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QUALITY ASSESSMENT OF PRESS CONFERENCE INTERPRETING

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Abstract. This study investigates the quality assessment of simultaneous interpreting at official press conferences, a critical communicative situation for information dissemination through local and foreign mass media. The purpose of the study is to identify the applicability of assessment model suggested by Wu to simultaneous interpreting in the context of the press conference and analyze factors influencing its quality. Fairclough's 3-D critical discourse analysis is used for identification of linguistic and discursive features of the presidential press conference in Kazakhstan. Comparative analysis of variations of TL text in different sources is used to obtain the data for the experimental part of the study. Research experiment is based on analysis of data collected from assessment lists of research participants. The results show the discrepancies between interpreter's fundamental abilities and audience perception, as well as challenges in speed of interpretation delivery impacted by ear voice span and the impact of syntactic differences between languages. The research concludes that the lack of a quality evaluation for interpreters shows the need for standards of assessment criteria. The study contributes to bridging the gap between the theory and practice of oral interpreting. Practical significance is identified by demonstration of main challenges in high-stakes settings, underlining the need for professional standards to ensure high-quality interpretation.

Keywords: simultaneous interpretation, press conference, quality assessment, critical discourse analysis, interpreter, mass media, journalist, trilingual context

Introduction

The type of press conference can vary according to the aims of those who organize this communicative setting. Press conferences vary in purpose depending on the aims of their organizers: the introduction of a new policy to the nation, the government's response to emergency situations, comments by official authorities on particular occasions, end-of-year or end-of-term reports, and announcements related to sports or cultural events. Conference interpreting is an indispensable part of all mentioned gatherings in Kazakhstan due to several reasons. The first is the bilingualism of society. Kazakh and Russian languages are equally used in interaction between government and local media. Second, the nature of press conferences presupposes distribution of the first-hand information to all interested parties. In this term, representatives of foreign media are usually invited to the media events with the participation of the presidents and government leaders. The English

language is a lingua franca for all foreign journalists attending press conferences in Kazakhstan. Moreover, often recordings and transcripts of press conferences are available on the official websites of organizing institution which guarantee free public access to information. In terms of the theory of communication, the recorded message (content of the press conference) sent to receivers (participating journalists) in real time is available to chance receivers (anyone with an access to the video) through the medium (YouTube channel or website) of online platforms. Accessibility of the material increases demand for the quality of the interpretation during such gatherings.

Empirically, the quality of interpretation is a complex phenomenon which has not yet been standardized in Translation Studies. This is a problematic situation: there is widespread interest in conference interpreting, yet comprehensive answers to the questions surrounding its quality remain scarce. There is a general interest for conference interpreting, but lack of comprehensive answers to the questions of its quality. This confirms the theoretical importance of developing sophisticated assessment criteria for oral interpreting. The practical importance of the study is justified by the need of ensuring dissemination of accurate and adequate information in multilingual contexts. The relevance of the study is determined by the pivotal role of adequacy of translation, as journalists consuming the information through the means of translation write news articles based on what they hear through the headphones.

The object of the research is a simultaneous interpretation in press conferences and analyzed language combination is defined by the availability of complete, audible material by publicly accessible recording of presidential press conferences. The assessment of the quality of simultaneous interpretation (SI) identifies the subject of the study. The aim is to apply one of the existing assessment models to described setting of communication and identify challenges related to both linguistic and extra-linguistic features the interpreter might supposedly face. Overall, the quality of SI in high-stake communicative situations is predominantly assessed by the impression it makes on the receivers, due to the evanescent nature of interpretation. Therefore, the lack of available and standardized assessment model for oral interpreting, particularly in Kazakh language combinations represent a significant challenge. The following objectives are expected to be achieved by the analysis and research experiment:

To analyze fundamental theoretical models of translation quality assessment (TQA) and their applicability to oral interpreting;

To examine the criteria for interpretation quality of professional associations and organizations for accreditation and certification of translators and interpreters;

To examine translation quality assessment criteria developed by Wu in press conference;

House's TQA models, first and updated versions, are predominantly based on evaluation of written texts, particularly literary genres such as poetry and prose. She points out categorization of the text based on their communicative functions. In

her research House describes translation cognitively complex process and suggests several approaches to assessing its quality. The model is one of the foundational classics in translation analysis due to its provision of reliable criteria and standards, emphasizing linguistic-discursive and situational-cultural specificities inherent in both source and target texts [1]. The formulation of TQA models further integrates functionalist and Skopos theories proposed by Reiss and Vermeer alongside Toury's conceptualizations and different definitions of translation equivalence [2].

