaan Besar Kanada"/"Embassy of Canada", "Konselor Yendall"/"Counsellor Yendall".

The titles of the New Zealand Embassy's press releases; "Menteri Tolley Hadiri Pertemuan Menteri Pendidikan EAS di Bali"/"Minister Tolley attended East Asia Summit Education Ministers Meeting in Bali" give information needed about the whole texts, that both translational texts are about East Asia Summit Education Ministers Meeting in which New Zealand took part through Minister Tolley as their representation.

The main point of the press releases has been clearly pointed out from the beginning of the text which can be seen from the themes "Menteri Pendidikan Selandia Baru Anne Tolley"/"Minister of Education Anne Tolley" and "sebuah Pertemuan Menteri Pendidikan"/"an East Asia Summit (EAS) Education Ministers Meeting". This shows that the press releases has been written and arranged efficiently.

The titles of the press releases "Kunjungan Delegasi Perusahaan AS Tunjukkan Minat terhadap Proyek Infrastruktur di Indonesia"/"U.S. Trade Delegation Visits Jakarta Highlighting Interest in Indonesian Infrastructure Projects" sum up the content of the texts. The theme "U.S. Trade Delegation" emphasizes on the U.S.A. government's activity in Indonesia that their delegation visits Jakarta for investment opportunity in Indonesian infrastructure projects.

The themes are around the U.S.A trade mission; "institusi pemerintah AS untuk investasi luar negeri OPIC (Overseas Private Investment Corporation)"/"U.S. trade promotion agencies the Overseas Private Investment Corporation (OPIC)", "Para anggota"/"The mission delegates", "Perusahaan-perusahaan AS"/"These U.S. companies", "kesempatan ini"/"the trade mission", "Kesepakatan ini"/"The MOU", "Kenaikan investasi"/"Increased investment". These themes lay out clearly the macro theme of the texts.

The Contextual Motivating Factors

The research findings show that there is a very low global overall variation between T1 and T2 which is marked by the mean of 1.25. It also show that most of the units of analysis, 68% or 51 out of 75 units of analysis, have the same degree of variation or in other words they have the same number of thematic structure

realizations. Even though the variation is very low, the findings in this research support the theory which states that variations can not be avoided, and that it is impossible for two exactly identical translational texts to occur.

It can be said that the translators of T1 and T2 have managed to preserve the same meaning in both texts. This can be achieved mainly because the translators had successfully selected the same themes for most of the clauses in two languages, even though Bahasa Indonesia and English have different grammatical system which triggers variations between the translational texts. The most common cause of variations in term of tenses differences is unlike English, Bahasa Indonesia does not recognize tenses.

Bahasa Indonesia and English both are realized in clauses, as the smallest unit of analysis for theme and rheme. Both languages identify clauses into simple, complex, and minor clauses. Therefore, the thematic realizations either in Bahasa Indonesia or English may have exactly the same type of clause, for example :

T1 : Kanada datang ke Malang.

T2 : Canada comes to Malang.

(The Canadian Embassy's Press Releases, 1 February 2013)

The example above shows that T1 and T2 use simple clauses and have exactly the same number of thematic realizations. However, even though they are in the same type of clause, there is a chance that they have different number of thematic realizations.

There are only few variations in terms of clause realizations as previously described in the findings; most of the units of analysis have the same type of clauses. The translators do not have freedom to omit or add clauses according to their interpretation. This happens because press releases inform news and events, therefore both translational texts should deliver the same information or the same meaning, while omission and addition means new meaning. However, the thematic realizations in the translational texts may vary because obviously there are, beside grammatical system differences, cultural and situational contexts which motivate the occurrence of the theme and rheme of the clauses.

