

Strategies of Interpreting Political Speech Simultaneously A Case Study: Speech of King Charles III

Aleskandarani, Fouzia

Department of Translation, University of Benghazi, Benghazi, Libya

fouzia.aleskandarani@uob.edu.ly

ORCID 0009-0007-1176-9690

ABSTRACT

There is an increased demand for simultaneous interpreting due to the political crises and changes. This demand arises because the translation is produced simultaneously, which causes challenges for interpreters. To mitigate these challenges, professional interpreters employ several strategies to achieve optimal results. The current study sheds light on the strategies used by interpreters to render political speech simultaneously. The data is the speech of Britain's King Charles III declaring the death of the Queen and the Arabic-translated counterparts are extracted from two news channels Al-Arabiya and Aljazeera channels. UAM Corpus tool software was used to generate the results. The comparison is carried out between the two interpreters of the two channels in terms of Riccardi's (1998) interpreting strategies. The results demonstrate Aljazeera's interpretation is not as adequate as Al-Arabiya's. The overuse of one strategy may distort the message. Therefore, interpreters need to combine these strategies to render the message accurately

المخلص

هناك طلب متزايد على الترجمة الفورية بسبب الأزمات والتغيرات السياسية، وبتزايد هذا الطلب لأن الترجمة يتم إنتاجها في وقت متزامن مع المتحدث الأصلي، وهذا يسبب صعوبة للمترجمين الفوريين. وللتخفيف من هذه التحديات، يستخدم المترجمون الفوريون المحترفون عدة استراتيجيات لتحقيق ترجمة صحيحة ومناسبة. وتسلط الدراسة الحالية الضوء على الاستراتيجيات التي يستخدمها المترجمون الفوريون لترجمة الخطاب السياسي، حيث إن البيانات المستخدمة هي خطاب ملك بريطانيا تشارلز الثالث الذي أعلن فيه وفاة الملكة، ونظائرها المترجمة باللغة العربية من قناتين إخباريتين هما العربية والجزيرة. وتم استخدام برنامج أداة UAM Corpus للمساعدة في تحليل النتائج. وتمت المقارنة بين مترجمي القناتين بدلالة استراتيجيات Riccardi (1998) في الترجمة الفورية. وأظهرت النتائج أن ترجمة قناة الجزيرة لم تكن مناسبة مثل ترجمة قناة العربية، حيث إن الإفراط في استخدام استراتيجية واحدة لا يؤدي إلى إيصال المعنى. ولذلك يحتاج المترجمون الفوريون إلى الجمع بين هذه الاستراتيجيات.

KEYWORDS: simultaneous interpreting, political speech, professional interpreters, interpreting strategies

Introduction

Political speeches may encourage or hinder international peace, particularly during times of crisis. Inappropriate transformations in interpreting political speeches can lead to a mistranslation which can be fatal in the realm of politics. Indeed, political speeches put additional pressure on simultaneous interpreters, which may have an impact on their performance and strategy selection. Daminov (2023, p. 2) asserts that “strategy is determined by linguistic and non-linguistic factors, and in the process of simultaneous translation, strategies can be mixed to achieve optimal results”. Daminov makes it clear that interpreters use different strategies to provide accurate translation and fill the gap between languages. Thus, the interpreter’s task is difficult since (s)he should find the appropriate equivalence at the moment of rendering the speech.

Interpreting political speech comes to the fore because of the cultural and linguistic diversity. Therefore, simultaneous interpreting plays a crucial role in facilitating communication, particularly during political events where leaders address different audiences. However, this important task comes with its set of challenges, and the possibility of interpreter’s mistakes can have significant implications. Political speeches often contain complex language and peculiar characteristics which make the process of interpreting complicated. The nature of political speeches requires a high level of linguistic and cultural proficiency to accurately convey the intended message. Simultaneous interpreters should be acquainted with complex political jargon and rhetorical devices.

Objective of the Study

The current study aims to investigate the strategies employed by interpreters while interpreting political speech simultaneously.

The study seeks to find the effectiveness of these strategies in facilitating the challenges of simultaneous interpreting.