However, these models are primarily formulated for the assessment of written translation quality.

Process of the interpretation aligns with the process of translation in general senses, nevertheless, due to its form, interpretation activates different and additional cognitive processes in interpreter's brain.

According to Mason and Hatim, the framework for interpretation quality assessment has been adapted to align with those of language testing and educational assessment, primarily due to its methodological preciseness of these disciplines [3].

Impression is usually the only thing which is left after SI in any gatherings. And by impression we usually assess reliability and validity of interpretation after all. Riccardi mentions: "interpreting is something evanescent, which vanishes as soon as it is performed. What remains are the impressions received by the audience" [4, p.53]. This indicates that the receivers' point of view is pivotal in the assessment process.

In his "Efforts Models" Gile points out several features that should be counted in interpretation quality: "the fidelity of the target language speech, the quality of interpreter's linguistic output, the quality of his or her voice, the prosodic characteristics of his or her delivery, the quality of his or her terminological usage" [5, p.118]. It is believed that these features play a great deal in assessment of SI as well as in the improvement of its performance.

In this perspective we need to take into consideration the application of above-mentioned models in practice. To do this we study major professional organizations and associations, that offer assessment standards of professional skills of specialists which allow them to obtain diploma or certificates and enables to offer translation and interpretation services in certain domains. American Translator's Association (ATA) certification program is designed for examination of specific language pairs. Although the association is the main accreditation center for translators in the United States, it does not provide professional quality assessment for oral interpreting. National Accreditation Authority for Translators and Interpreters (NAATI) based in Australia is an organization that sets and maintains high national standards for translators as well as interpreters. Professional Associations such as International Association of Conference Interpreters (AIIC) or American Association of Language Specialists (TAALS) do not provide elaborate data on certification process on their websites except for membership requirements and interpreter's ethics. It should be noted that these associations do not offer trainings for those specialists who practice translation in the Kazakh language combinations. School

of Conference Interpreting and Translation (SCIT) in Saint-Petersburg offers non-degree postgraduate professional training programs for specialists mainly from former Soviet republics. 11 conference interpreters of the Ministry of Foreign Affairs in Kazakhstan graduated from this school in 2023. Regulations of the school provides information about training and procedures of several assessments albeit without precise assessment criteria. It reads that performance standards are usually agreed by Commission members during final examinations. Universities in Kazakhstan offer graduate and postgraduate educational programs on Translation Studies on and provides diploma after completion. They do not provide special permits or licenses for translators and interpreters for regulated fields such as legal, medical or diplomatic settings.

Materials and methods

The study uses a fragment of a presidential press conference as the main source of research material. The choice is justified by frequency of the communicative settings, spontaneity of the source language (SL) and target language (TL), and complexity of the role of TL. Challenges of the press conference interpreters face are high emotional tension typical of such events, difficulty to anticipate the forthcoming questions and answers, extra-linguistic variability of the speech. It is caused by the active role of journalists in press conference e.g. participating journalists are active addresses of communicative situation [8]. Interpretation during this press conference was provided in simultaneous mode in Kazakh, Russian, and English. At the event, the President answered 27 questions: 6 in Kazakh, 6 in English, and 15 in Russian. Among the questions in Russian, 7 are posed by foreign media representatives and 8 by local journalists. The President responded in the same language in which each question was asked creating a naturally multilingual context for interpretation. Only Russian interpretation could be heard in the video, whereas the Kazakh and English interpretations are partially available or not captured at all. Accessibility of interpretation in only one language along with the number of questions asked in it in trilingual context already shows the preference of the language of interaction between government and media.