The findings show that the most occurrence theme in both T1 and T2 is topical theme with 206 out of 347 themes in T1 and 174

out of 317 themes in T2. This happens because the occurrence of topical theme is obligatory, simple clause must contain one topical theme, while complex clause may contain more than one. It is either subject, process, or circumstances. The most occurrence topical theme element is subject- either actor or goal- with 110 out of 206 topical themes in T1 and 104 out of 174 topical themes in T2. This indicates that both languages, Bahasa Indonesia and English, recognize subject as the theme of a clause, and therefore this should not be a problem in the two translational texts.

The findings also show that both translational texts do not have any continuative elements of textual theme, and vocative and WH-interrogative elements of interpersonal themes as the themes. The absence of the three elements also marks the characteristics of press releases as news item.

Continuative as one of the textual theme elements is one of a small set of words which signal a move in the discourse: a response, in dialogue, or a new move to the next point if the same speaker is continuing, such as yes, no, well, oh, now. The direct speech in the translational texts is written efficiently, leaving out the continuative such as yes, no, well, oh, now or fillers such as umm, ah, err, which commonly appear in speech or dialogue.

The last missing element as the theme of the clause in the translational texts is WH-interrogative. It strengthens the characteristics of a press release which is straight to the point and therefore do not open for any possibilities of uncertainty.

The most occurring theme selection in both translational texts is unmarked of which the theme is expected as the initial position. There are 219 unmarked themes out of 347 themes in T1 and 199 unmarked themes out of 317 themes in T2. Most of the main clauses in both texts initiated by unmarked themes, while marked themes occur in minor clauses. This indicates that the translators do not play around with the placement of the themes. Unlike what may be found in literary works such as poetry in which the themes may be unpredicted, in press releases the meaning should be conveyed as effectively and efficiently as possible.

The analysis of the variation degree of thematic structure realizations as the textual function between the two texts shows that the texts have the lowest degree of variation which means both texts have successfully maintained

the textual function which is realized in thematic structures. A press release, textually, is functioned as persuasive news with aim to influence and maintain favorable opinion through acceptable performance, honestly presented, and with reliance on two-way communication of an organization. The foreign embassies' press releases being analyzed in this study also aim to perform that functions.

The result shows that the variation degree of textual function between T1 in Bahasa Indonesia and T2 in English is the lowest which is marked by 48% or 36 out of 75 units of analysis belongs to this category of variation. It indicates that both texts preserve the textual function of a press release through their choice of thematic structure realizations. This happens because of some contextual motivating factors. By analyzing the thematic structure realizations of the clauses in the translational texts, an insight into the texts' texture can be gained and therefore how the translators make clear to the reader the nature of their underlying concerns can be understood.

Mode or the medium and channel of communication determine how a text is organized, and later dictate the presentation of information (theme and rheme) at the clause complex level. The foreign embassies' press releases are written texts, realized through the graphic channel. The expected level of formality is high due to the genre of press release or news item and the written channel. This can be seen from the thematic structure realizations.

The most occurring theme in the translational texts is subject with 53.4% in T1 and 59.7% in T2. This shows that the translators put emphasis heavily on the actor or the goal. The findings show that the most frequent pattern of thematic progression is repetition of the themes. Repeated themes efficiently and effectively construct a communicative press release since the readers would easily follow the content of the text and understand the message intended.

These press releases inform the readers about the foreign countries' diplomatic activities in Indonesia, and further to influence and maintain favorable opinion from the public through the publications. In order to achieve that, the translators should carefully pay attention to the themes in the translational texts. As a subject is either actor or goal, different impressions may be resulted in different choices of themes. When a balanced proportion is given to both countries- the foreign country and

Indonesia- as the themes in the press release, the readers may get an idea that the activity being talked about in the press release is mutually beneficial, that Indonesia is not merely treated as an object instead actively involved in the activity.

The Implications for Translation Teaching

One implication for translation teaching from this analysis is the argument that the translators of foreign embassies had successfully maintaining the functional function of translational texts. This is proven by the very low global overall textual function variation which is marked by the number of 1,25. This means that the difference between T1 and T2 is not significant. This also supported by the highest frequency of variation belongs to the lowest variation which is marked by 48% or 36 out of 75 units of analysis has the same thematic structure realizations. Therefore, the foreign embassies' press releases as translational texts can be used in a more profitable manner as documentary sources for training in translation teaching.

