

Challenges in Translation News Headlines: A Case of English Headlines Rendered into Arabic

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Abstract

The study aims at investigating the challenges and the strategies the translator may encounter while translating news headlines from English into Arabic. Translating headlines across languages can pose unique challenges due to linguistic and cultural differences. To achieve the goals of the study, the researcher collected ten examples from three bilingual news websites that are BBC, Aljazeera, and CNN: Aljazeera website, CNN website, BBC website translated from English into Arabic. In analyzing the data, the researcher draws mainly on Mona Baker's model (1992) and Critical Discourse Analysis of Fairclough (1995) by analyzing and explaining three levels of texts: structure, production, and comprehension. To ensure that the intended goals are achieved in the target language, translators need to apply multiple translation strategies that convey the idea without compromising the general meaning of the press headline and without being affected by cultural factors in translation. The study analyzed ten headlines from different websites to identify the translation difficulties and strategies used and it offered solutions and recommendations for the translators.

Keywords: Translation, headlines, English-Arabic, challenges, strategies

1. Introduction

Translation is the art of reshaping work in another language and the key tool to connect members worldwide. According to Nida and Taber (1982), the main goal of translation is to transfer a message from the source language into the target language with the closest equivalent. A translator is a person whose job is to translate the written or spoken language from one language into another while keeping the original meaning. The responsibility of a translator is to facilitate communication between people who speak different languages. Translators can translate books, documents, websites, software, talks, and news headlines.

Headlines are the most important element in the news that summarize the whole story of the news. It is a "hook" to capture the attention of the readers and motivate them to read the article. News headlines have a set of functions that specifically dictate their shape, content, and structure. It also operates within a wide range of restrictions that limit the freedom of the writer. News headlines serve to summarize the story in the minimum number of words, catch the eye, and make the reader read the story, and, if it appears on the front page, it attracts the reader to the paper itself. Over the years headline writers have developed a set of principles that fulfill the requirement of the headline, using items that are short, attention-getting, effective, memorable, and striking.

There are some difficulties that face translators when translating news headlines which as the lack of context that they provide an intense idea put in the articles while the information in the thoughts of readers are blank, problems of the absence of equivalent terms or words in the target language, differences in syntactic structures of headlines in different languages, and/or culturally non-acceptable or non-understandable words used in the source headlines, including unusual or not widely known acronyms, titles, abbreviations, names, and others. Consequently, news headlines from English to Arabic are a complex task that demands meticulous consideration of linguistic, cultural, and rhetorical disparities between the two languages. Precise and reliable translations necessitate competent and well-informed translators who can adeptly manage emerging obstacles.

Petroniene and Žvirblytė (2012, p. 66) state that there are some difficulties that face translators when translating news headlines which as the lack of context that they provide an intense idea put in the articles while the information in the thoughts of readers are blank, problems of the absence of equivalent terms or words in the target language, differences in syntactic structures of headlines in different languages, and/or culturally non-acceptable or non-understandable words used in the source headlines, including unusual or not widely known acronyms, titles, abbreviations, names, and others. Consequently, news headlines from English to Arabic are a complex task that demands meticulous consideration of linguistic, cultural, and rhetorical disparities between the two languages. Precise and reliable translations necessitate competent and well-informed translators who can adeptly manage emerging obstacles. This thesis explores the difficulties of translating news headlines from English to Arabic and proposes feasible solutions to surmount them.

This study explores the difficulties of translating news headlines from English to Arabic and proposes feasible solutions to surmount them. Headlines are indeed one of the most noticeable aspects of contemporary newspapers. As a result, it's no wonder that they have been the

subject of extensive research by journalists and linguists.

2. Theoretical Background

When translating news articles, it's crucial to start with the headline as it plays a vital role in persuading readers to continue reading the rest of the content. A compelling headline should have elements of suspense that motivate the readers to read the entire article. Therefore, crafting a headline that entices the reader and creates interest in the material is essential.

However, translators often face numerous challenges in producing a good and readable translation. These obstacles must be overcome to ensure the translation conveys the intended meaning and captures the target audience's attention.

Headlines are one of the most noticeable aspects of modern newspapers. As a result, it is not unexpected that journalists and linguists have thoroughly researched them. Some existing headline research will be reviewed here.

Headlines should be clear, concise, and intriguing to attract potential readers. Readers should be able to quickly skim through the page and pause when something catches their eye. A headline is a crucial element of any news article, which comprises a byline, place-line, lead, body, and quotation.

Halliday (1985: 372) describes headlines as "tiny texts" that must convey much information with limited space, which affects their grammar. This study aims to translate news headlines and identify the main challenges a translator may encounter. The study also proposes solutions involving cognitive and schematic knowledge to overcome these difficulties.

