



Received: 06-01-2023
Accepted: 16-02-2023

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Problems of Translating Headlines of English Newspapers into Arabic

Dhuha Abduljabbar Fathi

Ministry of Education, Directorate of Nineveh Education, Iraq

Corresponding Author: **Dhuha Abduljabbar Fathi**

Abstract

The media translator, A. A. Raqeel, faces many obstacles in translating press headlines from English into Arabic. It adopts different techniques and strategies in conveying news and journalistic events, and relies on many theoretical foundations in translating headlines without prejudice to the general meaning of the headline or media news, while respecting techniques and good manipulation of vocabulary and structures and good sentence structure, despite the possibility of the translator facing some obstacles such as

obtaining space. Small or limited in the interpretation and disposition of the translation of these titles in order to polarize the reader in the target language. Mastering these methods greatly helps the translator in providing clear and understandable content that does not contradict the original language. In order to communicate the idea to be conveyed simply and clearly without the influence of the cultural factor in translation.

Keywords: Media Translation, Press Titles, Electronic Press, Paper Press, Translation Challenges

Introduction

Today's world has turned into a small village thanks to the information and digital revolution that swept through the lives of people and managed it through the management of their affairs, so they became indispensable for its services. The media is considered the first way of globalization towards achieving its global, totalitarian goals, through which its messages and projects are passed with a highly artistic touch that affects the great and the small every now and then. So that television came in sound and image, sweeping the media arena and attracting the attention of individuals and groups as an effective entertainment and guidance tool at the same time.

With the advent of the Internet, the media witnessed a rocket leap towards globalization that changed its form and methods in line with globalization. Just as printing previously contributed to the popularity and prosperity of the paper press, globalization contributed to the emergence of a new type of journalism, which is electronic journalism and digital media. Press translation is considered one of the most important types of translation because of its role in conveying events and information and its cultural dimension that contributes to the consolidation of human relations by identifying the reality of the other through the mirror of the press. However, this task is only possible through translation and cultural procedures as well as Journalism that the translator should be familiar with, because journalism has a great impact on guiding and shaping public opinion. These difficulties are considered challenges for the translator to overcome in order to achieve both translation and objectivity.

The headline is one of the most important thresholds for the news and the success factor for the newspaper, increasing its readability and even its superiority over other newspapers, as it is the first thing that attracts the attention of the reader and carries him towards reading the article. The various techniques and methods that the translator resorts to in translating these headlines and addressing the various difficulties and challenges that the media translator may face in his work: What are the challenges of translating journalistic headlines in Electronic journalism from English to Arabic?

Definition of online journalism

The electronic media provided the recipient with the feature of interaction and the feature of immediacy and participation, and produced the contents, unlike the traditional media, which used to put the recipient in the category of effect, a recipient and only a consumer, so that the media flow pattern shifted from one direction to a multi-direction, which resulted in the phenomenon of citizen journalism. Electronic media channels expand to include the following areas: newspapers, magazines, and satellite channels, media websites, personal websites, media monitors, newsletters, blogs, forums, audio chat rooms, and mailing lists. (Al-Arabi, 2005, p. 02) ^[4]. Perhaps the famous saying in the media field is: "If you are not on the Internet, then you are i am not in the media" (Nabih, 2003) prompted many media organizations to get involved in the electronic experience to increase its spread and polarization on a large scale, through electronic journalism, so what is electronic journalism?

The expression “electronic journalism” applies to all types of general and specialized electronic newspapers that are published via the Internet and Dr. Fayez Abdullah Al-Shehri defines it as follows: “It is a technological integration between electronic computers and their enormous capabilities in storing, coordinating, tabulating and classifying information and retrieving it in seconds, and between development 117). Dr. Ihsan Mahmoud Al-Hassan defines them as newspapers that use the Internet as a channel for their dissemination of word, live image and sometimes sound.