Interpreting

Rapid growth is occurring at the pace of development. Written translation has been an area of interest for a long time. However, the importance of oral translation (interpreting) has increased recently. Interpretation is provided instantly and works with spoken language. It places significant importance on comprehension and communication. Thus, the purpose of interpreting is to mediate people who do not speak the same languages and have different cultures but gather in a specific event like a conference. Pochhacker (2004, p. 11) defines interpreting as "a form of translation in which a first and a final rendition in another language is produced on the basis of a one-time presentation of an utterance in a source language.". It is clear that Pochhacker focuses on immediacy as a feature that distinguishes interpreting from other types of translation. Therefore, the interpreter's task is difficult since (s)he is constrained to deliver accurate translation instantly. In this respect, Johns (2002, p.4) describes the interpreter's work as "being one of continuous explanation and explication.". In addition, in oral translation, the interpreter does not have a broader context to guess what is hidden behind the words. It can be said that interpreting is an action of establishing oral discourse either simultaneously or consecutively. Interpreting is classified according to the manner of performance into two primary modes simultaneous and consecutive. The main concern of this study is simultaneous interpreting. However, the difference between the two modes will be discussed in the next sections.

Consecutive Interpreting

It is a mode of interpreting where the interpreter takes notes while the speaker delivers a speech or some sentences. The interpreter

stands or sits close to the speaker to take notes; however, (s)he takes his turn to speak only once the speaker has finished. Seleskovitch (1978, p.123) describes consecutive interpretation as follows “In consecutive interpretation, the interpreter does not start speaking until the original speaker has stopped. He therefore has time to analyze the message as a whole, which makes it easier for him to understand its meaning”. Therefore, note-taking is a central element that distinguishes consecutive interpreting from simultaneous. In this case, consecutive interpreting is time-consuming because it takes nearly double the time of simultaneous interpretation. This is one of the reasons that consecutive interpreting is only used in specific circumstances, whereas simultaneous interpreting is widespread. However, one of the greatest advantages of consecutive interpreting is that the interpreter will have the opportunity to ask about any ambiguities in the speech and the precise meaning of any given segment.

Simultaneous Interpreting

Simultaneous interpreting is considered to be one of the most complicated types of oral translation because it requires special equipment during the interpreting process. Unlike consecutive interpreting, in simultaneous interpreting the interpreter renders the speaker’s speech at the same time (simultaneously). The simultaneous interpreter is not like the consecutive interpreter, the former sits in a booth wearing a pair of headphones and speaks into a microphone. The interpreter starts interpreting as soon as the speaker starts delivering his/ her speech. Therefore, simultaneous interpreters are under pressure since there is not enough time to weigh variant translations. According to Kirchhoff (1976, p. 111), simultaneous interpreting is “a multi-phase process that takes place sequentially while sender output, except in the case of pauses, is being produced, and must be processed continuously”.

It has been argued that the task of the simultaneous interpreter is challenging because any delay of a complete thought that the speaker uttered will result in a loss in interpretation. In other words, the interpreter may get away from the original syntax and reduce long sentences to short ones. Simultaneous interpreters need to activate short-term memory and anticipate what the speaker might say. Riccardi (2005) believes that simultaneous interpreters need to employ different strategies to produce accurate and appropriate translations.

Simultaneous Interpreting and Political Discourse

A fundamental aspect of everyday existence is politics. It is essential to forming man's social, economic, philosophical, and ideological perspectives. Therefore, politics' effective role in people's lives is important to the translation of political discourse. Indeed, interpreting political speech from one language into another can be challenging due to the cultural variations between the languages, and political differences. Politics is one of the most difficult fields in interpreting. To effectively translate political speech, interpreters should therefore be conversant in both the target language (TL) and the source language (SL), in addition to the knowledge of the subject matter. The interpretation would be inadequate without these requirements. Baker (1992) points out that interpreters often encounter obstacles related to a lack of parity. Because of the two distinct audiences, cultures, and linguistic styles, these challenges are more appealing in political discourse. Thus, interpreters find it difficult to assign TL equivalent to the terminology of SL as Sárosi-Márdirosz (2014) argues that in some cases, translators are not able to produce parallel texts that are identical in meaning, or unable to produce the political effect.