Early work by Shudooh (1988) investigated the challenges of translating language, specifically with regard to syntax and vocabulary. The data used in the study was gathered from M.A. students at Yarmouk University. The findings revealed that there are thirteen primary categories of lexical errors in English, which include problems with the formation of words, literal translation, ambiguity, foreign terms, misunderstandings of the original text, omissions, redundancies, collocations, style, register, incorrect creation, word choice, word order, fragile structure, and message distortion due to differences in sentence structure between Arabic and English. Additionally, headline writing is essential for making newspapers, periodicals, and news pieces successful and easily readable for audiences.

It goes without saying that the news impacts our perception of the world, ourselves, and those around us. The headline is the most important part of any piece of writing, whether it be an essay, newspaper article, web page, or business report. Without a compelling headline, nobody will read the rest. A well-written title will ensure that our translation is read because people will be curious to learn more, rather than the article being disregarded or deleted.

According to Venuti (1998), translation strategies consist of selecting the foreign text to be translated and devising a method for translating it." He coined the term "domesticating" to refer to translation procedures. Krings (1986) defined translation strategy as "the translator's potentially conscious plans for solving concrete translation problems within the context of a concrete translation task."

Van Dijk (1991) contends that headlines significantly shape people's views of a given situation by defining it and serving a cognitive purpose, as readers rely on them to form their broader comprehension of the event.

Al-Shamali, (1992) examined the challenges of translating journalism into Arabic. Initially, he evaluates the translated texts to determine if the intended meaning of the original text has been preserved. He identifies three areas where gaps can occur: cultural, syntactic, and semantic.

Seminal contributions have been made by La Rocque (2003), who pointed out that a good headline can encourage readers to continue reading and invest their time into the entire article. A catchy headline accurately conveys the story's main idea and captures the reader's attention. In addition to lexical and rhetorical features, grammatical accuracy is crucial in headline writing. This makes news headline writing different from other forms of writing. La Rocque also noted that many English students struggle to understand the messages in English news headlines.

A series of studies (Saxena, 2006) indicated that the importance of headlines for news items should be stressed. It serves as the story's single most significant hook for readers. It is challenging to complete this work, but he claimed that creating catchy headlines is an art that can be learned and a talent that has to be honed. Achieving meaning compatibility before communicating to the public is crucial.

There have been numerous early studies to investigate this area. Valdeon (2007) investigated the influence of adopting specific translation procedures in creating news headlines. The study analyzed data gathered from CNN, BBC, and the Reuters Agency. Valdeon aimed to investigate how translation methods influence the compelling and instructive aspects of news headlines, especially in regard to the target language readers. Based on the analysis of these headlines, the researcher concluded that there is no uniformity in the structure of headlines across languages that can be considered a standard for quality.

Generally speaking, headlines in newspapers have the highest readership among news. It's important to note that the title of a news article is crucial since it serves as the main point of entry for readers. Many often skim through the headlines instead of thoroughly reading the entire news story. Therefore, the title and content are closely linked and cannot be separated. A good headline is the most essential item that may be considered an excellent approach for attracting the reader to the target language. The headline should be intense, brief, and enticing.

Bazza (2012) examines the significant grammatical and semantic structure changes in English news headline translation into Arabic and analyses essential strategies and procedures. The study's sample includes eight English and Arabic political news headlines from websites like CNN and BBC. There were some linguistic variances, it was determined after investigation. In order to make the translated news

headlines more accurate and effective, the participants used a variety of techniques and methods, such as omitting irrelevant information or omitting information related to the main information, which led to significant changes in the messages conveyed. Other than this assertion, the headlines were altered semantically as participants attempted to make the headlines seem more appealing to readers or, more likely, as participants mistranslated some information.

This has also been explored in prior studies by Rasul (2018). Rasul demonstrated that journalist-translators face difficulties translating headlines because they must create attractive headlines for readers in the target language. As a result, they may need to modify, rephrase, or replace the headlines.

Prior research by Hassan (2018) compared news headlines from English and Arabic websites. The study analyzed the language characteristics and persuasive techniques employed when translating news headlines and discovered that translators utilized distinct methods to meet the preferences of their particular audiences.

Most early studies, as well as current work, focus on the ideology. As an illustration, Halley (2019) demonstrates that ideology guided interpreters' actions and determined how interpreters rendered services—focusing on interpretation roles in a contentious political setting and highlighting interpreters' ideologies.

Some authors (Li, 2019) showed that the main feature of news headlines is ellipsis, which means that abbreviated and straightforward language is not the same as simple ellipsis. Therefore, it is vital to treat them flexibly while maintaining English news's central theme. The speaker emphasizes that the selection of words is crucial in translating news headlines, and they must be suitable for the target language to convey the overall idea of English news headlines accurately. Moreover, the translated news headlines should be innovative, humorous, and memorable.