In Arab media studies, electronic journalism has been called by several names, including:

Instant press - digital press - interactive newspapers - paperless newspapers - virtual newspapers. “The Internet” has been defined by several definitions, as A Zijn Lee defined it as the Internet newspaper, which is a publication that is made available through the global information network. It is viewed and browsed through the “Newspaper” program. A computer aided design tool (HTML) is the use of HTML to render text and graphic materials, which contain journalistic information, on computer screens. Amy Lourenance stated that the electronic press is: “immediate electronic copies of paper newspapers” (Boul Aweidat., 2018, D.P.), Mahmoud Alameddine also believes that: “The electronic press is that which uses computers in electronic production and publishing operations” (Farouk, 2012).

Both: Hosni Nasr and Sana Abdel-Rahman indicate that: “The electronic newspaper is the paperless newspaper that is published on the Internet, and the reader summons it, browses it and searches within it, in addition to saving the material that he takes from it and printing what he wants to print.” (Nasr, Abdel-Rahman, 2003, p. 30^[5], and Ahmed Al-Samaqan believes that electronic journalism is: “texts published on the Internet, which in turn are linked to other texts, and automatic publishing, i.e. the ability of any person to publish ideas or topics that come to him directly and immediately.”

The press address:

The headline is known in the language of the press as the gloss, because its flash radiates from afar to attract the reader towards reading the article and entering his world, as it draws him with curiosity and seduction together. The title is the highest level of communication in the communication process between the journalist, the recipient, and the news. If the headline is the first thing that precedes the news, it confronts the reader and receives it on the thresholds of the article, then it is the last thing that the journalist edits, leaving it as a summary and key to the article, inclusive of the ideas and news received.

-The title is a language: the title is a language according to what was stated in Al-Muheet Dictionary “about something that means on our behalf and on our behalf, and a title if it appears in front of you and objects.” (Al-Fayrouzabadi, 2006, p. 6)^[5] And Abu Bakr Al-Arzi said in his Sahih: “The title of the book or its title, and the name (the title) and he did not add.) 459-458.

The title is idiomatically:

“Many researchers agree on defining the title according to its functions and functions.” The title is generally a linguistic message that defines the identity of the text and defines its content and attracts the reader towards the article

and the article, which is the phenomenon that indicates the inner text and its content. Thus, the title becomes a key to deciphering the mystery of the text, as it is a linguistic sign that is located at the interface of the text to perform a set of functions related to the text, its content, and its deliberation within a socio-cultural framework specific to the written” (Al-Rubaie, 2012, d.p.)

The title constitutes a mini-identification card for the journalistic material, as it defines the content of the journalistic material, the angle of its treatment and its quality in order to separate it from the rest of the other materials. Through the title, we can know the editorial line of the media institution, and we can also discover the extent of its professionalism.

Importance and functions of press titles:

Since the title is the interface of the article, the threshold for access, and the window for viewing the news, the burden and responsibility fell on it. The success and readability of the material depends on it, as it determines the fate of the text and its share in success or failure. The title plays an important pivotal role, as follows: (Sabri Salem, 2014)

- It summarizes the news and provides importance to the published topic.
- Separation of accompanying text and other materials.
- Give an allure to the newspaper.
- Indicates the quality of the editorial material that he leads.
- Readers motivate to read and follow up.
- Provides a quick and focused idea for the hurried reader.
- It is based on promoting and marketing the newspaper and contributing to determining the direction of the newspaper. The title helps the reader choose the material they want to see.

Types and forms of headings:

- We can distinguish between four famous forms of titles whose form is as follows: (Al-Khoury, 2009^[7], p. 77
- Titre The main or large title or what is called in French
- It comes under the main heading as an introduction to it. Sur titre: Subtitle.
- Sous-titre the second heading.
- It is a type of journalistic punctuation in Intertitre. The heading that divides the text into sections for long articles and press interviews it helps to summarize the ideas of the paragraphs and re-alert the reader with the maze of the long text.

