

## TRANSLATION OF THE NEWSPAPERS' HEADLINES

Headlines summarize the content of a story, and entice an audience into reading the article. The headline is the title given to a news item or a newspaper / magazine article. The main function of the headline is to inform the reader briefly of what the news that follows is about. Sometimes headlines contain elements of appraisal, i.e., they show the reporter's or the paper's attitude to the facts reported. English headlines are short and catching, they compact the gist of news stories into a few eye-snaring words. A skillfully turned out headline tells a story, or enough of it, to arouse or satisfy the reader's curiosity.

The purpose of the article is to identify the role of the headlines in the modern mass-media discourse, to give the characteristics of the peculiarities of English headlines' translation into Ukrainian, to analyze the morphological content and stylistic means of the creation of the headlines, to consider different ways of the translation of the headlines and to identify different approaches to the solving this problem.

So, in conclusion, some peculiarities of English headlines' translation into Ukrainian should be mentioned: 1) translation of the material from newspapers is characterized by the partial parallelism of the lexical structure – for the majority of words from the source language it is possible to find the equivalent in target language; 2) the most equivalent translation we can give for the article with political terms, the least equivalent will be the article in colloquial style with slang; 3) in order to translate the headline in correct way, the translator should firstly translate the article under it. And then, on the basis of the content, you can translate the headline. The translator should know that English newspapers use the combination of colloquial, literary and poetic words.

*Key words: headline, political discourse, transliteration, transcription, equivalency and adequacy, descriptive translation, lexical substitution.*

Суїма І. П., Дніпропетровський національний університет імені Олеся Гончара.  
**ПЕРЕКЛАД ГАЗЕТНИХ ЗАГОЛОВКІВ**

Розглянуто особливості перекладу газетних заголовків в основному на матеріалі англійського політичного дискурсу. Описано основні лексичні та граматичні трансформації, що використовуються перекладачами у процесі передачі англійського заголовка українською мовою. Проаналізовано різні способи перекладу заголовків з погляду збереження семантики та стилю оригіналу.

*Ключові слова: заголовок, політичний дискурс, транслітерація, транскрипція, еквівалентність та адекватність, описовий переклад, лексична заміна.*

Суїма И. П., Днепропетровский национальный университет имени Олеся Гончара.  
**ПЕРЕВОД ГАЗЕТНЫХ ЗАГОЛОВКОВ**

Рассмотрены особенности перевода газетных заголовков в основном на материале английского политического дискурса. Описаны основные лексические и грамматические трансформации, которые используются переводчиками при передаче заглавий на украинский язык. Проанализированы разные способы перевода заглавий с точки зрения сохранения семантики и стиля оригинала.

*Ключевые слова: заглавие, политический дискурс, транслитерация, транскрипция, эквивалентность и адекватность, описательный перевод, лексическая замена.*

The world of the media is an area where it is important not to confuse the object with the language. There are newspapers; there is radio; there is television. But there is no such thing as a variety of newspaper language; or of radio language; or of television language. The media reflect all aspects of the human condition, and make available to

the public many varieties of language already well known elsewhere, such as those associated with religion, politics, science, and literature, and the more topic-directed aspects of conversation (e. g. discussion, interview, debate, argument). When we apply the notion of a language variety to the media, we have to look within each product (a newspaper, a radio or TV channel) for uses of language which have been shaped by the nature of the medium, or whose purpose is to make use of the capabilities provided by the medium. And here, the communication and presentation of news is dominant.

The reporting of news, whether in the spoken or written media, reflects one of the most difficult and constraining situations to be found in the area of language use. The chief constraint is the perpetual battle against the pressures of time and space. These pressures are absolutes. To fit a column, 20 words need to be cut. To fit a radio window, 16 seconds of a script may need to go. There is no argument. If the writer of the original material does not meet the demand, someone else higher up the editorial chain of command will do it instead. The average news report, whether printed or broadcast, is the product of many journalists, editors (chief / check / copy / page sub-editors), typesetters, proofreaders, compositors, printers.