Translating news headlines from English into Arabic is intricate and requires consideration of multiple language and cultural factors. Past research has revealed that translators utilize diverse translation strategies to adapt to the target audience's preferences and that there are notable differences in language features and persuasive techniques between the two languages. These findings offer significant knowledge into the translation of news headlines and emphasize the crucial role of cultural variations and audience preferences in translation.

According to Mozūraitytė (2015), there are varying differences in language usage when we write formally, informally, technically, non-technically, emotionally, or neutrally. The technical register is commonly associated with the formal register, whereas the colloquial language is often associated with emotional language.

Headlines play a critical role in conveying information, but they can also be a source of confusion or even deception. As Turner (2009) notes, headlines can be misleading, inaccurate, or unclear, leading to misunderstandings. The key concern of CDA is to investigate the buried ideology in news texts which are hidden by dense linguistic foliage, it has not focused on translation when writing and producing news stories within global contexts. However, Translation Studies are in a dynamic flow and there are attempts to use the same CDA tools to reflect on the ideological work done by news translators, in particular.

According to Van Dijk(1998), critical discourse analysis (CDA) involves examining spoken and written texts to reveal the underlying discursive sources of power, dominance, inequality, and bias. Additionally, CDA examines how these discursive sources are maintained and reproduced within specific social, political, and historical contexts.

Critical and sociological discourse analysis should also consider the social relationships and issues that underlie news discourse. So, discourse analysis is an important tool for translators of news headlines. It aims to faithfully convey the meaning and style of the original text while also considering any cultural or ideological disparities between the source and target language to ensure accuracy.

Another early work by Simpson (1993) concluded that language could not occur in a "contextless vacuum" since it is a social behavior inextricably linked to the socio-political context. To put this into perspective, consider how a media organization might produce news articles in a society targeted at particular readers. This institution writes and publishes news; hence, it is considered a writer. Unaware readers without training in linguistic analysis may form conclusions favorable to the institution itself due to the writer's vocabulary and discourse choices (Munday, 2007).

According to Fairclough (1995), text representation focuses on how events, situations, relationships, and people are portrayed. He contends that media representation does not necessarily reflect reality, as it may present circumstances, people, or conclusions to align with their interests and objectives. Fairclough (1995) notes that CDA involves analyzing and explaining media texts on three levels: structure, production, and comprehension.

Translating news is a complex task that requires the translator to have the ability to recognize different types of speech. This means that the pragmatic and semiotic values of the utterances within the texts need to be considered.

The authors bring some information about the background of the problem. According to Hatim (2013, p. 292), the influence of textual pragmatics - "the study of the purpose for which utterances are used" - in linguistics has broadened the focus of translation studies toward discourse-focused research.

III. Statement of the problem

Translation of news headlines is hard work and it is difficult for a translator to translate it correctly because it is problematic in many ways. The headlines in the English language actually are written in a distinctive and professional style which is completely different from normal

writing. The problem of this study is to investigate challenges that may arise in translating news headlines such as variation in language, culture, ideology, and the specific requirements of headline writing, and suggest some solutions for the problem. Understand the strategies employed by the translator. This study analyzes the quality of the translation of news headlines from English into Arabic.

3. The Objectives of the Study

This study aims to investigate the strategies used in translating news headlines from English into Arabic. It also aims to examine the challenges faced by translators when translating news headlines from English into Arabic.

4. Research Questions

The study tries to answer the following two questions:

1. What challenges arise when translating news headlines from English into Arabic?
2. What strategies are used to translate news headlines from English into Arabic?

5. Significance of the Study

It is expected that the findings of this study will be useful for the translator who is dealing with news headlines and it is helpful for second-language news readers because it assists them in understanding and analyzing better news headlines. Furthermore, this study will give useful information about the strategies that translators use hence; it leads to overcoming the problems and producing an accurate translation. It is anticipated that this study may be merited attention of whoever is interested in translation generally.

6. Methodology

6.1 Data Collection

The data for this thesis "Challenges in Translating News Headlines: A Case of English Headlines Rendered into Arabic," consists of ten examples from three bilingual news websites that are BBC, Aljazeera, and CNN: Aljazeera website, CNN website, BBC website translated from English into Arabic. The collected examples were published in English and Arabic between February to September 2023. This research addresses the headlines that contain the problems and ideology and investigates the strategies used in each example. Headlines are chosen according to their importance and worthiness. The data covers different topics to ensure overall analysis.

Each example in this research reviews and identifies the challenges and strategies to express the intended meaning of headlines. This research used a qualitative approach because it is in-depth and natural.