Translation of press headlines:

- Christian Nordin sees the press headlines as text pieces due to the following multifunctionality: (Aştribe, 2011, p.33-48)^[6].
- Its mission is to attract the reader through a hidden appeal based on a tight formulation: Appelative Function.
- To attract the reader towards the article through expressive vocabulary of deep impact and significance.
- Those titles give us an idea and a hint, but rather a summary of the topic: Informative News Job.
- The article and what it contains.
- As the author of the article aims to communicate his position on the events and his interpretation: Expressive function. It’s in the title of the article.

When comparing her translations of Carmen ASTERBERI's titles, a study by researcher Carmen ASTERBERI and translating them into Romanian showed that the translations were mostly literal from *Le Monde*, the French newspaper, with few changes in the target language. The process of translating press headlines is subject to the quality and importance of the event, just as the type determines the strategy that the translator follows in formulating the headline and transferring it to the corresponding culture. And the news is accurate and the translator is committed to literalism in order to avoid confusion and misleading, while creativity and modification can be made in artistic and literary news in an effort to attract readers and approach and match their tastes.

What is media translation?

Many international media agencies have recognized the importance of translation and its role in enhancing the status of the media and breaking down linguistic and cultural barriers, so they introduced translation service within the media system as an essential element that must be available to those wishing to engage in the media corps, such as the British Broadcasting Corporation and the American broadcasting networks, and the networks followed suit. other international.

The use of translation in mass communication channels has increased the speed of spreading information and news, as news agencies draw from various sources around the world, which has increased the need for translation in the field of media and communication and made it the most popular and used type of linguistic art.

Media translation requires that the translator be an encyclopedia of knowledge on the one hand, and skilled in editing, drafting and writing in an informative manner characterized by brevity, clarity and smoothness while preserving the meaning and the core message on the other hand, in the spirit between the two industries in parallel, and he must also be aware of global developments in order to He can discipline the newly created terms and concepts and is fluent in employing and transmitting them in line with the media message and the news article. Without overlooking the aspect of his control over the grammatical, linguistic and morphological rules and editorial methods of linguistic economy and semantic and suggestive colorations.

Trust and forms of disposition in media translation:

There is no doubt that the profession of translation from Al-Sahlan is a scene of ideological manipulation, as the production and writing of texts is driven by ideological motives in the first place, and considering that translation reproduces a text from one language to another with its formal and implicit differences, it introduces new concepts that infiltrate through transmission within the framework of this reformulation, Darwish ('an argument and an excuse,' every reformulation, whatever its aim, reflects an ideological orientation) (2009, p248)^[7].

Media translation reshapes the information to display pre-existing facts. It does not make the news like the media, but reshapes it using the necessary linguistic tools. The two studies have shown that the translator is negatively affected by the direction of the issue he is translating, especially when translating religious and political texts, which affects the task and profession of the translator as an objective mediator and a neutral and honest transmitter.

The concept of betrayal and honesty in media translation is a mercurial relative concept that is dictated and controlled by circumstances.

Hurtadoalbir's ideology, like any linguistic discourse, bears the imprint of its author, according to Hurtado Albert Davier. Honesty in media translation is determined by the purpose and aim of the text from the logic of the end justifying the means. Media translation is dealt with from the point of view of content, form, quantity and focus, as well as making adjustments to the semantic and grammatical structure with a change in focus and evaluation, which confirms the writing of political reports and their translation is subject to restructuring the context of the news The information and its presentation from a different point of view (Schaffner, and Bassant, 2007) opened all the obstacles, the translator tries desperately to cling to the meaning and content, even if it is a hint, so he proceeds to the technique of acting according to the logic of "the news is neutral and the analysis is free."