Political discourse has a significant influence on the mind and behavior of the members of a speech community. In this case,

Chilton and Schäffner (1997, p.212) define political discourse as “those actions (linguistic or other), which involve power, or its inverse, resistance”. However, Newmark (1991) asserts that politics is the most universal aspect of human activity and its reflection in language often appears in powerful emotive terms. In other words, the relationship between language and politics is inextricably linked, making it extremely difficult to interpret political discourse accurately. This is due to the increasing emergence of new terms and expressions as well as political events and changes. Consequently, the interpreter is expected to be acquainted with the new words and expressions and to find the proper equivalent to fill the gap between the two languages. In other words, misusing and mistranslating political terms leads to losing the meaning of the text which results in inappropriate translation creating barriers between the SL and TL audiences.

Considering the nature of presidential speeches and the unique characteristics of simultaneous interpretation in the context of broadcast interpreting, it would be highly impossible to expect interpreters to interpret a presidential speech without omitting any ideas presented in the speech. Gile (2011) maintains that even professional interpreters make a few blatant mistakes while interpreting political speech. This is due to the fact that these types of speech rely on the appeal to the audience’s emotions by employing different figurative figures like metaphors. Pochhacker (2007) claims that such speeches pose a great challenge for interpreters since presidential speeches are frequently interpreted in the mode of live broadcast interpreting which makes the interpreter’s task difficult; the interpreter may make some errors and omissions while interpreting.

Strategies of Simultaneous Interpreting

Simultaneous translation strategy refers to a method of translating speech that effectively communicates the sender's intended

message from the source language to the target audience's cultural and personal characteristics and linguistic subcategories. In this respect, it is obvious that the concept of strategy encompasses both linguistic and non-linguistic factors that depend on the context, and each of these factors may require the choice of one or several methods in a particular passage of translation. Kalina (2015, p.70) defines strategy in interpreting as "a good-oriented operations under international control". Therefore, the aim of the strategies is to reduce the interpreting problems generated by language comprehension and language production. The simultaneous interpreter may employ several strategies at the same time to achieve adequacy in translation.

Scholars of translation and interpretation have proposed various strategies to assist interpreters in achieving accurate translation and minimizing inadequacy in translation. Riccardi's (1998) suggests interpreting strategies. They were selected since they suit the mode of the study. The strategies that will be discussed are omission, substitution, transliteration, compression, decompression, transcoding, and generalization. A brief elaboration of these strategies is provided below.

Omission can be defined as ignoring informational text segments that result from a high cognitive load. According to Ribas (2012), omission refers to deleting a word or words from the ST that do not have equivalents in the TL, or that may raise the hostility of the receptor. This strategy can be the outcome of cultural differences between the SL and the TL or as a result that speakers speak too fast.

Substitution is the replacement of one element with another. In this sense, Halliday and Hasan (1976, p. 89) state that substitution is "a relation within the text. A substitute is a sort of counter used in place of the repetition of a particular item". It is obvious from the previous definition, that substitution is utilized to avoid repetition.

Transliteration is the process of rendering words from one language into another using the closest phonetic or spelling equivalents (Arbabi, 1994). It is used with the names that are mentioned in the ST, or with words that are identical in both SL and TL such as democracy الديمقراطية.

Compression is defined by Pochhacker (2016, p.129) as “shorting the output structure without losing any vital semantic elements”. In other words, compression is about conveying the core idea of the message while excluding any unnecessary information or combining related segments.

Decompression is the opposite of compression and can take the form of clarification, compensation, and descriptive translation. According to kudratovich (2022), when the interpreter has an opportunity to assist the listener in understanding the message, decompression might occur at a speaker's relatively slow speaking rate.

Transcoding is word-for-word or literal transformation of the SL to the TL. In this respect, Gile (1995) argues that Transcoding enables the interpreter to free up their short-term memory. Still, it may be more stressful on the processor's ability to produce multiple coherent sentences instead of simply generating one.

Generalization refers to the strategy where the interpreter provides the general message of the TL instead of exactly rendering the ST message. Baker (2011, p. 5) mentions that “it is one of the most common strategies employed by the professional translators to deal with the problems of nonequivalence”. Therefore, generalization is not considered easy to use since it requires practice and experience.