6.2 Data Analysis

For the purpose of analysis, the research draws mainly on Mona Baker's strategies (1992): Loan Word plus Explanation, Paraphrasing Using a Related Word, paraphrasing using unrelated words, Omission, Illustration.. These strategies seem to be quite relevant and appropriate for the purpose of the analysis here. According to Fairclough (1995), CDA analyses media texts within not only their textual and structural frameworks but also by analyzing and explaining three levels of texts: structure, production, and comprehension. Some steps that the researcher follows in analyzing the data: first, identify the news channels from which the researcher wants to collect data, then choose suitable headlines that contain problems, finally the researcher begins analyzing the translation of these examples in order to get the results.

7. Results and Discussion

The main goal of this study is to discuss the challenges of translating news headlines from English into Arabic; these challenges include ideology, objectivity, clarity, conciseness, idiomatic expression, and the need to convey the essence of the original headlines accurately.

A discussion section analyzes the translation strategies used and how well they convey the intended meaning and effect of the actual headlines, critically examining the challenges identified.

Example (1)

Source Text:

Arrests after mob burns churches in Pakistan (BBC)

Target Text:

محتجون يحرقون كنائس في باكستان بعد "تدنيس القرآن"

In this particular example, the translation raises the question of a specific ideological viewpoint in the phrase "تدنيس القرآن" (desecration of the Quran). Including this phrase in the target text suggests that religious motivations drove the mob's actions. It is important to note that the original English headline did not explicitly mention the motive behind the mob's actions. Consequently, the translated headline implies a specific motive for the church burnings, potentially emphasizing religious tensions or conflicts. However, this translation may not accurately capture the accurate disparities of the original news story. It is crucial to consider the potential biases or assumptions that can be introduced by highlighting a particular motive in the translation and striving for a faithful and balanced representation of the original text.

The researcher highlights the presence of subjectivity in the inclusion of the term "محتجون" (protesters) to describe the mob, which may introduce a managing aspect to the translation.

However, it is crucial to consider that the original English headline utilizes the term "mob," which carries a stronger connotation of a violent

group. it could be translated the "mob" as "محتجون", to ensure the accuracy of translation because the word "mob has several negative connotations that do not convey the intended meaning. The modification for the word "mob" as "جماعات" or "جماهير" captures the accuracy of the original term in a way that preserves the objectivity and faithfulness to the source text.

The omitting of the term "arrests" from the target text, leads to a lack of objectivity. It is essential to commit to translating a headline without omitting any words which can lead to a lack of accuracy and clarity. The translation effectively communicates the primary information regarding the arrests following the church burnings in Pakistan. The fidelity to the source text in translation is extremely important to maintaining objectivity and accurately representing the original news story.

The researcher suggests the following translation:

مجموعات تحرق الكنائس في باكستان واعتقالات جراء ذلك

In this example, the translator employed the translation strategy by paraphrasing unrelated words. An instance of this strategy can be observed in the substitution of the term "mob" with "محتجون" (protesters) in the given translation. This substitution might be due to a lack of equivalent terms or appropriate cultural references. In such cases, translators may opt for unrelated words that capture the general sense or evoke a similar reaction in the target language audience.

By using "محتجون" (protesters), the translator conveys a similar notion of a group of people engaged in collective action, even though the specific connotations or the differences associated with the term "mob" might not be fully captured.

Example (2)

Source Text:

Acclaimed and outspoken Irish singer Sinead O'Connor dies at 56 (Aljazeera)

Target Text:

المسلمة المتمردة: وفاة المغنية الأيرلندية الشهيرة شنيدي أوكونور عن عمر ناهز 56 عاما

Compared to the English headline, the Arabic translation is longer and more informative, which may affect the headline's impact and conciseness. Arabic headlines are typically expected to be shorter and more concise. That is one of the problems with headlines.

The terminology used in this translation may have ideological implications. The translation "المسلمة المتمردة" (the rebellious Muslim) adds a religious element that was not included in the original English sentence. As a result, this may convey a specific ideological perspective or stereotype about Muslims that does not follow what the original text intended.

This additional detail may confuse readers or distract them from the main focus of the news.

The researcher suggests the following translation

وفاة المغنية الأيرلندية الشهيرة شنيدي أوكونور عن عمر 56 عاما

The translator employed two strategies in this example. In the first place, translation by using related words. In this case, the translation of "dies" as "عن عمر ناهز 56 عاما" ("at the age of 56") is an example of translation by using a related word. Instead of directly translating "dies," the translator chooses to convey the information about the person's passing by providing additional details about their age.

Secondly, the translator utilized translation by illustration. In this case, the translator resorts to adding the word "المسلمة" (the Muslim) to provide additional information about Sinead O'Connor's religious affiliation and her reputation for being outspoken or rebellious. However, this addition leads to a lack of objectivity because the translators must be honest and faithful when they convey the information.

