

Lost in Populism: Analyzing the Quality of Translations of Donald Trump's Speeches and Quotations in Helsingin Sanomat Articles

Kasperii Kaukonen

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Department of English

School of Languages and Translation Studies

Faculty of Humanities

University of Turku

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This thesis studies the translations of quotations in Helsingin Sanomat articles made by the current president of the United States of America, Donald Trump, during the 2024 presidential elections by using translation quality assessment (TQA), the ideas of journalistic translation and critical discourse analysis. The aim of this thesis is to answer the question of whether the translations of Trump's quotations in Helsingin Sanomat articles retain the original meaning behind the stated claim, from a standpoint of populism. The findings show that the translations do not retain the same meaning, as they make the translated quotations sound less assertive or less populist although they are considered proper translations according to the principles of TQA. To combat the rise of populist speech being translated in news media, all journalists should undergo proper training to receive knowledge of how to properly translate populist speech to retain the original meaning.

Key words: Donald Trump, United States of America, Populism, Translation, Helsingin Sanomat, Politics

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1 Introduction

The United States of America is a nation that is visible in all major Finnish media outlets almost daily. Whether it is coverage of another Hollywood scandal, a school shooting or a deep dive into systematic racism within the already divided country, the events of the United States of America hold a firm grip on top story spots on all news outlets even here in the north. In addition, with the most significant political event of the year in the United States, the 2024 US presidential election, having reached its conclusion in November of 2024, for a while the focus of articles covering US politics were on Donald Trump, the candidate of the Republican party, and Kamala Harris, the candidate of the Democratic party. Even though English, the language in which said politicians communicate and gave rally speeches and press releases, has reached the role of lingua franca globally, including here in Finland (Iso-Kouvola & Säilä 2023), the speeches of non-Finnish speaking politicians still need to be translated into Finnish for the whole Finnish-speaking population to have equal access to news from around the globe. This gives a large amount of power to the decision making of Finnish translators who are responsible for holding up the standard of journalistic objectivity within the translations of said political speeches and interviews into Finnish. Politicians, when giving public statements, tend to bring out their bias on all subjects to appeal to voters and supporters and thus pose a problem for translators around the globe. A danger in translating heavily biased political text, be it from posts on social media platforms, interviews or press releases, is that the translation has to keep the original meaning behind the statement. Otherwise, the audience might misinterpret the translations and might misunderstand the politician's views and core message, and the text could make the politician seem either more in favor or against a certain subject than they actually are. This is especially concerning with regard to populism, which refers to a range of political stances that emphasize the idea of "the people" and often juxtapose this group against "the elite" (the term "populism" is defined in section 2). Trump uses populism to divide people by using extremely strong language and metaphors and even stating false claims.

In this thesis, I analyze the quality of the translations of Donald Trump's speeches, interviews and press releases from English to Finnish in Helsingin Sanomat articles from the viewpoint of meaning. Specifically, I examine how well the translated texts keep the original meaning of Trump's message. I will direct my analysis strictly on the 2024 United States presidential election, focusing on the time period between March 3rd 2024, when Donald Trump secured

the nomination of the Republican Party to be their presidential candidate (Dorn 2024) to November 5th 2024, which is the date of Election Day when he was voted to be the 47th President of the United States of America. My goal is to analyze the beforementioned articles and answer the question of whether or not the translations of populist word choices and remarks made by Donald Trump in Helsingin Sanomat are changed by the translators to softer choices of words with less populist connotations. My hypothesis is that the language is changed to be less populist for the Finnish audience who are not used to politicians giving statements with strong language. This is an important yet unstudied area as the English language becomes more and more prominent in all media, raising questions on whether people who are not L1 English speakers have equal access to the same news content as native English speakers.

I begin my thesis by introducing and going over my theoretical background including key terms, followed by the primary materials, namely the Helsingin Sanomat articles and the original media sources from which the statements were translated from, including articles, videos or quotations. I will then introduce my secondary materials and theories. Following my materials, I will analyze the articles and their English counterparts by introducing my methods of analysis and conducting the actual analysis. My approaches will use the ideas of journalistic translation, translation quality assessment and discourse analysis. I will conclude the thesis by reviewing my findings and revisiting my initial hypothesis.