The result of this research offers concrete characteristics of successful translational press releases both textually and contextually; textually on the thematic structure realizations (the type of clause, types of theme, and theme selection), and contextually on mode of text, on how themes progress to influence the readers as presented in the findings and discussed previously. It is beneficial for translation students to understand how a press release is textually and contextually organized, in order to deliver communicative translational press releases, and further to achieve the goal of influencing and maintaining favorable opinion of the public through the publication of press release.

CONCLUSION AND SUGGESTION

Conclusion

The most prominent characteristics of the textual function variations are served by these features: (1) The global overall textual function variation between the translational texts is very low which is represented by the mean of 1.25. This means the differences between T1 in Bahasa Indonesia and T2 in English is not significant; (2) Both texts have the same degree of variation which means the thematic structure realizations in both T1 and T2 are the same. There are 51 out of 75 units of analysis or 68%

have the same degree of variation. In other words, neither T1 nor T2 has a higher degree of variation than the other one; (3) The most frequently occurring degree of variation is the lowest degree of variation represented by the category "0" with 36 out of 75 units of analysis or 48% have the same thematic structure realizations in both T1 and T2; (4) The most frequently occurring type of clause in both texts is complex clauses. In T1, there are 59 complex clauses out of 76 clauses or 80.3%. While in T2, there are 58 complex clauses out of 74 clauses or 78.4%; (5) The most frequently occurring type of theme in both text is topical theme. There are 206 topical themes out of 347 themes or 59.4% in T1, and 174 out of 317 or 54.9% in T2.; (6) The most frequently occurring theme selection in both texts is unmarked. There are 219 unmarked themes out of 347 themes or 63.1% in T1, and 199 out of 317 or 62.8% in T2.

The contextual factors which motivate the occurrence of the thematic structure realizations in both texts are: (1) The mode or medium and channel of communication of the translational texts is written, realized through graphic channel, therefore there is a high level of formality; (2) The most occurring theme in the translational texts is subject; 53.4% in T1 and 59.7% in T2. This shows that the translators put emphasis heavily on the actor or the goal; (3) The findings show that the most frequent pattern of thematic progression is repetition of the themes. Repeated themes efficiently and effectively construct a communicative press release since the readers would easily follow the content of the text and understand the message intended; (4) To influence and maintain favorable opinions of the public, the translators should pay attention on the theme since it is the point of departure for the message. Subject as a theme is actively doing something (on something) in a clause, therefore in order to give an impression that both countries- the foreign country and Indonesia- share mutual roles as well as benefits from the diplomatic activity being informed in the press releases which would lead to more favorable opinions, the translators need to be certain that both countries had been given the role as the subjects equally.

The implications of this research for translation teaching are: (1) The translators of foreign embassies had successfully maintained the textual function of translational text which is shown by the very low global overall textual function variation, therefore the texts are ideal to

be used in a more profitable manner as documentary sources for research and training in translation teaching; (2) This research offers concrete characteristics of successful translational press releases which are helpful for translation students in order to understand how the texts are organized.

Suggestions

Some suggestions are put forward after the research had been completely conducted. The suggestions which are intended to researchers, educators, and translators are as follows: (1) Since this research only investigates textual function, therefore a further research on other functions of language, topical and interpersonal functions, should be done thoroughly to get a complete result; (2) Knowledge on themes should be considered when preparing a translation course within the university context, a model of lesson planning, and according to the real needs of translators; (3) Professional translators should consider that language proficiency is necessary but not sufficient; there are also the intertwined aspects of the text and context. From textual viewpoint, text and context can be understood from theme analysis, for that reason, knowledge on themes should also be possessed by professional translators to produce translation efficiently and effectively.

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