Example (3)

Source Text:

Zelensky accuses some Arab leaders of "blind eye" to invasion (BBC)

Target Text:

زيلينسكي من السعودية يتهم دولا عربية "بغض الطرف" عن الغزو الروسي لبلاده

In the given headline in this example, the researcher notes that there are some potential problems to take into consideration:

Comparing the English and Arabic headlines, we can see that the English one is composed of 10 words while the Arabic one has 12. One of the main differences between English and Arabic headlines is that the Arabic one tends to be more informative. For instance, the phrase "to invasion" is rendered as "الغزو الروسي لبلاده", and the translator resorts to add some information to be precise.

The translation states that Zelensky made the accusation from Saudi Arabia, but the source headline did not mention where Zelensky was accused, so it is best to remove it to maintain the source text's accuracy.

The translation also lacks objectivity since it uses "دولا عربية", but the English headline uses "Arab leaders" to refer to the accused Arab leaders. However, the original news headlines mentioned "some Arab leaders," meaning that the accusation is directed at a specific individual, not entire countries. So, providing more precise information about the accused leaders will improve the accuracy of the translation.

The translation uses the term "بغض الطرف" to convey the idea of carelessness. It is a literal translation. This term is generally understandable, but it may not capture the exact meaning of the original English phrase "blind eye". So, it is essential to use a more common term that conveys the notion of willful ignorance "تجاهل" to improve the translation.

The translator employed both illustration and omission strategies for the strategies used in this example. The translator resorts to adding some information for Arabic translation about Zelensky's connection to Saudi Arabia, which may provide additional context or specificity. Whereas the translator resorts to removing necessary information, which is the word "some", this word is mentioned in the source text but omitted in the target text.

Here is an improved translation for this example:

زيلينسكي يتهم بعض قادة العرب بتجاهل الغزو الروسي لبلاده

Example (4)

Source Text:

Moscow bans "500" Americans from Russia, including CNN journalists (CNN)

Target text:

CNN روسيا تحظر دخول 500 أميركي من بينهم أوباما وصحفيين في

A translator resorts to inaccurate inclusion in this example. Due to the inclusion of specific names in the Arabic version containing "أوباما" as one of the banned individuals, which is not mentioned in the original English headline, this translation may not be objective. Adding specific names without evidence or a source can be misleading. The addition introduces subjectivity and could lead to a biased translation because it focuses on a particular person. The inclusion of "أوباما" (Obama) in the translation could suggest a particular ideological perspective, potentially influencing the reader's perception of the ban. So, it is important to stick to the information provided in the original headline to maintain accuracy.

Here is an improved translation for this example:

CNN موسكو تمنع 500 أميركي من دخول روسيا من بينهم صحفيين في

The translator employed strategies to convey the meaning in translating the above example. One of the strategies is a translation by cultural substitution, which shows that when translating "Moscow" into "روسيا" the translator assumes that the target audience would understand the reference to the capital city within the context of the country.

Another strategy that is used in the example is loan word plus explanation. For example, the phrase "CNN journalists" could be translated as "صحفيين CNN". Here, "CNN" is retained as a loan word from the source language (English) and incorporated into the target language (Arabic). However, since CNN may not be widely known or understood by the target audience, an explanation or clarification may be added to help the readers or listeners understand its meaning. The translation "صحفيين CNN" provides the loan word "CNN" and follows it with the explanation "صحفيين" (journalists) to convey that it refers to journalists working for the CNN channel.

The other strategy that the translator employed is a translation by illustration, for example, providing additional context or examples to clarify the ban on "500 Americans" and mentioning "أميركي من بينهم أوباما" which translates to "Americans, including Obama, among them."

Example (5)

Source Text:

Break-in at Biden's aide's home while agent outside (BBC)

Target Text:

اقتحام منزل مستشار الأمن القومي لبايدن رغم الحراسة المشددة

The term "aide" does not necessarily imply a national security adviser. It is a general term referring to an assistant, advisor, or collaborator. Using "مستشار الأمن القومي" specifically restricts the interpretation to a national security context, which may not be accurate in all cases.

But, "مستشار الأمن القومي" is a more specific and specialized term compared to the general term "aide." It may not fully capture the range of responsibilities or roles that an aide can have. By using such a specific translation, important differences or variations in the aide's role may be lost.

The term "agent" is translated into "الحراسة المشددة", which is incorrect because the term "agent" means in Arabic "أمن" rather than "الحراسة المشددة".

Removing the word "outside" from the translation makes it unclear where the agent was stationed during the break-in. The original headline specifies that the break-in occurred while the agent was outside, which adds an important detail to the context of the incident. By omitting this information in the translation, the reader may not fully understand the circumstances surrounding the break-in.

To maintain clarity and accuracy in the translation, it is advisable to include the word "outside" in the translated headline.