Methodology

The current study attempts to investigate the strategies adopted by interpreters in interpreting political speech simultaneously from English to Arabic. The data is the speech of Britain's King Charles III (2022) declaring the death of the Queen at the historic

Accession Council. The speech was taken from the website of the royal family channel. The extract is about 4:57 minutes, and it consists of 366 words. The Arabic-translated counterparts are extracted from two news channels (websites) mainly Al-Arabiya and Aljazeera channels. The reason for selecting these channels is that they are constantly in rivalry because they are Arab channels with a large Arab audience. Furthermore, the network's flagship channels offer local and global news coverage in both languages Arabic and English.

To keep the data comparable, the speech had to be divided into smaller segments. these segments are not micro-units; one or two words, but rather encompass the whole clause. In addition, the two translated versions were divided into clauses to facilitate the comparison. The data was entered into UAM Corpus tool software which was then used to generate the results. The comparison is carried out between the two interpreters of the two channels in terms of Riccardi's (1998) interpreting strategies. The comparison's overall findings were examined and briefly discussed, and then each strategy's outcomes were examined separately by comparing the two interpreters' application of the strategies.

Results and Discussion

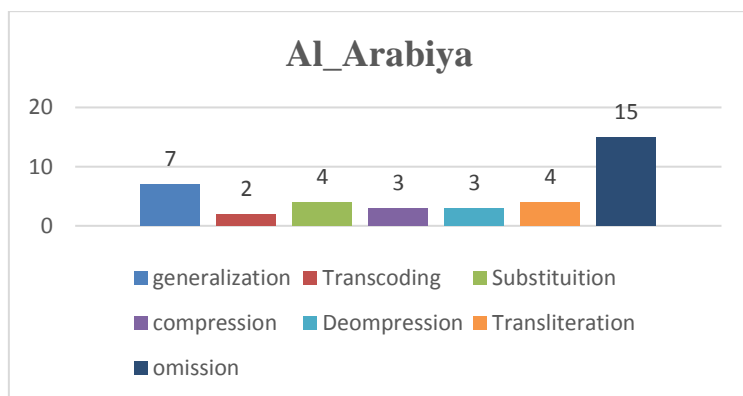


Figure.1

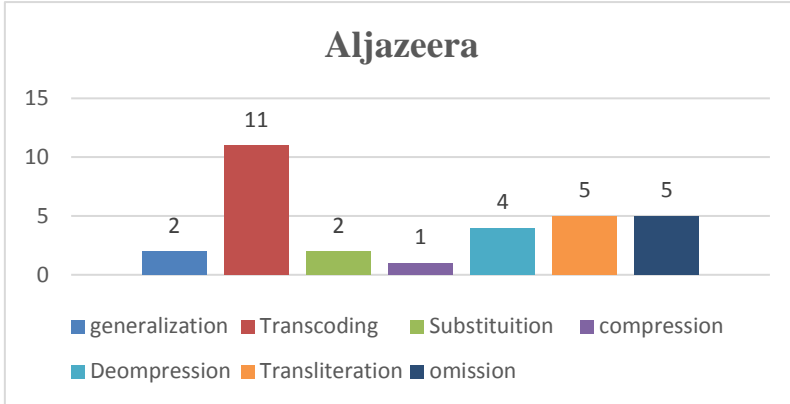


Figure.2

The comparison between the two interpreters was carried out on the basis of Riccardi's (1998) interpreting strategies. The strategies that were examined in this study are omission, substitution, transliteration, compression, decompression, transcoding, and generalization. The two figures above clarified the difference between the two interpreters. It is clear from Figure 1 that the Al-Arabiya interpreter highly adopted the omission strategy in interpreting the King's speech, whereas Aljazeera employed a transcoding strategy most of the time. On the other hand, transcoding is rarely utilized by an Al-Arabiya interpreter. Figure 2; however, demonstrates that compression is the least used. The discussion of the comparison of each strategy is carried out below with demonstrating diagrams.