2 Theoretical background

In this section, I introduce and explain the theories, main terminology, and the background central to my thesis. I will define key terms needed in the analysis process and also conduct a review of literature. I will be focusing on populism as a term, the fields of journalism and translation, discourse analysis and translation quality assessment.

2.1 Populism

In this subsection, I will introduce populism and define the term to be used in my thesis. In addition to a definition, I briefly delve into the history of populism within the United States of America and establish Donald Trump as a populist and a user of populism. Due to my thesis only covering populism used by a politician from the United States of America, I will only be giving examples of populism within the United States.

2.1.1 Modern populism

As my thesis revolves around the translation of populist political speech, a definition for the term populism needs to be established. It is required to be able to have the basis to properly select the translated remarks by Donald Trump that fall under the category of populism. The European Center for Populism Studies (ECPS) define *populism* as an ideology which presents “the people” as a morally good force and contrasts them against “the elite”, who are portrayed as corrupt and self-serving. I will review all quotations found in the materials and use this definition of populism to guide me in analyzing my material. According to ECPS’ definition of the term, populism is a versatile ideology, as politicians using it are left with the option of choosing who “the people” and “the elite” are. Politicians can harness populism to fit their own beliefs and agendas by defining “the people” as a group they represent or seek to attract and framing “the elite” as a group or problem they wish to cast in a negative light, thereby ushering “the people” to oppose “the elite”. Sentences telling that “they” are doing something appeals to voters, as it immediately creates an us-versus-them setting. Having a group of “us” to fight “them” can be effective in gaining popularity.

2.1.2 Origins of populism in the United States of America

As defined in the previous section, in its core populism aims to appeal to one group to think negatively against another group. History will reveal that this is not a recent development but

has been an integral part in populism since its first appearance. Populism in the US can be traced back to the mid 19th century to The Know Nothings, a populist political party founded in 1849 (Encyclopaedia Britannica 2025). The party opposed immigrants and Catholics and posed other xenophobic views, having an extremely nationalist view of politics. Later, most of the members joined the Republican party. The Know Nothings became the Farmers Alliance, a movement seeking to improve the conditions of American Midwest farmers (Bauer 2019). It is a predecessor to the populist political party called the People's Party, more commonly known as the Populist Party, which was Founded in 1891 after the rapid expansion of American agriculture following the end of the American Civil War (The Editors of Encyclopaedia Britannica 2024). The People's Party is the first political party to use populism as their main method of conducting politics. This can be seen in their attempts and ideology of wanting to better the position poor rural farmers, "the people", compared to the middle class. The People's party believed that the method to close the gap between the poor rural areas and the middle class was with education. The party was known for their educational efforts. Charles Postel states in his article "American populism, 1876-1896" that "Farmers and other ordinary citizens needed to gain mastery of how the machinery of modern society worked, because only then would they have the power to move the levers of that machinery so that it better served their needs." This reform was believed to enable the newly informed citizenry to reshape the political landscape in America. The movement had, typical to populism, charismatic leaders such as Willam Jennings Bryan and Huey Long. Following the end of the People's Party in 1908, populism changed but it was not until the late 20th to early 21st century that populism raised its head again, with movements such as the Tea Party, a conservative movement who opposed President Barack Obama's rise to presidency.

2.1.3 Donald J. Trump: Politics and Populism

Donald J. Trump rose to fame in the late 20th century known as an eccentric and charismatic businessman and TV personality from the hit show "The Apprentice". Trump has been interested in politics since the 1980s, having registered himself as a member of the Republican Party in 1987 (Waterhouse 2025). Although he has changed his affiliation multiple times, he has predominantly aligned himself with the Republican Party, first from 1987 to 1999 and then from 2012 onwards. Donald Trump has run for president a total of four times, losing in the 2000 and 2020 presidential elections and winning in 2016 and 2024. Even though he has changed his affiliations, his views have always been rooted in populism.

Leaders of populist ideologies and parties are defined as charismatic and eccentric, which is essential in the type of politics populist politicians are trying to achieve. Even though most successful politicians are charismatic, populist politicians' success and popularity rests heavily on their character (Light 2022) and other personality traits found within the politician. Without eccentric and charismatic leaders who can influence their voters to believe in the “us vs them” setting they are creating, the foundation of populism crumbles. Trump has been defined to be a charismatic leader who has used his charisma to rise to the seat of the President of the United States. Light also states that Trump exercises charismatic authority over his voters and devotees.