So the suggested revision is "اقتحام منزل مستشار بايدن رغم وجود الأمن في الخارج"

This strategy is used in this example by the translator to use an unrelated word to paraphrase the phrase "while agent outside" as "despite the presence of the agent outside the house." As a result, the word "agent" is translated as "أمن", which can refer to a representative or someone responsible for specific tasks.

Example (6)

Source Text:

Russia vetoes UN vote to extend key Syria aid route (Aljazeera)

Target Text:

فيتو روسي على تمديد آلية إدخال المساعدات الإنسانية لسوريا عبر الحدود لتسعة أشهر

The translated version is slightly longer than the original headline, which may impact conciseness. This translation includes more details about the "mechanism" and the duration of "nine months." These details provide more information but also increase complexity and length.

By including "UN vote", the omission of this information from the target text may introduce a lack of objectivity or bias if the veto is not attributed to a specific authority. As well as it can lead to a loss of clarity and accuracy.

This phrase ("nine months") which is mentioned in the target text, but it is not mentioned in the source text could introduce inaccurate details. This phrase "عبر الحدود لمدة تسعة أشهر" increases the length of the sentence which is considered one of the problems of translating news headlines and it may affect in clarity of the text.

The researcher suggested the following translation

فيتو روسي ضد تصويت الأمم المتحدة لتمديد إرسال المساعدات الأساسية لسوريا

During the translation process, the translator utilizes two strategies.

The first strategy is using the omission strategy by removing the translation of the phrase "UN vote" from the target text. This omission potentially enhances the brevity of translation but, at the same time, it can lead to a lack of objectivity.

Secondly, the translator employs the strategy of addition. By incorporating this strategy, the translator aims to provide additional information and clarity to the translation. An example of this strategy includes details indicating that the aid will persist for nine months. The translator may use this addition to enable the translated text to convey specific information that may not have been explicitly mentioned in the original text.

Example (7)

Source Text:

Meta slapped with record 103\$ billion EU fine over data privacy (CNN)

Target Text:

ميتا تواجه غرامة قياسية بسبب نقل بيانات وتستنأف ضد الحكم

Translating the English word "slapped" to "تواجه" presents a challenge, as it does not effectively capture the intended meaning. In the given headline context, "slapped" likely refers to a significant penalty or fine imposed on the mentioned corporation, Meta. However, the Arabic word "تواجه" translates to "face" or "confront," which does not accurately convey the punitive nature of the original phrase. To provide a more precise translation for "slapped" in this particular context, alternatives such as "تُصَفَع" or "الزُمت" may be more suitable, as they better convey the concept of a penalty or fine being imposed on Meta.

In the English phrase, "record 103\$ billion" refers to a specific amount of money, indicating a historically high fine or penalty imposed on Meta. However, the Arabic translation "غرامة قياسية" translates to "record fine" without specifying the actual monetary value, which may lead to a lack of objectivity. It fails to convey the specific amount mentioned in the original phrase, which is essential for understanding the magnitude of the fine.

Including "EU" in the source text indicates that the fine is imposed explicitly by the European Union, which is important information for understanding the context and significance of the headline. However, if "EU" is omitted in the translation, the target audience may not be aware that the fine is related explicitly to the European Union. This omission could result in a loss of clarity and understanding for the readers of the translated text.

"Data privacy" is translated as "نقل بيانات" it does not accurately convey the intended meaning of data privacy, so the correct meaning for it is "البيانات الخاصة"

Adding information that does not exist in the source English headline "تستنأف ضد الحكم"

The improved translation for the headline is الاتحاد الأوروبي يفرض غرامة قدرها 103 مليار دولار لنقل البيانات الخاصة

ميتا تصفع (تُلزم) بغرامة مالية قدرها 103 مليار دولار لنقل البيانات الخاصة بالاتحاد الأوروبي

In this example, the translator employed two strategies to translate the text effectively. The first strategy is paraphrasing by using unrelated words. This technique involves expressing the meaning of the source text in a different form or using other words. For instance, the

translation of "slapped with" as "تواجه" (facing) demonstrates this strategy. By choosing different words, the translator conveys the intended meaning while adapting it to the target language. The second strategy employed in this example is omission. The translator may have opted to omit the phrase "record \$103 billion EU" from the translation. In this case, the translator may have omitted this phrase to maintain the translation's brevity and create brief concise headlines.

Example (8)

Source Text:

Sam Asghari files for divorce from Britney Spears after 14 months of marriage (BBC)

Target Text:

تقارير تفيد بانفصال بريتي سبيرز عن زوجها سام أصغري

According to the target text of the headline, the headline achieves one of the features of a news headline: short.

The translation does not mention that Sam Asghari filed for divorce, which is a significant detail in the original headline. This omission may lead to losing important information and potentially misrepresenting the situation.