Conventionally, it is believed that newspapers have more readers than any other kind of written text. For most citizens, news is perhaps the type of written discourse with which they are confronted most frequently. In the newspaper it is the headlines that have the highest readership. It summarizes the content of a story, and entices an audience into reading the article. The headline is the title given to a news item or a newspaper / magazine article. The main function of the headline is to inform the reader briefly of what the news that follows is about. Sometimes headlines contain elements of appraisal, i. e., they show the reporter's or the paper's attitude to the facts reported. English headlines are short and catching, they compact the gist of news stories into a few eye-snaring words. A skillfully turned out headline tells a story, or enough of it, to arouse or satisfy the reader's curiosity. In most of the English and American newspapers and magazines sensational headlines are quite common. The practice of headline writing is different with different editions. In many newspapers, there is, as a rule, one headline to a news item, whereas some others more often than not carry a news item or an article with two or three headlines.

*RETURN TO THE CHARM OFFENSIVE (Time)*

*Has Chalabi given & lquo; sensitive` information on U.S. interests to Iran? He denies it, but the White House is wary.*

*A DOUBLE GAME (Newsweek)*

*DOES KERRY HAVE A BETTER IDEA?*

*MISTAKES WERE MADE GOING INTO IRAQ, HE SAYS. HE'D UNDO THEM (Time)*

The headline describes the essence of a complicated news story in a few words. It informs quickly and accurately and arouses the reader's curiosity. News headlines are particularly important for the way readers comprehend a news text, they are markers that monitor attention, perception and the reading process. A headline is text at the top of a newspaper article, indicating the nature of the article below it.

It's difficult to understand and translate the headline. Obviously, it is not just a matter of vocabulary; even the style of writing is different from any other text. The language of headlines is special and has its own characteristics on the lexical, syntactic, and rhetorical levels for its brevity, attractiveness, and clarity. Therefore it is not surprising that the headlines have been studied quite extensively not only by journalists but also by linguists [1-8; 10; 12].

The purpose of the article is to identify the role of the headlines in the modern mass-media discourse, to give the characteristics of the peculiarities of English head-

lines' translation into Ukrainian, to analyze the morphological content and stylistic means of the creation of the headlines, to consider different ways of the translation of the headlines and to identify different approaches to the solving this problem.

Such group headlines are almost a summary of the information contained in a news item or an article.

The basic language peculiarities of headlines, however, lie in their structure. Syntactically headlines are very short sentences or phrases of a variety of patterns:

a) Nominative sentences, e. g., *The Prince of Arrogance (Newsweek)*, *The End of Europe (The Guardian)*, *A Bridge to Nowhere (The Times)*.

b) Phrases with verbals, e. g., *Keeping U.S. Jobs at Home (Newsweek)*, *Betting on the EU (The Times)*, *Made in Japan (Time)*, *To Get US Aid (The Observer)*.

c) Elliptical sentences, e. g., *Off to the Sun (The Observer)*, *Still in Danger (The Observer)*, *Copcats, Soon Dogs (Newsweek)*.

d) Full declarative sentences, e. g., *Europe's Newest Members Face a Rough Road Ahead (Newsweek)*, *The Future Starts Now (Time)*.

e) Interrogative sentences, e. g., *Is He To Blame? (Newsweek)*, *A U.S. Link to Madrid? (Time)*, *Ready for Europe, or No? (Newsweek)*.

f) Sentences with articles omitted, e. g., *Frogman finds Girl in River (Daily Worker)*, *Staff Join Teach-in by Bristol Students (The Observer)*.

g) Complex sentences, e. g., *The Country It Should Be (Newsweek)*, *More Transparency Means Knowing How What's Getting Where And When (Newsweek)*.

h) Headlines including direct speech, e. g., *The Queen: "My Deep Distress" (The Guardian)*, *Prince Richard Says: "I Was Not In Trouble" (The Guardian)*.

The headline in British and American newspapers and magazines is an important vehicle of both information and appraisal, and editors give it special attention, admitting that few read beyond the headline, or at best the lead. To lure the reader into going through the whole of the item or at least a greater part of it takes a lot of skill and ingenuity on the part of the headline writer.