Another example of Trump's populism is the language he uses. Munro (2025) states that in its core populism aims to “dumb down” political issues for the masses to understand. Trump achieves this by talking about issues in a grandiose manner, by describing himself in superlatives and constantly using comparatives when conversing about the ‘opposition’. The language he uses and the manner in which he communicates about current issues to his supporters is in line with the fact that populist politicians tend to simplify issues.

Examples of Donald Trump using populist language and populism to affect his supporters can be found in many sources. On January 6th 2021 Donald Trump urged his followers to storm the Capitol building in Washington D.C. Jérôme Viala-Gaudefroy states in the article How Donald Trump's populist narrative led directly to the assault on the US capitol, that “...what characterizes populism is, above all, a restrictive and exclusive definition of “the people.” In his inaugural speech, President Trump contrasted the “forgotten people” with a corrupt elite.” Viala-Gaudefroy's article also gives more examples on how Trump addressed his supporters to make the “us vs them” setting more present. According to the article he stated to his supporters: “You are the real people”.

2.2 Translation Quality Assessment

Defining one encompassing method of translation assessment is difficult due the many levels of different contexts to account for. Translation Quality Assessment (commonly referred to as TQA) is an important and highly discussed method of analyzing translations within the field of translation studies that aims to give tools to achieve a proper analysis of translations. TQA can be summarized as aiming to achieve a set level of quality for the translated text (Dorothy

2017). As the goal of my thesis is to evaluate the quality of translations, TQA enables me to use its methods in my analysis.

Due to the nature of my thesis, Equivalence Based Assessment (shortened to EBA in this thesis) is the most useful method within TQA. EBA aims to study translations from the viewpoint of equivalence to find the best possible equivalent translation. With different forms of translation, finding equivalence can be very different. In my thesis, my goal is to study how well the translation matches the source text from the point of contextual equivalence. Within TQA there are different schools of thought, the main three being the mentalist approaches, where it is believed that “Texts have no core meanings at all, rather their meanings change depending on individual speakers’ positions.” (House 2001), the response-based approaches and the text and discourse-based approaches, where it is believed that “The original is of subordinate importance, the main focus—retrospective from translation to original—being “actual translations,” and the textual phenomena that have come to be known in the target culture as translationa” (House 2001). Response-based approaches, moreover the behaviorist approach, introduces the idea that when evaluating the quality of a translation the response of the reader should be the focus. House, following Eugene Nida’s approach, states that “...the manner in which receptors of a translation respond to the translation should be “equivalent” to the manner in which the source text’s receptors respond to the original.” This approach has received criticism for the inability to capture the “equivalent response” as a measurable unit.

TQA, when performed by humans, has two main focuses: adequacy and fluency. Adequacy means how well the original meaning was preserved (Moorkens et al. 2017, 161). TQA can also focus on other smaller areas of interest, but in my analysis, I will focus on adequacy rather than fluency.

Although TQA is widely considered to be an effective method of analysis, it has received its share of critique. Haldun Vural states that when assessing a translation, many of the observations made come from the person’s prior experiences and may not be made consciously. He also states that “Due to this (how the assessment is made), ideas like criticism, examination, and interpretation in society are typically restricted to personal opinions. Because of this restriction, it is normal to make an appraisal without needing any background knowledge, and assessments are typically influenced by societal value judgments.” (Vural 2024).

TQA offers me a base for the assessment of translations in Helsingin Sanomat articles. I will ground my analysis on the approaches of equivalence and reaction-based approaches as they best fit my thesis. Using these approaches, I am able to analyze the translations by comparing the equivalence of the meaning of the source text compared to the translation.

2.3 Discourse Analysis and Speech Act Theory

Speeches and interviews have many layers. Within them there are hidden meanings and personal opinions or views of the person speaking. They can be affected by things such as the current political climate, the interviewee's feelings and current mood. Since the texts I am analyzing are from media, such as interviews, campaign rallies and speeches, it is important to find a theory that allows analysis within that framework.