Translation lacks clarity. This is evident by using the term "انفصال" (separation) instead of "طلب الطلاق" (filing for divorce) used in the original headline. The term "separation" is not as precise as "filing for divorce" and may introduce ambiguity or confusion regarding the legal status of their relationship.

The translation does not mention that their marriage lasted 14 months, as noted in the original headline. By omitting this, it may lose vital temporal details and a sense of the brevity of their marriage.

So, the translator should consider cultural considerations because the translation may need to consider cultural norms and legal terminology related to divorce in the target language. Certain terms or phrases may need to be adapted to ensure accuracy and relevance in the Arabic-speaking context.

The researcher suggests the following translation

سام أصغري يقيم دعوى طلاق بعد زواج دام 14 شهرا من بريتي سبيرز

The translator uses the strategy of paraphrasing in this example to convey the primary information of the headline by using related words. Instead of directly translating "files for divorce," the translation uses the term "انفصال" (separation) to indicate the legal action taken by Sam Asghari. This strategy aims to convey the general meaning and intent of the original text while adapting it to the linguistic and cultural context of the target language. Also, the translator resorts to the omission strategy by omitting the time of marriage in the target text, which appears in the source text. The translator probably used this strategy to capture the essential details and to maintain brevity and readability.

Example (9)

Source Text:

Egypt's President el-Sisi pardons prominent activist Douma, other prisoners (Aljazeera)

Target Text:

السياسي يصدر عفوا عن معارضين بينهم الناشط أحمد دومة

The translation does not include the term "prominent", which means "بارز" to describe the activist Douma. This omission may result in a loss of specificity and a failure to convey the significance and prominence of the pardoned activist.

Egypt, the country where the pardon is taking place, is not mentioned in the translation. It may be difficult for readers to fully understand the location and scope of the pardon without this context.

Translating "other prisoners" as "معارضين" (opposition figures) is not accurate and may be misleading. The term "معارضين" specifically refers to "opposition figures" or individuals who oppose a particular regime, government, or political system. Using this term to translate "other prisoners" introduces an ideological bias by suggesting that all the prisoners being referred to are opposition figures.

This translation choice may not accurately reflect the original intent of the phrase "other prisoners," which could include individuals from various backgrounds, not necessarily all being political opposition figures. It is crucial to avoid imposing an ideological perspective through translation and to strive for accuracy and neutrality.

The researcher suggests the following translation

الرئيس المصري السيسي يعفو عن الناشط البارز أحمد دومة وسجناء آخرون

In this example, the strategy employed by the translator can be identified as translation by using unrelated words. The translator chooses to use the term "معارضين" (opposition figures) to translate the phrase "other prisoners." However, it is important to note that the use of "معارضين" may introduce a specific ideological bias. This method departs from literal translation by introducing a new semantic feature to express a certain meaning or emphasis in the target language.

Example (10)

Source Text:

UN suspends services at Palestinian refugee camp in Lebanon after clashes (Aljazeera)

Target Text:

أونروا تعلق خدماتها بعين الحلوة وتدعو المسلحين لإخلاء منشآتها

The translation refers to the UN as "أونروا" (UNRWA), which stands for the United Nations Relief and Works Agency for Palestine Refugees. While UNRWA specifically deals with Palestinian refugees, it may not accurately represent the broader United Nations in this context. The translation loses the specificity of the UN as a whole.

The translation does not include the phrase "Palestinian refugee camp", which means "مخيم اللاجئين الفلسطينيين". This omission can result in a loss of crucial context and a failure to convey that the services were suspended specifically at a Palestinian refugee camp. The translation should maintain clarity and conciseness to communicate the message effectively.

The translation should strive for objectivity by accurately conveying the information from the original headline without introducing subjective biases. However, as mentioned earlier, the inclusion of the phrase "calls on armed individuals to evacuate its facilities" which means "ندعو المسلحين لإخلاء منشآتها" in which the original headline does not explicitly mention armed individuals but rather states that services were suspended after clashes.

The researcher suggests the following translation

أونروا تعلق خدماتها في مخيم للاجئين الفلسطينيين في لبنان عقب الاشتباكات.

In this example, the translator employs two strategies to translate the text. The first strategy used is translation by more general words. In the translation, the phrase "suspends services at a Palestinian refugee camp" is rendered as "تعلق خدماتها بعين الحلوة" in Arabic. The term "عين الحلوة" is a more general word that refers to "a Palestinian refugee camp" without explicitly specifying it. Using a more general term, the translator conveys the concept of a refugee camp without providing specific names or details.

The second strategy employed by the translator is a translation by omission. In this case, the translator selectively omits the mention of the word "clashes" from the source text when translating it to the target text. The word "clashes" is not included in the translation, possibly to focus on other relevant aspects of the context or to achieve conciseness in the target language.