Therefore, analyzed fragment of the video provides 1 question of the journalist from Kazinform news agency in Kazakh (SL) and its SI into Russian (TL) as well as President's answer in Kazakh (SL) and its SI in Russian (TL) respectively. English translation of both sequences provided for explanatory purpose.

Official transcript of the press conference is not posted in the websites of relevant governmental institutions such as of the Presidential Press Service or the Ministry of Culture and Information of Kazakhstan. Accessibility of the materials of press event in different forms should be provided in open resources to ensure public accessibility. Therefore, the primary data resource was a video recording posted on the YouTube channel of Kazakhstan's Embassy to Finland. The analyzed segment of the recording covers 1 minute and 45 seconds, from 14:25 to 16:10 [9].

The present study attempts to apply complex methodology which combines

Fairclough's 3D critical discourse analysis integrated with Wu's model of SI assessment, comparative analysis, and quantitative analysis of obtained results.

The first stage of analysis involves transcribing this segment and cross-checking the transcript to avoid omissions and misspellings. Because SI involves overlapping speech, the interpreter's voices are not always fully audible in the recording, which imposed certain analytical limitations.

Obtaining results from critical discourse analysis of the material is crucial for the completeness of the study though it is not the main aim of the research. Our intention is justified by the application of only certain elements of N. Fairclough's 3D Model to identify key features of the communicative situation such as text (message), discursive practice (role of senders, receivers and their interrelations) and social practice (impact on society, pragmatics of translation) [6].

Ambiguity in interpretation quality standards poses a challenge for ensuring the reliability and validity of interpretation. Accordingly, this study is aimed at finding the answers to the following research questions:

RQ1: Given the absence of standardized evaluation criteria of SI in Kazakhstan, how effective is Wu's method for assessing interpretation quality in press conference setting?

RQ2: What linguistic, pragmatic or situational factors influence the accuracy, completeness and delivery of interpretation in this context?

The research hypothesis presupposes that suggested method provides a practical and structured approach for evaluating quality of interpretation, but its effectiveness maybe influenced by peculiarities of press conference in trilingual context. In this light, Wu suggested to apply the Grounded Theory to analyze the performance and results of SI. Researcher introduces assessment criteria for SI examination based on the widespread qualitative research methodology in social science. Rather than testing existing theories, Grounded Theory activates conceptual thinking and theory building, in other words it creates tabula rasa for exploring and testing new approaches based on coding the data collected through the means of numerous interviews. In this research Wu model of SI assessment was adopted as methodological foundation. The model identifies six conceptual categories of quality assessment criteria: Presentation and Delivery, Fidelity and Completeness, Audience Point of View, Interpreting Skills and Strategies, Foundation Abilities for Interpreting and Examiner Behavior [7]. The last category, as the author states, is an external factor that might influence the assessment but not a criterion, therefore general information about Examiners is collected to contextualize the results. The remaining five criteria contain specific dimensions that together provide a comprehensive understanding of assessment criteria:

Table 1. Quality assessment criteria [7]

Criteria	Dimensions
Presentation and Delivery	Acoustic Word/phrase usage Flow of information

Quality assessment of press conference interpreting

Fidelity and Completeness	Content accuracy Speaker intention Contextual consistency
Audience Point of View	Gain confidence Faithful deliver
Interpreting Skills and Strategies	Resourcefulness Multi-tasking
Foundation Abilities for Interpreting	Personality and aptitude Listening comprehension

The assessment was conducted by 4 Examiners, including 2 university instructors in Translation Studies and 2 professional interpreters. Working language pairs of all participants are Kazakh-Russian. 2 of them are native speakers of Kazakh, 2 have Russian as their dominant language. Each Examiner received the transcript of the source text along with an assessment sheet where they need to rate each criterion out of 10. Data collected from assessment sheets were combined by calculating the mean score for each criterion across all 4 Examiners. Later on, these average scores were used as the overall performance metric for subsequent analysis. Examiners also received video recording of the interpreted segment. Before the evaluation began, the experiment's procedure and the application of Wu's criteria were explained in detail to ensure accuracy across assessments.