Omission Strategy

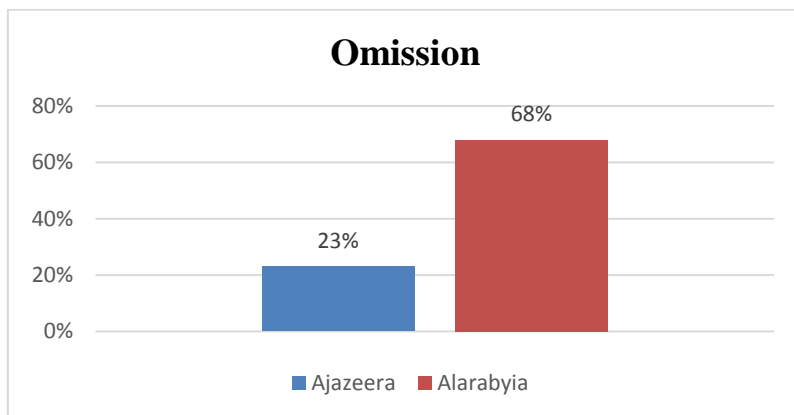


Figure. 3

The graph indicates that the Al-Arabiya interpretation employed the omission strategy to a greater extent than the Aljazeera interpreter. However, most of the omitted segments occur at the word level. For instance, the term "sorrowful" was eliminated by both interpreters. They also skipped interpreting the phrase "greatest consolation," which conveys the feelings of grief associated with the Queen's passing. Since he attempted to convey the main idea, the Al-Arabiya interpreter frequently employed the omission technique excessively. The Aljazeera interpreter, in contrast to the Al-Arabiya interpreter, seldom employed the omission strategy, according to the percentage.

Substitution Strategy

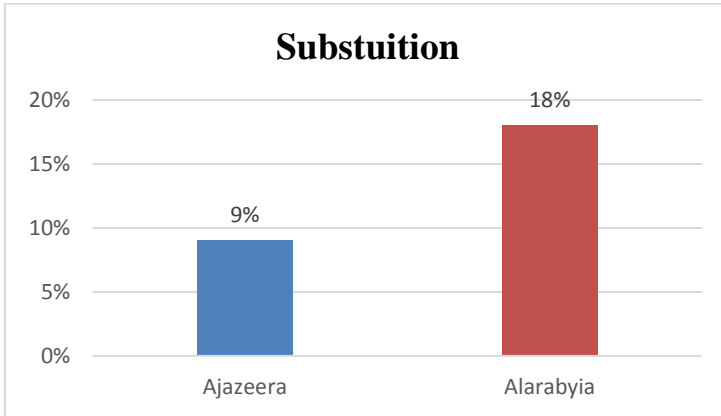


Figure. 4

The above-mentioned figure illustrates that Al-Arabiya employed substitution at a rate twice as high as Aljazeera, which uses it at 9%. This proved Aljazeera's greater fidelity to the SL. Instead, the former made a mistake by using *من دواعي سروري* as the substitute for the term "sorrowful duty to announce the death," which is deemed inappropriate and incorrect in this particular situation. As a result, no other expression will serve its place. To convey the grief and sadness of this news, the interpreter should utilize more poignant language.

In addition, Britain is ruled by a constitutional monarchy, it would have been preferable if the translation for Aljazeera had used the term "king" *ملك* rather than "head of state" (*رئيس*). It can be concluded that some substitutions distort the original message's meaning and that this might happen as a result of the interpreter's stress. Interpreters should therefore be aware of this tactic to prevent errors.

Transliteration Strategy

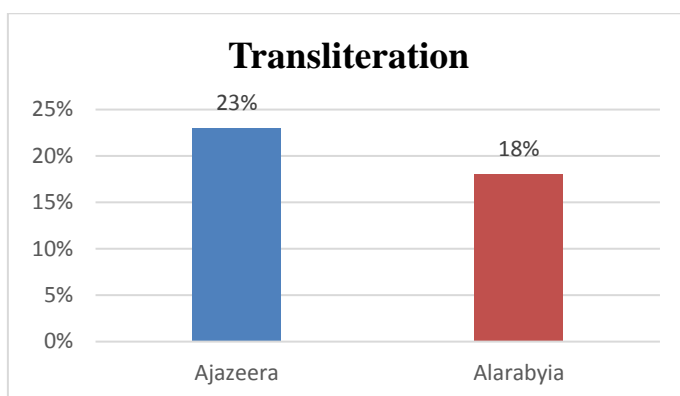


Figure. 5

As the above chart shows the two interpreters do not differ significantly in adopting Transliteration strategy. Both interpreters rendered the term "protestant religion" البروتانتيسنية and the word "commonwealth" as كومن ولث, respectively, without more explanation or details. Alternatively, the Al-Arabiya interpreter substituted المجلس for the term "parliament" and omitted the word "lords," whereas the Aljazeera interpreter transliterated both words. There are situations when translators use transliteration as a time-saving tactic and interpret terms that they do not think have an equivalent meaning or when they are pressed for time and cannot instantly find an appropriate translation.