7.1 Results**7.1.1 Summary of the Results Related to the First Question**

What challenges arise when translating news headlines from English into Arabic?

The researcher agrees with Li's (2019) viewpoint regarding news headlines. Li emphasizes that ellipsis, or the omission of words or phrases, is a fundamental characteristic of news headlines. It is important to note that while abbreviation and simplicity are desirable, they should not be mistaken for mere ellipsis. Instead, translators must exercise flexibility to ensure that the central theme of the English news is preserved.

However, it is worth considering that certain translators of news headlines choose to omit certain phrases or words. This approach can result in ambiguity and the loss of crucial information within the headlines and can have implications for the reader's understanding and perception of the news content. Therefore, translators must balance brevity and clarity, ensuring that the most important information is retained and conveyed effectively within the headlines.

In analyzing the research findings, the researcher concurs with Bayar (2007), who presents a comprehensive framework that explores various levels of equivalence in headline translation. These levels encompass semantic equivalence, stylistic equivalence, and overall equivalence. However, the translators in question adopted a lackluster approach, employing ordinary, uninspiring, and disharmonious words. Unfortunately, this choice of language failed to capture the essence of captivating headline writing, which typically relies on a high degree of expressiveness. As a result, the translated headlines fell short in their ability to engage readers truly.

In line with Paper. B(2009), the researcher agrees that effective headlines serve the dual function of describing the news while simultaneously persuading readers that the story is worth reading. Realization underscores the distinctive features inherent in news headline writing, setting it apart from other forms of textual composition.

In examining the research findings, the researcher agrees with the work of Hermans (1985), which sheds light on the impact of ideology on translations. In this context, it was observed that some of the translators in the provided examples incorporated ideological elements in their translations, resulting in a significant lack of objectivity and the inclusion of biased lexical choices within the translated texts.

The introduction of ideology in translation carries notable consequences. It introduces subjective elements that deviate from the original intent and meaning of the source text. By incorporating their own ideological perspectives, the translators unintentionally introduced their personal biases and viewpoints, compromising the translated content's objectivity.

7.1.2 Summary of the Results Related to the Second Question

What strategies are used to translate news headlines from English into Arabic?

In my analysis of the research findings, the researcher agrees with Venuti's (1998) insights that translation strategies encompass two fundamental components: the selection of the foreign text to be translated and the development of an appropriate method for its translation.

Translators employ various strategies to ensure the translation is understandable and readable to the target audience. Their goal is to convey the translated content in the most effective manner possible, considering linguistics, while maintaining the integrity of the original text.

The strategies of Mona Baker were utilized in the discussion of this research. Translators dedicate their efforts to bridging the gap between languages and cultures, striving to deliver a translation that captures the original work's essence and resonates with the intended audience.

8. Conclusion

This study examined the challenges that face translators during translating news headlines from English into Arabic. It was noted after the in-depth analysis and attempt to analyze the news headlines that the translator could manipulate the text by using a set of translation techniques. This study showed that to translate news headlines from English into Arabic, it must take the target audience into account.

This study addresses two key research questions, the first one is to identify the challenges that face translators in news headlines, and another one is to the strategies that translators use during the translation.

This study stresses the importance of the translator having a broad background in the languages and cultures used and the ability to use translation techniques to ensure an accurate and successful transfer of news content. A qualitative approach is employed to fulfill the study's objectives. The researcher selected ten examples for analysis and discussion. These examples are chosen from three bilingual channel websites which are BBC, Aljazeera, and CNN. The results of this study may help translators to understand the challenges associated with translating news headlines. The results of this study showed that there are several strategies used in analyzing the data such as paraphrasing, omission, illustration, cultural substitution, superordinate, etc. An omission is directly related to translation loss, which may be justified and somehow counterbalanced by instances of addition. The use of paraphrase, however, seems to affect the formal aspect of the translated headlines, because effective headlines should be precise and concise, in addition to being attractive and eye-catching.

This study reveals several challenges in translating news headlines such as a lack of objectivity, ideology, clarity, conciseness, idiom expression, and cultural linguistics.

Translators and experts attribute these challenges to a lack of familiarity with the target language's culture, an inability to identify suitable equivalencies within the given context, and an incorrect application of news headline translation principles and methodologies. Although literal translation is seldom precise, it is occasionally employed without considering alternative approaches.

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Authors contributions

Dr. Mohammad Mehawesh and Sahar Mousa AL-Allawi were both responsible for study design and revising. Sahar Mousa was responsible for data collecting and Dr. Mehawesh drafted the manuscript and revised it. Both Sahar and Dr. Mehawesh read and approved the final manuscript. The authors contributed equally to the study.

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