Results and discussion

Table 2. Question of the journalist from Kazinform, international news agency

SI text	TL text	English translation of the interpreted segment
“Қазақпарат халықаралық акпарат агенттігі, Марғұлан Жиенбай: “Сіз өзіңіздің сайлауалды тұғырнамаңызда сыбайлас жемқорлық мәселесіне айрықша назар аудардыңыз. Бұл бағытта жұмысты бастап та кеттіңіз. Дегенмен, осынау қоғамдық дертпен күресте тағы қандай тиімді шараларды, тетіктерді қолға алу жоспарыңызда бар?” [9].	“(pause) Международное агентство Казинформ: в предвыборной платформой [sic] кампании вы уделили особое внимание борьбе с коррупцией. Какие еще эффективные механизмы в борьбе с этим общественным злом вы предполагаете?” [9].	“International news agency Kazinform: in the election campaign, you paid special attention to the fight against corruption. What other effective mechanisms do you envision in the fight against this social evil?”

Kazinform is international news agency that distributes national and regional news. It is one of the largest governmental news agencies in Kazakhstan functioning since 1920.

Table 3. Answer of the President

SL text	TL text	English translation of the interpreted segment
<p>“Сыбайлас жемқорлық деген бұл өте күрделі құбылыс. Былай айтқанда бұл (uh) дерт, кесел деп айтуға болады. Батпандап кіретін, мысқылдап шығатын кесел. Сондықтан бұл дертпен міндетті түрде, бәріміз қоғам ретінде, ұлт ретінде күресуіміз керек. Әйтпесе (uh) кеш болып қалуы мүмкін.</p> <p>Сыбайлас жемқорлықтың кесірінен алып мемлекеттер, ірі мемлекеттер, құлағанын біз бәріміз білеміз, куә болдық. Сондықтан бұл өте осындай өзекті мақсат. Сыбайлас жемқорлық әрбір мемлекетте, солардың ішінде ең дамыған (дамыған) мемлекеттер де бар. Сондықтан біз сыбайлас жемқорлық туралы ашық түрде айтамыз. Бізде сыбайлас жемқорлық - өте үлкен проблема, үлкен құбылыс. Біздің қауіпсіздігімізге сын-қатер, сондықтан менің приоритетім – осы сыбайлас жемқорлықпен күресу. Жақында, (uh) мамыр айында Ақордада үлкен жиналыс болды осы мәселеге арналған. Сондықтан кешенді іс-шараларды (uh) қолданамыз деп мен үміттенемін. Халыққа есеп береміз”[9].</p>	<p>“Коррупция это большое зло, которое приходит очень легко, но искоренить его очень сложно. С этим общественным злом мы должны как общество, как нация, все вместе бороться. Может быть очень поздно если мы сейчас мы не будем бороться. Из-за коррупции мы из истории знаем, что крупные империи и государства пали именно из-за коррупции. Это очень актуальный вопрос. Поэтому (pause) коррупция в каждом государстве и даже в самых разных государствах имеет место быть. И о коррупции мы всегда говорим открыто. И в (uh) у нас коррупция является большой проблемой. (uh) для нашей безопасности это большой риск. И поэтому моя цель – это борьба с коррупцией. Недавно в мае у нас по данному вопросу состоялся большой [sic] (uh) совещание. Я думаю, мы будем предпринимать конкретные меры и работать вместе с населением” [9].</p>	<p>Corruption is a great evil that comes very easily but very difficult to eradicate. We must, as a society and as a nation, fight this social evil together. It may be very late if we don't fight now. because of corruption, we know from history that large empires and states fell due to corruption. This is very relevant question. Therefore, corruption occurs in every state and even in very different states. And we always talk openly about corruption. And in...corruption is a big problem here. This is also a big risk for our safety. Therefore, my goal is fight corruption. Recently in May we help a large meeting on this issue. I think we will take concrete measures and work together with the population.</p>

Presentation and Delivery. According to Wu, Acoustic dimension forms the first impression about the interpreter and his/her performance as it is the first that listeners notice when they listen to the interpretation. Interpretation is started with delay of 16 seconds after journalist had already asked the question.

Examiner 1: Delay of the interpretation caused inaccurate and incomplete translation.

Examiner 2: The interpreter did not translate the journalist question in time which caused interpreting Tokayev's speech at a very fast speed. Pauses, mumbling.

