Recent analyses of publications and bibliographies on translation studies have shown that the majority of studied texts are no longer of literary origin. Particularly media texts are used more and more in studied corpora, possibly because the media are a case in point when translation research focuses on aspects of perceived linguistic reduction due to globalization and fast communication.

This presentation will deal with three central concepts in media and journalism studies (agenda setting, gatekeeping and framing) and will examine to what extent they are applicable in translation studies. All three of them show important parallels with translation situations. Agenda setting, the shaping of public awareness and debate, deals with aspects of economic, political and cultural power and plays with the illusion of comprehensiveness and representativity. The gatekeeping phenomenon in journalism studies is about the control of information flows and selection procedures, which gives evidence of obvious similarities with the functioning of the translator and the situational aspects of the translation selection. And the everyday framing practice in the media is a particularly decisive factor that masks the possible linguistic and cultural changes in perspective in news facts or news presentations. The presentation will not only deal with parallels and differences, but also with the question of the desirability of more methodological and terminological influences in translation studies. Therefore it will also refer to the transediting concept as introduced by Karen Stetting, an obvious example of the interplay between translation and journalism studies.

Building on the above mentioned concepts, it will be shown that media framing often is a journalistic construction based on stereotypical representations. The question about the translatability of media frames (the reframing) has a central position in a TS approach dealing with media and journalism. Recent research has shown that the world view in newsrooms is often determined by the knowledge of languages and by (non-)translation. When languages function as agenda setting, gatekeeping and framing factors, we also have to take into account the role of national image setting and the way images are represented and translated. This is where imagology comes in, the discipline dealing with the description of national and cultural stereotyping. This presentation will ultimately combine findings (both methodological and contentwise) of journalism studies and imagology in order to conclude with questions about the inter- or multidisciplinary nature of translation studies.