Compression Strategy

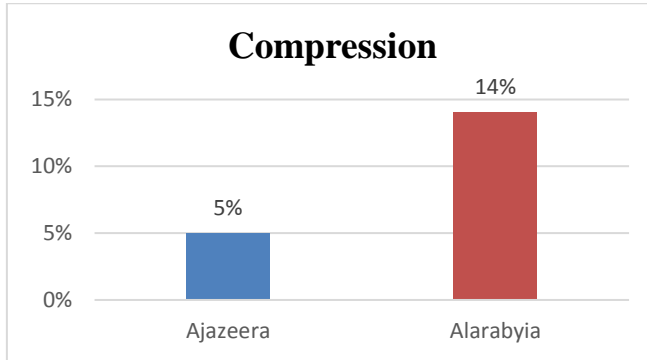


Figure. 6

Comparing Al-Arabiya to Aljazeera, the figure makes it evident that the former made extensive use of a compression method. The percentage, which is 14%, is the most convincing proof. When the King said, "The irreparable loss we've all suffered," for instance, the Al-Arabiya interpretation compressed the sentence as *الخسارة التي لا تعوض*, but the Aljazeera interpreter rendered it as *الخسارة التي لا تعوض والتي عانينا منها جميعا*. The original meaning is conveyed identically by the Al-Arabiya interpretation. Furthermore, Al-Arabiya shortened the phrase "in its duration, its dedication and devotion" into a single stated word, *تكريسها لجهدها*. By accurately translating every word, Aljazeera tended to be faithful to the SL. Moreover, Al-Arabiya accurately translated the phrase "protestant religion as established by the laws" as *كما هو مشار اليه في القوانين*; Al-Jazeera, however, attempted to condense the meaning of the previous sentence.

Decompression Strategy

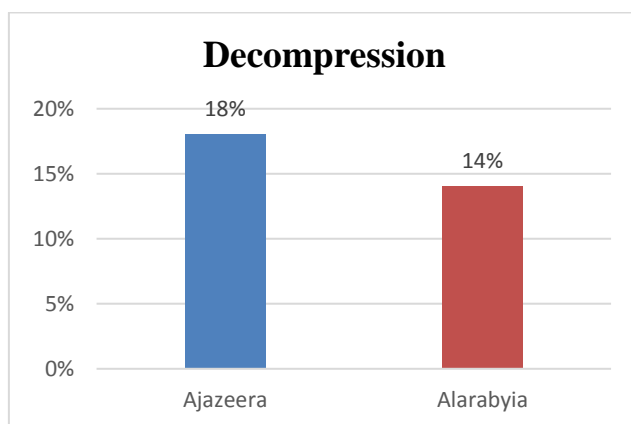


Figure. 7

The graph clearly shows that, by 18%, the Aljazeera interpreter employed the decompression strategy. In the case of "overwhelming affection and support," for example, the interpreter inserted the term "المساندة" even though it is not mentioned in the SL and does not provide any further information. Additional instances are "heavy duties," which was transformed to *المسؤوليات الثقيلة والعميقة*, and "the discharge of these duties," which was generated by adding the word *المهام الكبيرة* to *المهام*. Additionally, the interpreter rendered "I Charles III" as *أنا تشارلز الثالث وملك لبريطانيا*. The word King was added by the interpreter in the translated version, but it was not essential.

On the other hand, the Al-Arabiya interpreter employed decompression by 14% such as "our whole family in our loss" was rendered as *خسارتنا للملكة إليزابيث*. In the previous instance, the interpreter inserted *الملكة إليزابيث* as a means of explaining and emphasizing the loss. Moreover, the phrase "the Commonwealth's realms" was interpreted as *رابطة الكومن ولث*. To make the meaning of the Commonwealth clearer, the interpreter included the word

رابطة. Similarly, “for the union of the two kingdoms” was transferred as *المملكتين مملكة بريطانيا واسكتلندا* by including *بريطانيا واسكتلندا*, the interpreter helped the target audience comprehend the meaning more clearly. Even though the two interpreters' usage of this technique is not very different from one another, decompression is occasionally helpful and necessary to prevent misunderstanding or clarify the message, exactly like the Al-Arabiya interpreter does. However, since they do not provide any clarification or elaboration, some additions, like the ones utilized by the Aljazeera interpretation, are optional.