Media translation methods and techniques:

Translation techniques are often used for sentences and smaller linguistic units, and the first thing that comes to our mind is from (stylistiquecomparée), once we talk about translation techniques, it is the first appearance of comparative stylistics. They are entitled "A comparative stylistic study between (J.P vinay et darblnet)" through the book "Vinney" and "Darblini".

The authors proposed, "Stylistique comparée du Français et de l'Anglais" French and English, seven technical approaches to translation between the French and English languages, divided into direct translation, including four of them. Traduction oblique includes three techniques and indirect translation (Traduction directe) (Vinay et darblnet, 1958, p.47-48).

- Direct translation: This method is adopted in translation between two languages that do not differ much in structure and meaning, i.e. (Vinay et darblnet, 1958, p. when the sentence structure or concept is the same) 48 1.4.2 Literal translation: Translation has contributed to the abundant flow For terms saturated with vague semantic charges in their entirety, which made the media use them to strengthen their influential discourse to give legitimacy to their discourse and at the same time to make the recipient drown in the darkness of vagueness and ambiguity acquired by politics, making him receptive because of his lack of understanding of imported vocabulary such as the term fundamentalism, terrorism and other terms that he did not strive Translators and political media in the Arab world to find accurate interviews for them. The Arab media uses this literal technique in translation.

The news is all, and news agencies do not use translators, but prefer the bilingual editor to the specialized translator, which makes them make many mistakes, which are often fatal. Without forgetting the factor of time and speed to achieve the scoop, which makes the editor resort to automatic electronic translation, which is sometimes devoid of meaning and deviates from the context. It is not surprising that the United Nations, in its fifty-fourth (54) session on June 21, 2000 on literal translation, indicated through the eleventh item that some documents written in the Arabic language seem to follow excessive literal translation by focusing on vocabulary without the literal meaning. Reply in the language (Darwish, 2009, original p.

(24)^[7].

Borrowing: The media manufactures terms and concepts and seeks to disseminate them through news and programs.

And marketing it as quickly as possible, according to the directions of those in charge of it, and since media dependency forces us to deal with those terms that do not exist in the repertoire of our language, the local media resorts to borrowing them towards: democratism - liberalism - bureaucracy, and other parodic terms. A delicacy of weight in the language of the media that he relies on to strengthen his position in front of those who accept influence and persuasion.

Simulation: It is a type of literalism that is full of the media dictionary in the barbarism of transmission from sources

The foreign language that produced chaos and a war of terminology towards: just peace, a friendly relationship, the road map, terms saturated with suggestion and implication.

Adaptation: through which the translator adapts the text by understanding the meaning and expressing it in the language style the goal. As the method of media editing requires the employment of adaptation to make the expression subject to extrapolation and multiple interpretation to put poison in honey.

Disposition: Disposition in the press in general provides a great service, liberating it from the restrictions that hinder its effectiveness and performance, so it tries to invest it to the maximum extent by deviating from the meaning and distorting it to serve informational or political purposes through interpretation as a disposition.

Substitution: It is a technique based on changing one element of the parts of speech or arranging it with another element while preserving it on the overall meaning of the message. This procedure is used for stylistic purposes required by the target language, such as:

(Assoon as he gets up): transferred to the English language as follows (Dès son lever) because the English language has only one case for translating this French sentence. Here, substitution is mandatory. As for Translated into Arabic as "when he comes back", or "when he comes back", in the following example, or "when he returns," or "when he returns." Substitution here is optional because the Arabic language has possibilities for change. (Vinay et Darbelnet, 1958, p.50)

Equivalence: This is the effect that we find in the translated text, compared to what we have discussed in the text. The source, and this is what makes us say that it represents two sides of the same coin. Whenever we turn it over, we find the same image and shape. When reading the translated text, the reader does not feel its translation, but rather as if it was written in that language. This parity plays a big role in fiduciary guarantee because the reader of the translated text must not feel too confused in it, whether in terms of meaning or structure. The translator should not have breached the trust and did not respect his role as a translator, as he respects the methods of the target language and respects) it's cultural character, and respects the grammatical rules that govern it. (Osama Tabash, 20)

Type of headline: A news headline that belongs to the category of international events of both a political and ethnic nature in which the accused turned into a murderer. The editor was keen to refer to the students in order to inspire and stir up the emotion associated with the marginal significance of the term mentioned in the description of the event. **Heading format:** A headline with the bold heading

leading global news and event.