Although the professionalism of the interpreter helped her to cover all important information though she ought to speak fast with a little nervousness. Her speech is steady; voice is clear in a booth manner. We assume that these are

the qualities of a well-trained interpreter.

Examiner 2: Although the interpreter spoke quickly, her voice was clear and distinct.

Examiner 4: The interpreter's voice is pleasant for the audience, but I felt how she got nervous in the beginning.

The following results shows word/phrase usage dimension of the first criterion. Term “сайлауалды тұғырнама” as “предвыборная платформная кампания”. We notice that the interpreter mispronounces the word “платформа” and adds the word “кампания”. In this sentence “предвыборная платформа” (party platform or political party platform) would have been a better choice. “Political platform” is often used in short in American English is a term for official document which describes aims, promises and statements of the candidate for presidency or political party during pre-election campaign [10]. The root of the word is “тұғыр” (draft horse, falconry block or pedestal) traces its origin to the hunting with an eagle, tradition form of falconry of Kazakh nation. The meaning is “the throne of an eagle” or “block with three legs”. With word formative suffix “-нама”, “тұғырнама” is widely used as a socio-political term in Kazakh language.

Replying the journalist’s question, President uses idiomatic expression “батпандап кіретін, мысқылдап шығатын” (comes very easily but very difficult to eradicate). He refers to the complexity of the nature of corruption. There are its equivalences in Russian “болезнь входит пудами и выходит золотниками” and in English “agues come on horseback but go away on foot”. Interpreter’s explanatory translation of the expression shows one of the daunting challenges that SI specialists usually face – translation of idioms in SI.

Minor but noticeable grammatical mistakes might be mentioned in translation.

Examiner 4: ...mistake like “большой совещание”.

However, they do not influence the overall outcome or general comprehension. Interpretation transcript shows occasional discrepancies of structure in TL sentences.

Examiner 4: Her target is good but feels like it is not her native language. This is clear by her pronunciation of certain words. Fluency is good but word order could be better.

In next section we tried to provide other explanation of the “imperfect” structure of the sentence in TL.

Flow of information. Coherence and cohesion in and between sentences make interpretation comprehensible and comfortable for receivers. In general, correctly chosen terms and expressions have guaranteed the overall adequacy and fidelity of the interpretation. Gerver suggests that interpreters’ performance declines with high speech rate [11]. Speech rate of the President in this fragment is 96 wpm (word per minute) which is moderate or slow. According to the

experimental study of Shelsinger, if the ST language is identified with a left-branching noun, the slow rate of it can cause lags in TL speech [12]. Kazakh language is SOV (subject-object-verb) language. And most SOV languages have left-branching phrases. Slow speed of speech in Kazakh can cause difficulties in SI to Russian/English languages or at least, impacts the structure of TL speech. The information flow remains stable, even though the ear–voice span is considerable at the outset.

Examiner 1: interpreter's speed affected the accuracy of the translation. Due to rushing, there were several instances where the translation was inaccurate or incomplete.

Examiner 3: there is one inconvenience concerning her speed of interpretation. Speaking in a fast way decreases the comprehension of meaning.

Examiner 4: message rendered ok but meaning got lost in a certain time, because in order to keep the speed of the speaker, she used /added/ predicted extra words.

Fidelity and completeness. The function of the discourse in the form of a question and of an answer are both informative which actually aligns with the purpose of the communicative situation. The intended purpose of the journalist is to show that the President is a reliable person and keeps his promises in pre-election campaign (Бұл бағытта жұмысты бастап та кеттіңіз) and keeps working on solving critically important issues such as corruption. This information is omitted in TL in the answer session is pretty accurate, and the intended purpose of the speaker is delivered.

Examiner 1: The speaker's overall intention was effectively conveyed, and the audience could grasp the main points.

When it comes to contextual consistency Examiners share the same point of view.

Examiner 1: while it was sometimes difficult to follow the context consistency, the fundamental meaning was still communicated.

Examiner 2: ...hesitations, which disrupted the natural flow of the conversation and made the interpretation, feel disjointed at times. There were sentences that were not connected to each other.