Discourse Analysis is a field within language studies that aims to discuss the underlying themes and phenomena of language. There are many different approaches to analyzing language within Discourse Analysis (Gill 2000). Gill also states that "What these perspectives share is a rejection of the realist notion that language is simply a neutral means of reflecting or describing the world, and a conviction in the central importance of discourse in constructing social life." Discourse analysis therefore aims to unravel the deeper meaning of language and can be a useful tool, especially when analyzing spoken language.

Speech Act Theory (shortened to SAT in this thesis) is a theory within the field of Discourse Analysis created by John Searle (1969) from the lectures held by J. L. Austin (1962) SAT studies the hidden meaning of language in conversation. This can be analyzed by focusing on speech acts. In SAT speech acts are divided into three categories: the locutionary, illocutionary and perlocutionary acts.

As mentioned in the publication by Searle (1969), the locutionary act can be summed up as everything a person says in a sentence, in other words, as the production of words. Within the locutionary act there are no hidden meanings. Contrary to locutionary acts, illocutionary acts refer to the intended effect of the locutionary act. For example, a person states that "I am hungry" to their friend who is leaving for the store, from the viewpoint of the locutionary act the sentence can simply be interpreted as the speaker being hungry but from the illocutionary viewpoint the speaker is indirectly asking the other person to get them some food.

Perlocutionary acts are then the end result of the prior two, meaning the actual effect achieved by the sentence.

I will use Searle's concept of illocutionary act when conducting my analysis. I will compare the illocution of the source text to the illocution of the translated text and if it has kept the same meaning in the translated text as in the original.

3 Primary material: Helsingin Sanomat articles and their source texts

In Finland, Helsingin Sanomat is one of the largest and most widely read news outlets, covering a wide array of topics, including extensive reporting on the United States. Therefore, one can assume that its translators are required to uphold a high standard of translations.

My primary material consists of articles, online videos and interviews that include a sentence from Donald Trump that has then been quoted and translated in articles published in both the free and paid online versions of Helsingin Sanomat from March 3rd to November 5th 2024 during Donald J. Trump's presidential campaign. I compare the Finnish translations to their original English versions. Comparing the translation to the original text will allow me to see if any populist remarks have been excluded from the translations.

My primary material consists of 9 Helsingin Sanomat articles including a direct translated quotation from Donald Trump and the quotations original sources. The material has been chosen to represent the whole time period of analysis, as to avoid focusing too much on a certain issue, theme or month. By doing this, I will get a wider spread of translations and can see if my hypothesis is correct. By not limiting myself to a certain topic of discussion, I will be able to analyze a larger amount of data from a wider timeframe. Some of the material was hidden behind a paywall, so some of the articles are from the free online version and some from the paid online version of Helsingin Sanomat. The articles accessed by using the subscription service of Helsingin Sanomat will be clearly stated when conducting the analysis.

The articles were chosen based on whether 1) they have a translated quotation and whether 2) they had been released within the timeframe mentioned above. The articles I have chosen for analysis are stated in Table 1. Alongside the article names, I have numbered them from 1 to 9 and included the author of the article as well as the date the article was published.

Table 1 Articles from Helsingin Sanomat

Article number	Name of article	Writer	Published
1	Donald Trump rehvasteli urheilusaavutuksillaan – Joe Biden kuittasi nopeasti	Janne Oivio	26.3.2024
2	Trump kampanjatilaisuudessaan: ”Kuka helvetti välittää”, jos merenpinta nousee	Petja Pelli	3.11.2024
3	Trump kampanjoi roskakuskina	Petteri Tuohinen	31.10.2024
4	Donald Trump vieraili maailman suosituimmassa podcastissa – tämä kolmen tunnin jaksosta jäi käteen	Anni Huttunen	26.10.2024
5	Donald Trumpilta kysyttiin transsukupuolisista urheilijoista – antoi yksiselitteisen vastauksen	Juho Niemistö	17.10.2024
6	Donald Trump kommentoi väittelysuoritustaan: ”Paras väittelyni ikinä”	Lotta Pellas	11.9.2024
7	Trump: ”Kaikkien aikojen huonoin presidentti” – Useat republikaanit vaativat Bidenin eroa	Heta Ylitie	21.7.2024
8	Trump: ”Jos Harris voittaa, kolmas maailmansota on käytännössä taattu”	Vesa Sirén	22.8.2024

Some of the quotations or statements made by Donald Trump have been taken from another source by the writers. Here I will state the sources for each translation found in the articles.