Analysis:

The first thing we notice in this model is that the translator resorted to simulation as he simulated the style of the original title in the phrase "the murderer asked the students to point him to" however, he resorted to the tautology technique in some terminology. Which was "attack", which made the translated title clearer, as we notice in the original title the use of the word. We can translate it as an "attack", so the reader will have to resort to the news article to find out how the teacher was killed. While the translator used the word "slaughter", which gave the title greater clarity and transparency, as is the case with the word which he translated as 'the killer' while it could be translated as 'the accused'. We also note the compiler's avoidance of "suspect". To mention the victim's name "Samuel Patty" and replace it with the word "victim", contrary to what was mentioned in the original title.

A summary

This study showed that media translation requires resorting to various techniques, and that the translator often resorts to acting in order to transfer the news from the original language to the target language without prejudice to the idea to be communicated or the content of the news. The culture of both countries, the country concerned with the news and the country to which the news is transmitted.

-The task of translating the press headline is one of the most difficult tasks, as the first editor of the article is keen on brilliant wording attracts the reader and makes it the last thing to be written in the article, even if it was the first thing to begin with. Likewise, the media translator suffers the hardship of transmission and drafting, and seeks great influence to the same degree as that the original title left it with the reader in his own language.

-The media translator in general and the journalist in particular must be armed with language skills and knowledge of culture and knowledge of the arts of writing and drafting and control over the technical method of editing to produce a text transmitted without A shortcoming or defect in which translation and journalism converge and intensify to convey information with a high level of professionalism that would increase the newspaper's readability and global popularity.

-Most of the time, the translator resorts to the behavior of the translation, in order to present a meaning similar to the heading the most important techniques that the translator resorts to are: Adaptation, deletion, addition, First loan and exchange.

Although the translator avoids literal translation, he usually resorts to it when the title is direct and clear, summarizing the content of the text in an easy and understandable way.

References

1. El Khoury, Nassim. Media Writing, Principles and Principles. 2nd edition. Beirut, Laban: Dar Al-Manhal Al-Laban, 2009.
2. Al-Rubaie, Akram Farag. Communicative competence in drafting news headlines, a stylistic guide to headlines, 2013.
3. Press release. 1st Edition, Amman, Jordan: Dar Amna for Publishing and Distribution.
4. Arab Othman. The credibility of electronic journalism

- in the city of Riyadh. Internet Journalism Conference 23. College of Communication, University of Sharjah. In the Arab world, reality and challenges, 2005, p22.
5. Al-Fayrouzabadi. Al-Muheet Dictionary. Vol. 11. Beirut, Lebanon: Dar Nobles. Nasr, Hosni. Abdul Rahman, Sana. (2003). Journalistic Editing in the Information Age: The News journalist. 1st edition. Al-Ain, United Arab Emirates: University Book House, 2006.
 6. Aştirbei CE. Particularités de la traduction du texte de presse: le problème du titre journalistique. Revue Traduire. 2011; 225, 33-48. OpenEdition Journals.
 7. Darwish A. Translation and News Making: A Study of Contemporary Arabic Television. Aljazeera Case Study. (A Thesis Submitted in Fulfilment of the Requirements for the Degree of Doctor of Philosophy, the Creative Industries Faculty, Queensland University of Technology, Australia), 2009.
 8. Vinay JP, Darbelnet J. Stylistique Comparée du Français et de l'Anglais: Méthode de Traduction. Paris: Didier, 1977.