Examiner 4: Transition from question to answer was instant which made disconnected ideas, general but contextual consistency makes sense.

Audience point of view. The number of participating journalists in the press conference is 107 from 66 media corporations. 22 of them are foreign media, whereas 44 are local corporations. 6 questions out of 27 are asked in Kazakh and accordingly interpreted into Russian. Journalists compete with each other and try to deliver the information first and they create the content to release right on the spot. Video shows journalists take notes of the speech of the President directly through interpretation. Here are several news blocks from different news agencies which include “direct speech” of the President.

Table 4. Media reports

Interpretation	Lenta.ru	Sarangazeti	Zakon.kz
Коррупция это большое зло, которое приходит очень легко, но искоренить его очень сложно. С этим общественным злом мы должны как общество бороться. Может быть очень поздно если мы сейчас мы не будем бороться. Из-за коррупции мы из истории знаем, что крупные империи и государства пали именно из-за коррупции. Это очень актуальный вопрос. Поэтому коррупция в каждом государстве и даже в самых разных государствах имеет место быть.	Коррупция — это большое зло, которое приходит очень легко, но искоренить его очень сложно. С этим общественным злом мы должны как общество вместе бороться. Может быть очень поздно, если мы не будем бороться сейчас». «История знает немало примеров, когда крупные империи пали именно из-за коррупции. Это очень актуальный вопрос, и даже в самых развитых государствах коррупция имеет место [13].	Коррупция — это большое зло, которое п р и х о д и т очень легко, но искоренить его очень сложно. С этим общественным злом мы должны как общество, вместе бороться. Может быть очень поздно, если мы не будем бороться сейчас [14].	Коррупция — это большое зло, которое приходит очень легко, но искоренить его очень сложно. С этим о б щ е с т в е н н ы м злом мы должны как общество, вместе бороться. Может быть очень поздно, если мы не будем бороться сейчас. — Это очень а к т у а л ь н ы й вопрос, и даже в самых развитых г о с у д а р с т в а х коррупция имеет место [15].

All three agencies seem to maintain the message without editing the original interpretation. Style and impact are not adapted to their editorial tone and audience expectations. Although it shows slightest variations in sentences. Russian news agency, Lenta.ru, made a small change of the word order in the last sentence to make it more natural in TL. Sarangazeti omitted the second part of the message. Zakon.kz compressed the message for its clarity and emphasis. It shows that news agencies' complete reliance on information provided by SI.

It is generally accepted that the interpreter and the interpretation itself are faithful, and receivers are confident in fidelity of the information. We must mention the existence of stylistic and linguistic difference between spoken speech (interpretation) and written text (journalist's report). When it comes to the Audience point of view, Examiners responses show significant differences.

Examiner 1: She managed to keep the interpretation going, ensuring that the audience could follow along. All four times that I listened to the fragment, her efforts ensured that the audience received the main points and intentions of the original message.

Examiner 2: Due to the fast pace of speech, the audience may not be able to process the information correctly... Because the translator failed to keep up with the speaker properly, the connection between the speaker and the recipient was unstable, and the information presented became disorganized.

Examiner 3: Interpreter kept the audience waiting.

Interpreting Skills and Strategies. In the question section, the interpreter omitted the name of the journalist. It can be explained with the delay of the information and the intended purpose of the interpretation which is to deliver the content of the question. In the context of asking questions during the press conference, while declaring the name of the news agency the speaker can formulate his/her answer properly suited to the policy of the news agency. And the name of the representative who is aligned to the institution is not that important. It is unlikely that the interpreter took all these details into consideration due to the nature of her job while omitting the name of the journalist. Using strategy of compression for the speech redundancy is effective especially during SI.

Examiner 2: However, the omission technique was also observed...There were many instances of omission.

Examiner 3: Language combination made her to compress information in TL.

Examiner 4: interpreter used “pauses” and “stalling”, “Ақордадағы журналдыс” is important though it was omitted.

Foundation abilities for Interpreting. It can be assumed that the interpreter is experienced and has undergone extensive training. Profession of simultaneous interpreter requires a specific aptitude for quick thinking, analyzing and, wit as well as swift reaction. In this regard, Examiners note confidence, quick reaction along with professionalism of the interpreter.