The sources are presented in Table 2.

Table 2 Sources behind chosen articles

Article number	Name of source	Form of media	Platform	Published
1	A social media post made by Donald Trump	Social media post	Truth Social	16.3.2024
2	Trump becomes visibly frustrated with the microphone at his rally	Internet article	CNN	2.11.2024
3	Trump in September: People supporting Harris are 'absolute garbage'	YouTube video	NBC News	31.10.2024
4	Joe Rogan Experience #2219 - Donald Trump	Podcast episode on YouTube	The Joe Rogan Experience - podcast	26.10.2024
5	Trump pledges to ban transgender athletes from playing in competitive women's sports	Internet article	New York Post	17.10.2024
6	Trump reacts to ABC News Presidential Debate performance, says whether he's open to a second with Harris	Internet article	Fox News	11.9.2024
7	July 21, 2024, presidential campaign news	Internet article	CNN	21.7.2024
8	Trump speaks behind bulletproof glass at 1st outdoor rally since attempted assassination	Internet article	npr	21.8.2024

4 Analysis

4.1. Table of analyzed articles

I have grouped all quotations found within the articles as well as the original quotations from the source texts into Table 3. The translated quotes are sorted into different categories marked by numbers and letters. The number represents the article from which the translated quotation has been taken and the letter, from A to C, represents the potential change of the meaning within the text according to the translated illocutionary act. To find out if or how the translation has changed the meaning of the initial message of the source text I will state the illocutionary acts of both translated and the source texts and compare them. If a translated quotation is grouped into category A, the meaning of the original text has changed in the translation process to be more aggressive, assertive or divisive. If grouped into category B, the meaning of the original text has changed in the translation process to be more mild, timid or less assertive. And if grouped into category C, the translated text has kept the original meaning of the source text or quotation. Additionally, a plus (+) or minus (–) symbol will be added for the translations to show whether the translation fits within the framework of equivalence and adequacy so showcase if the translation fits the description of being a good translation.

I conducted my analysis as follows: I read all the articles listed in Table 2 as well as their English counterparts. I then determined which words, phrases or utterances from the non-translated texts could be categorized as representing populist language. I then compared them to the translated, Finnish texts after which I conducted my analysis based on illocution and equivalence.

Table 3 Chosen quotation and translations

Article	Original quotation	Translated quotation	Illocution	TQ
1	“A large and golfing membership, a GREAT and difficult course, made the play very exciting.”	“Jäsenistömme on erittäin suuri, ja he ovat taitavia golfaajia. Radat ovat mahtavia ja vaikeita, peli oli jännittävä”.	C	+

2	<p>“So they talk all the time about the ocean will rise in 500 years, one-eighth of an inch. Who the hell cares.”</p>	<p>Trump väitti ilmastonmuutoksesta huolestuneiden sanovan, että merenpinta nousee ”tuuman kahdeksasosan viidessä-sadassa vuodessa”. ”Kuka helvetti välittää? hän lisäsi tähän.</p>	B	+
3	<p>“It’s not her, it’s the people that surround her. They’re scum, they’re scum. And they want to take down our country. They are absolute garbage.”</p>	<p>”Häntä ympäröivät ihmiset ovat roskaväkeä. He ovat roskaväkeä ja he haluavat ajaa tämän maan alas. He ovat täyttä roskaa.”</p>	C	+
4	<p>“I would bring in papers that you would not believe. So many different papers. That election was so crooked, it was the most crooked election.”</p>	<p>”Toisin papereita, joita et voi edes kuvitella, niin monia eri papereita. Ne vaalit olivat niin vilpilliset, kaikista vilpillisimmät”</p>	C	+
5	<p>“Everybody in the room and you know that answer, we’re not going to let it happen.” & “You just ban it. The president bans it. You just don’t let it happen.”</p>	<p>“Me kaikki tiedämme vastauksen. Emme anna sen tapahtua.” & ”Se pitää vain kieltää. Presidentti kieltää sen. Sen ei vain anneta tapahtua”.</p>	B	+
6	<p>"I thought it was really good. We had three against one, but I anticipated it,"</p>	<p>”Minusta se oli todella hyvä. Meitä oli kolme yhtä vastaan, mutta pystyin ennakoimaan sen”, Trump sanoi.</p>	B	+
7	<p>“Crooked Joe Biden was not fit to run for president, as is certainly not fit to serve – And never was! He only attained the position of President by lies, Fake News, and not leaving his Basement.”</p> <p>“And now, look what he’s done to our Country, with millions of people coming across our Border, totally unchecked and unvetted, many from prisons, mental institutions, and record numbers of terrorists.”</p>	<p>Trump kommentoi Bidenin vetäytymistä myös Truth Social -somepalvelussaan. Siellä hän kirjoittaa, ettei ”kiero Joe Biden ollut sopiva presidenttiehdokkaaksi eikä varmasti sopiva toimimaan presidenttinä – eikä koskaan ollut!”</p> <p>Trump kirjoittaa Bidenin päässeen alun alkaenkin presidentiksi ”valheiden” takia. Hän syytti Bidenia siitä, että ”miljoonia ihmisiä tulee rajojemme yli täysin tarkastamatta, monet vankiloista, mielisairaaloista, ja ennätysmäärä terroristeja”.</p>	C	+