The headlines of news items, apart from giving information about the subject-matter, also carry a considerable amount of appraisal (the size and placement of the headline, the use of emotionally colored words and elements of emotive syntax), thus indicating an interpretation of the facts in the news item that follows.

Let's consider the main difficulties in translation of the English headlines into Ukrainian:

**I.** The auxiliary word is omitted. In such cases the full construction should be restored and only after it the headline can be translated.

**For example:** *TUC Leaders to See Prime-Minister (TUC=Trades Union Congress) =TUC Leaders are to see the Prime Minister. Лідери Конгресу пред-юніонів повинні зустрітися з прем'єр-міністром.*

For Ukrainian language more peculiar are noun constructions, but not verb construction, as for English. That why, it is better to translate this headline in this way: *Майбутня зустріч лідерів Конгресу пред-юніонів з прем'єр-міністром.* Besides of the auxiliary verb the article is also omitted in this sentence.

**II.** Sometimes not only auxiliary, but also the main verb is omitted.

For example: *Talks Today on Steel Industry Pay Dispute=Talks on the steel industry pay dispute will start today. Сьогодні розпочнуться переговори з питання про підвищення заробітної плати працівникам сталеливарної промисловості.*

**III.** The grammatical structure of the headlines is also changed during translation: *The Economy is Privately Owned. В економіці панує приватний капітал. (Економіка знаходиться в приватній власності).*

**IV.** Very often the headline is the rhetorical question, it means that the idea mentioned in this sentence is called in question. *Prospects Of Balance of Payments Favorable? Чи дійсно перспективи платіжного балансу сприятливі?*

**V.** The complex attributive constructions are also used in the headlines: *Steel Industry Pay Dispute. Конфлікт з приводу заробітної плати в сталеливарній промисловості. Round Table Talk. Переговори за круглим столом. «Buy British» Campaign. Кампанія під лозунгом «Купуйте товари тільки англійського виробництва» Renault Sit-In Goes On. Продовжується сидячий страйк на заводах «Рено».*

**VI.** In the headline are also used quotes: *Russian Link is Basic to us – the President. «Зв'язок з Росією необхідний для нас». Заява Президента республіки.*

The headline can be translated in some other way: *Президент республіки: зв'язок з Росією необхідний для нас.*

**VII.** In order to translate the headline in correct way, the translator should know cases of specific usage of some words. For example: developments: 1) положення, кон'юнктура; 2) події, фактори; 3) висновки, результати; 4) зміни, досягнення.

*Developments on the Coal Market. Ситуація на ринку вугілля.*

**VIII.** The great amount of the abbreviations, names, proper names, different English realias are used in headlines. In this cases the translator should use special glossaries, dictionaries and reference books. For example: *The Pentagon – Пентагон; The Capitol – Капітолій; Senate – Сенат.*

The names of different state institutions are used in the English headlines: such names are translated by creating a new word or word-combination on the basis of the existing elements: *The Department of Homeland Security – Міністерство внутрішньої безпеки; The Department of Agriculture – Міністерство сільського господарства; The Agency for International Development – Агентство міжнародного розвитку; The Global Fund to fight AIDS – Фонд боротьби зі СНІДом; International Relations Committee – Комітет з питань міжнародних відносин.*

And also the names of positions are used: *Congressman – конгресмен; Governor – губернатор; Mayor – мер.*

Very often English headlines consist of phrasal verbs. The translator should treat the phrasal verb as a one semantic unit and try to find the equivalent in the target language. If there is no such equivalent, the translator should transfer the meaning of the idiom by the explanation. For example: *A domino effect – ефект доміно; to buy a pig in a poke – купити kota в мішку*

**IX.** Different stylistic devices are also used in the headlines, for example: metaphors, metonymy, pun, irony etc.

*Down From the Ivory Tower* (букв.: *Залишити бацту зі слонової кості*) ≈ *Спуститися з небес на землю «The Ivory Tower» – is a reference from the literature.*

*Officials say atoll do nicely* (*About the fraudulent sale of small Pacific islands*).