Examiner 1: while there are still room for improvement, the interpreter successfully conveyed the core ideas and essential meaning of the Kazakh speech.

Examiner 2: She came across as confident, with good vocal tone and a fast pace of speech. Despite some hesitations, she spoke assuredly.

Nevertheless,

Examiner 3: at times, her voice conveyed a lack of confidence, which had an impact on the translation.

After thorough considerations and comments, Examiners evaluations unfold the following results:

Table 5. Interpretation quality assessment scores

Criteria	Examiner 1	Examiner 2	Examiner 3	Examiner 4	Overall
Presentation and Delivery	6	5	5	7	5,75
Fidelity and Completeness	8	7	6	7	7
Audience Point of View	8	6	5	5	6
Interpreting Skills and Strategies	8	8	6	7	7,25
Foundation Abilities for Interpreting	9	10	7	9	8,75

Foundation Abilities for Interpreting (Score 8.75): This is by far the interpreter’s highest score, indicating excellent core competencies. The issue is

not a lack of ability, but rather the application of that ability under the specific conditions of a communicative situation such as a press conference.

Interpreting Skills and Strategies (Score 7.25). it might be explained by the gap between theoretical knowledge and practical application. The interpreter may struggle to select and deploy the right strategy at the right moment. This is typical of active practitioners.

Fidelity and Completeness (Score: 7.0) Score shows that the interpreter does not omit major chunks of meaning. However, it is not exceptional. The interpreter may be making minor errors, simplification during the interpreting process.

Audience Point of View (Score: 6.0) This represents a critical finding and constitutes the interpretation's most significant weakness. The lowest score shows the largest disparity between Examiners (8 and 5). The interpretation, while somewhat accurate, is delivered in a way that was hard to follow, difficulty to listen to, or failed to convey the speaker's intent effectively.

Presentation and Delivery (Score: 5.75) This is the lowest score, confirming the problem identified in the "Audience Point of View" criteria. The scores of 6 and 7 from Examiners 1 and 4 suggest they may be prioritizing content, while Examiners 2 and 3 are much stricter on standards of delivery.

Conclusion

Research provides short and clear analysis of theoretical frameworks for translation quality assessment taking into consideration international standards of certification and accreditation of specialists. Though it shows that quality assessment traditionally applicable to written translation. The importance of quality assessment of press conference interpreting in Kazakhstan raises awareness on adequacy and accuracy of simultaneous interpreting. The results addressing the first research question (RQ1), concerning the effectiveness of Wu's model, demonstrate the applicability of SI quality assessment based on criteria such as Presentation and Delivery, Fidelity and Completeness, Audience Point of View, Interpreting Skills and Strategies, Foundation Abilities for Interpreting. Data culled from assessment sheets of Examiners illustrates interpreter's excellent core competences as foundational abilities and advanced professional skills demonstrated in application of interpretation strategies. Quality assessment score in Table 5 declines to its nadir on delivery performance criterion which might be conditioned by the intensity of communicative setting. Data collected from media reports denies the evanescent nature of SI and reaffirms the importance of accuracy of interpretation in media context. Comparative analysis in Table 4 shows the tendency of news agencies in maintaining delivered message without editing the original interpretation except from slightest change in word order in sentences.

Addressing the second research question (RQ2) regarding linguistic,

pragmatic or situational factors that influence the accuracy, completeness and delivery of interpretation in the context of press conference study explores clear results. Linguistic factors shown in word/phrase usage dimension in Presentation and Delivery criterion such as mispronunciation, incorrect choice of words, gender agreement errors as well as different syntactic structure of SL and TL that causes huge ear-voice span impact delivery and completeness of interpretation.

Pragmatic factor is defined by register shift in rendering the idiom. Elevated and expressive register of the idiom in SL carries moral and traditional weight while in TL it has more neutral and explanatory tone and lacks persuasive effect.

A significant situational factor affecting interpretation accuracy is complexity of communicative setting which includes lack of advance access to the ST, spontaneity of SL and TL, high emotional tension caused by rapidly switching senders, difficulty to anticipate questions and answers, extra-linguistic variability of the speech.