8	"the most radical left person ever to run for high political office in our country,"	Sisällöltään presidenttiehdokkaan puhe keskittyi tuttuun tapaan demokraattien vastaehdokkaan, varapresidentti Kamala Harrisin haukkumiseen. Hän kutsui Harrisia muun muassa ”kaikista radikaalivasemmistolaisimmaksi ihmiseksi, joka on koskaan pyrkinyt Yhdysvaltain presidentiksi.”	C	+
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4.2. Populist remarks in chosen quotations.

Populist language appears in all of the chosen quotations. In four of the eight chosen articles, Trump’s original quotation includes a form of the “us versus them” setting, creating a split between the views he represents and those he opposes. This appears in articles 1, 2, 3, 5, 6 and 7.

In article 1, Trump uses the word “great” to characterize the people with whom he has played golf, insinuating that if you side with him you will also be great. In articles 2 and 3, he uses the word ‘they’ to create the effect of “us versus them”. In article 5, he creates a setting of “us vs them” by stating that everybody who is with him knows the truth and that they have the power to change things. In article 6, he states “I thought it was really good. We had three against one, but I anticipated it.”. This sentence includes the word ‘we’ and ‘against’ which once again creates the aforementioned setting. In article 7, the statement “And now, look what he’s done to our Country...” directly pits the former President of the United States of America, Joe Biden, as the enemy who is destroying the country of the group Trump is trying to win over.

In articles 2, 4, 7 and 8 Trump also uses misinformation to appeal to his voters. In article 2, he states “So they talk all the time about the ocean will rise in 500 years, one-eighth of an inch.” This is misinformation, as studies such as NASA’s Analysis published on the 13th of March show that the water level of the oceans is rising considerably faster than what Trump claims. In articles 4 and 7, Trump uses the rhetoric of the 2020 US Presidential election being rigged to appeal to his voters. In article 8, he claims that Kamala Harris is “the most radical left person ever to run for high political office in our country,”. This statement has no basis whatsoever.

Trump uses language to make himself appear better than others in article where he states that he would bring some documentation that would be the greatest documentation ever, creating a feeling that if something is brought by him it is always the greatest, the best and always correct.

5 Results and discussion

Upon analyzing my material according to the change of illocution, the eight articles published in Helsingin Sanomat during the selected timeframe, I found that half were in line with the requirements of category B and half with category C with no entries into category A. This means that no translation was more aggressive, assertive or divisive. The translations found in the Helsingin Sanomat articles had either changed to be milder and more timid or retained the initial meaning.

The translations that were categorized into group C were from articles 1, 4, 7 and 8. In these articles the translation retained the original meaning from the statements or quotations gathered from the source text and kept Trump's populist message intact.