The word «atoll» means coral island and it is combined with the phrase «that will do». That why, we have the sentence: *Officials say that will do nicely.* The phrase *That will do nicely*, was taken from the British advertisement, in which the consumer asks the shop-assistant, can he pay with the credit card or not. A shop-assistant gives the answer: Yes, that will do nicely. (i. e. you are most welcome to pay with this credit card). Pragmatical effect of the pun is in the achievement of the irony. The author calls to stop the illegal sale of the islands.

Another headline is from the magazine «The Guardian»: *Burning questions on tunnel safety unanswered (About the possibility of fires in the Channel tunnel)*.

In this case the pun is in word-combination burning question. The questions are about fires, hence burning questions, but the phrase «burning question» also means «an important or urgent question». So, the author of this article tries to focus the readers' attention on the importance of the problem, mentioned in the article, and to inform the readers about the essence of this problem.

Another headline is built by graphical means: *Sen-sational*.

It is an article about the winner of the Nobel Prize Amartya Sen. His name is combined with the word «sensational».

So, in conclusion, some peculiarities of English headlines' translation into Ukrainian should be mentioned:

1) translation of the material from newspapers is characterized by the partial parallelism of the lexical structure – for the majority of words from the source language it is possible to find the equivalent in target language.

2) The most equivalent translation we can give for the article with political terms, the least equivalent will be the article in colloquial style with slang.

3) In order to translate the headline in correct way, the translator should firstly translate the article under it. And then, on the basis of the content, you can translate the headline. The translator should know that English newspapers use the combination of colloquial, literary and poetic words.

### References

1. **Алимов В. В.** Теория перевода. Перевод в сфере профессиональной коммуникации : учеб. пособие / В. В. Алимов. – М. : МГЛУ, 2005. – 450 с.
2. **Виноградов В. С.** Введение в переводоведение / В. С. Виноградов. – М. : Академия, 2001 – 224 с.
3. **Казакова Т. А.** Translation techniques / Т. А. Казакова. – М. : Просвещение, 2000. – 143 с.
4. **Комиссаров В. К.** Теория перевода / В. К. Комиссаров. – М. : Высш. шк., 2000. – 253 с.
5. **Коптілов В. В.** Теорія і практика перекладу / В. В. Коптілов. – К. : Вища шк., Вид-во при Київ. ун-ті, 2001 – 166 с.
6. **Николаев С. Г.** Mass Media : Radio and Press. Методические указания по практике устной и письменной речи английского языка для студентов специальности «Романо-германская филология» / С. Г. Николаев, К. Ю. Колесина, А. А. Григорьянц. – Ростов н/Д : ЮФУ, 2007. – 63 с.
7. **Латышев Л. К.** Технология перевода / Л. К. Латышев. – М. : НВИ-ТЕЗАУРУС, 2001 – 280 с.
8. **Слепович В. С.** Практический курс перевода с русского языка на английский / В. С. Слепович. – М. : Академия, 2004 – 352 с.
9. **Harper D.** Online etymology dictionary [Electronic resource] / D. Harper. – 2001. – URL : <http://www.etymonline.com/index.php> (25.10.07).
10. **Korunets I. V.** Theory and Practice of Translation / I. V. Korunets. – Vinnytsia : Nova Knyha Publishers, 2001 – 446 p.
11. **Proceedings of the First James S. Holmes Symposium on Translation Studies.** – Amsterdam – Atlanta GA, 1991. – P. 13–23.
12. **Leech G. N.** Principles of pragmatics / G. N. Leech. – L.; N.Y. : Longman, 1983. – 376 p.
13. **Vocabulary – Mass media** [Електронний ресурс]. – Режим доступу. – [http://www.myenglishpages.com/site\\_php\\_files/vocabulary-lesson-mass-media.php#](http://www.myenglishpages.com/site_php_files/vocabulary-lesson-mass-media.php#). UuqEePu2Iwo.

Надійшла до редколегії 31.01.2014