Transcoding Strategy

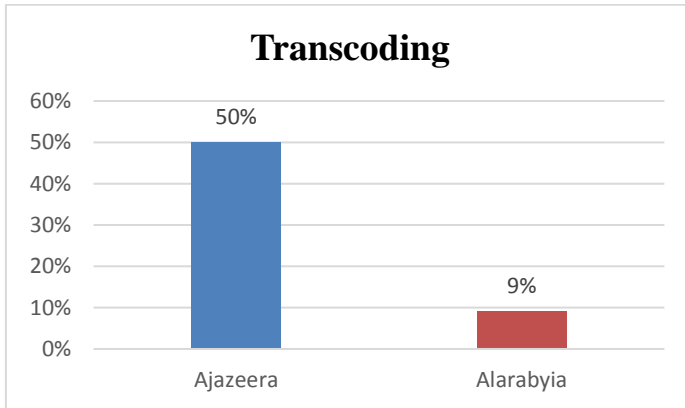


Figure. 8

Concerning the percentages in the preceding chart, Aljazeera transcoded 50% of the speech or half of it. Al-Arabiya, on the other hand, rarely used this tactic, and the percentage accurately demonstrated this. Aljazeera attempted to be faithful to the original speech. For instance, the clause "I know how deeply you the entire nation, and I may say the whole world" was transformed literally (word for word) *أنا أعرف كيف أنكم بعمق كلكم وكل الأمة وأعتقد وربما أقول العالم ككل*. Nevertheless, Al-Arabiya explained the meaning of such a message by employing the decompression

technique. A further illustration is how Aljazeera rendered the term "lifelong love" as حب طويل الأمد, whereas Al-Arabiya expressed it more accurately as الحب الكبير. Transcoding can be applied without distorting the meaning of SL. Therefore, interpreters should use alternative strategies to accurately convey the meaning of the message. Regarding the necessity to convey the message quickly and under time constraints, interpreters may employ this tactic.

Generalization

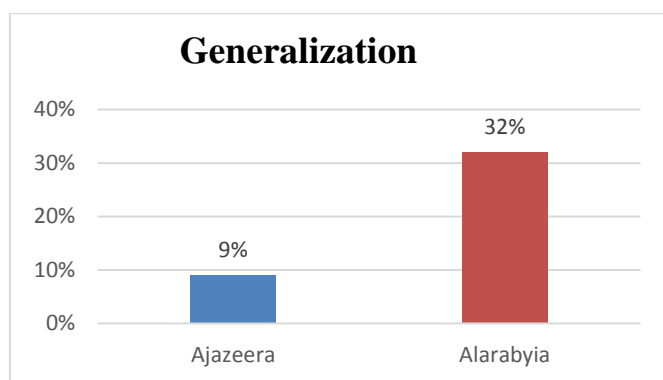


Figure. 9

The figure indicates that in order to convey the message's general meaning, Al-Arabiya used generalization. A percentage of 32% makes this obvious. However, Aljazeera seldom utilized this tactic because they relied extensively on the transcoding strategy.

The results above revealed that both interpreters adopted different strategies while rendering the same political speech to achieve the desired results and provide an appropriate translation. One of the strategies may be taken as the basis while the other strategies may serve to overcome the difficulties. Al-Arabiya's primary strategy is omission, which accounts for 68% of its content, followed by generalization, which makes up 32%. Transcoding is the strategy

with the lowest percentage. However, other techniques like transliteration and substitution are equally employed. Compression and its opposite, decompression, received 14% of the total. One may say that the Al-Arabiya translator was successful in conveying the meaning of the King's speech by utilizing additional strategies in addition to the generalization strategy as the primary method of message interpretation. On the other hand, as for Aljazeera, the generalization strategy has the smallest percentage compared to Al-Arabiya. Though transcoding accounts for the largest percentage, fifty percent. The percentage is the same for transliteration and omission. Decompression, omission, and substitution are quite low since the Aljazeera interpretation heavily relies on transcoding. It might be claimed that the Aljazeera interpreter covertly used the other tactics while primarily depending on transcoding. Therefore, Aljazeera's interpretation was not as adequate as Al-Arabiya's.