Applied research methods can provide reliable data and results can be used in development of more sophisticated methods of assessment criteria. Obtained results might be expanded in further research to form a practical part of the manuals for training trilingual interpreters for different communicative settings in Kazakhstan.

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БАСПАСӨЗ МӘСЛИХАТЫНДАҒЫ АУДАРМА САПАСЫН БАҒАЛАУ

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Аңдатпа. Бұл зерттеу ресми баспасөз мәслихаттарындағы, жергілікті және шетелдік БАҚ арқылы ақпарат тарату үшін өте маңызды коммуникативті жағдаят барысындағы ілеспе аударманың сапасын бағалауға арналған. Зерттеудің мақсаты - баспасөз мәслихаттары контекстінде ілеспе аударманы бағалаудың ұсынылған Ву моделінің қолданылуын анықтау және оның сапасына әсер ететін факторларды талдау. Қазақстандағы президенттік баспасөз мәслихаттарының лингвистикалық және дискурсивті ерекшеліктерін анықтау үшін Фэрклоның 3D дискурс-анализі қолданылады. Зерттеудің эксперименттік бөлігіне арналған деректерді алу үшін әртүрлі дереккөздердегі аударма тіліндегі мәтіннің салыстырмалы талдауы қолданылады. Зерттеу эксперименті зерттеуге қатысушылардың бағалау парақтарынан жиналған деректерді талдауға негізделген. Нәтижелер аудармашының негізгі қабілеттері мен аудиторияның қабылдауы арасындағы сәйкессіздіктерді, сондай-ақ есту қабылдау диапазоны мен тілдердің синтаксистік айырмашылықтары әсер ететін аудару жылдамдығындағы мәселелерді көрсетеді. Зерттеу аудармашылардың сапасын бағалаудың жоқтығы бағалау критерийлерінің стандарттарын әзірлеу қажеттігін

көрсетеді. Зерттеудің құндылығы аударма теориясы мен практикасы арасындағы алшақтықты жоюға үлес қосады. Практикалық маңыздылығы жоғары қысым жағдайлардағы негізгі проблемаларды көрсету арқылы жоғары сапалы аударманы қамтамасыз ету үшін кәсіби стандарттардың қажеттілігін атап өтумен анықталады.

Тірек сөздер: ілеспе аударма, баспасөз мәслихаты, сапаны бағалау, сыни дискурс талдауы, аудармашы, бұқаралық ақпарат құралдары, журналист, үш тілді контекст

ОЦЕНКА КАЧЕСТВА УСТНОГО ПЕРЕВОДА НА ПРЕСС-КОНФЕРЕНЦИИ

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Аннотация. Данное исследование посвящено оценке качества синхронного перевода на официальных пресс-конференциях - критически важной коммуникативной ситуации для распространения информации через местные и зарубежные СМИ. Цель исследования - определить применимость предложенной модели Ву оценки синхронного перевода в контексте пресс-конференций и проанализировать факторы, влияющие на его качество. Для выявления лингвистических и дискурсивных особенностей президентских пресс-конференций в Казахстане используется 3D дискурс-анализ Фэркло. Сравнительный анализ текста на языке перевода в различных источниках используется для получения данных для экспериментальной части исследования. Исследовательский эксперимент основан на анализе данных, собранных из оценочных листов участников исследования. Результаты показывают расхождения между фундаментальными способностями переводчика и восприятием аудитории, а также проблемы со скоростью подачи перевода, на которую влияет диапазон слухового восприятия и различия в синтаксисе языков. Исследование приводит к выводу, что отсутствие оценки качества переводчиков свидетельствует о необходимости разработки стандартов оценочных критериев. Ценность исследования заключается в его вкладе в преодоление разрыва между теорией и практикой устного перевода. Практическая значимость определяется демонстрацией основных проблем в ситуациях высокого риска, подчеркивая необходимость профессиональных стандартов для обеспечения высококачественного перевода.

Ключевые слова: синхронный перевод, пресс-конференция, оценка качества, критический дискурс-анализ, переводчик, средства массовой информации, журналист, трехязычный контекст

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