The translations that changed their meaning in the translation process were found in articles 2, 5 and 6. In article 2, the translation was rendered as "Trump väitti ilmastonmuutoksesta huolestuneiden sanovan...". This is a proper way to express the group Trump is talking about, but in the original quotation Trump stated "So they talk all the time about the ocean will rise in 500 years...". This sentence includes the word 'they' that many populists use to create divisions between groups of people. In the first sentence of the source quotation within article 5, Trump states "Everybody in the room and you know that answer, we're not going to let it happen." The difference is slight but compared to the Finnish translation, "Me kaikki tiedämme vastauksen. Emme anna sen tapahtua.", the source quotation sounds more assertive due to the use of the words "everybody" and "you" in the same sentence, giving it a feel that more people know it than what is implied in the Finnish translation. Now the Finnish translation states that Trump's people know the answer, which is meant purely as a statement, whereas in the original when Trump also says the word 'you' it brings in a feeling of Trump also taking in the viewer or hearer into this group. The change in illocution is slight but noticeable. In the translation in article 6, the meaning also changes slightly. The translation "Meitä oli kolme yhtä vastaan, mutta pystyin ennakoimaan sen." does not use the word 'minä' when Trump is stating "We had three against one, but I anticipated it.". The original has an illocution of Trump trying to make himself look better by using the word 'I' whereas the lack of the use of said word in the Finnish translation slightly changes the illocution. Although the word "pystyin" includes the word "minä" within the word itself, I argue that adding the word "minä" would've kept the meaning better. The illocution changes from "I am good and I

could anticipate that” to “I was able to anticipate it”. Had the translation been “mutta minä ennakoin sen”, the illocution would have stayed the same.

My most surprising finding was that all of the translations found within the eight analyzed articles can all be considered ‘good’ translations according to EBA’s principles. All translations are equivalent as the main message is being transported through the translation. Additionally, the translations were grammatically correct and were easy to understand. This is important to note, as having ‘good’ translations is a requirement for information to be passed onwards to the masses who do not speak the language of the original text. Although the illocutions did change, the changes were very slight to none and therefore did not affect the quality of the actual translations. It is important to note that these translations are usually not conducted by professional translators, as in many newspapers across the world, the journalist themselves are responsible for the quality of the translation. This is backed by Yang “This study contributes to the field by examining how journalators, who simultaneously receive source information and produce target news, function as both reporters and translators in one onsite.” (Yang 2024). They need to do the background work to understand contexts and how to properly translate them into the target language. The Routledge Handbook of Translation and Media it is mentioned that “Van Doorslaer coined the term ‘journalator’ for describing ‘a newsroom worker who makes abundant use of translation (in its broader definitions) when transferring and reformulating or recreating informative journalistic texts’” (van Doorslaer 2021). The term journalator is an effective way to describe the two-sided role journalists now hold. They have to be able to conduct ‘good’ translations while also writing informative and factually correct articles when they might not have received any professional training for translating. This is backed by Davier’s statement about journalists and translation: “In the majority model described by Bielsa & Bassnett (2009), journalists function, from a translation studies point of view, as ‘natural’ or ‘non-professional translators’...” (Davier 2021, 189-190). Thus, while giving criticism and analyzing these topics is important, we have to note that the people translating the source text are not usually professional translators.

6 Conclusion

As populism grows, so does the number of translations of populist remarks. As my research shows, populist speech is challenging to translate, as it includes many levels of meaning, from the person speaking to the subject discussed and the words used to the crowd for whom it was meant. Translators need to have the ability to consider all of these factors when translating said remarks into news articles. The ability to translate populist speech in news media is a skill all journalists who have to translate for their articles should be required to acquire and sharpen. My hypothesis was that the language of quotations made by Donald Trump that were translated into Finnish in Helsingin Sanomat articles is changed to be less populist for the Finnish audience who are not used to politicians giving statements with strong language. After analyzing the primary materials, I argue that my hypothesis was only partially confirmed, as three of the eight articles were found to have undergone changes in meaning during the translation process, resulting in a milder, more timid, or less assertive tone, while the remaining articles fully retained their original message.

Translations of populist speech made by politicians from the United States and other foreign countries should be studied more and requires more attention from researchers in the future. As I have now only conducted research into a specific politician during a specific timeframe within a singular newspaper, I would suggest that research on the same topic would be conducted within multiple different Finnish news outlets such as Iltasanomat, Yle or Aamulehti. The topic of research should be broadened to include analysis of all populist speech made by politicians from the United States.

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