Conclusion

Simultaneous interpreting of political discourse poses challenges even for experienced interpreters due to the sensitivity of these types of discourse. Interpreters attempted to employ different strategies to achieve accurate translation. The results have demonstrated that different strategies are used by interpreters when carrying out simultaneous interpreting. Interpreters should be careful to employ these strategies efficiently, though, as overusing one of them could lead to significant problems like meaning distortion. When compression, for example, is used excessively, ambiguity may occur which could cause the target audience to misunderstand. Problems like those cause errors in the interpretation of such delicate communication in this sense (political speech). Furthermore, by consistent practice, interpreters should avoid leaving space for misunderstandings.

References

- Arbabi, M.& Fischthal, S. M.& Cheng, V. C. (1994). Algorithms for Arabic Name transliteration. *IMB Journal of Research and Development* 38 (2), 183-194. Retrieved January 15, 2023, from the World Wide Web: <https://ieeexplore.ieee.org>
- Baker, M. (1992). *In other words: A Course-book On Translation*. New York: Routledge.
- Baker, M. (2011). *Foundations of Bilingual Education and Bilingualism* (Vol 79). Bristol: Multilingual Matters.
- Charles, G. (2022). Declaring the Death of the Queen Elizabeth II (Speech audio). Retrieved March 9, 2023, from the World Wide Web: <https://www.royal.uk/news>
- Gile, D. (2011). Errors, Omissions and Infelicities in Broadcast Interpreting Preliminary Findings from a Case Study. In Tiseluis, E. & Alvstad, C. & Hild, A. (Eds.), *Methods and Strategies of Process Research: Integrative Approaches in Translation Studies*, pp.202-218. Amsterdam: John Benjamins.
- [Halliday, M. A. K.& Hassan, R. \(1976\). *Cohesion in English Language Series*. London: Longman.](#)
- Jones, R. (2002). *Conference interpreting explained* (2nd ed.). Manchester: St. Jerome Publishing.
- Kalina, S. (2015). Ethical challenges in different interpreting settings. *MonTI. Monografías De Traducción E Interpretación* 2, 63-86.
- Kirchhoff, H. (1976). Simultaneous interpreting: Interdependence of variables in the interpreting process, interpreting models and interpreting strategies. In Pochhacker, F. & Shlesinger, M. (Eds.), *The interpreting studies reader* (pp.111- 119). London: Routledge.
- Kudratovich, D. M. (2023). Using Interpreting Strategies in Teaching Simultaneous Translation. *European of Multidisciplinary Journal of Modern Science* 12, 1-6.

- Kudratovich, D. M. (2023). Using some strategies in simultaneous interpreting process. *E3S Web of Conferences 381 International Scientific and Practical Conference "Development and Modern Problems of Aquaculture" 381*, pp. 1-6
- Newmark, P. (1991). *About translation*. Clevedon: Multilingual Matters.
- Pochhacker, F. (2004). *Introducing interpreting studies*. London and New York: Routledge.
- Pochhacker, F. (2007). *Healthcare Interpreting Discourse and Interaction*. Amsterdam: John Benjamins.
- Pochhacker, F. (2016). *Introducing Interpreting Studies*. London: Routledge.
- Ribas, M. A. (2012). Problems and Strategies in Consecutive Interpreting: A Pilot Study at Two Different Stages of Interpreter Training. *META 57* (3), 812-835.
- Riccardi, A. (1998). *Interpreting Strategies and Creating Translation*. Amsterdam: Benjamins Library.
- Riccardi, A. (2005). On the evolution of interpreting strategies in simultaneous interpreting. *Meta 50*(2), 53-67.
- Sárosi-Márdirosz, K. (2014). Problems related to the translation of political texts. *Acta Universitatis Sapientiae, Philologica, 6*(2), 159-180.
- Schäffner, C.& Chilton, P. (1997). "Discourse and politics. In: Dijk, T. (Ed.). *Discourse studies: A multidisciplinary introduction*". *Discourse as social interaction*. London: Sage, (2), 206-230
- Seleskovitch, D. (1978). *Interpreting for international conferences*. Washington: Pen and Booth.