CHALLENGES OF TRANSLATING ENGLISH NEWS HEADLINE

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Annotation. *The publicist style, frequently found in newspapers, magazines, and online media, plays a critical role in informing the public and influencing their opinion on social and political issues. Translation of publicistic texts, particularly new headlines, poses some challenges for a translator. This article examines the specific complexities of translating news headlines, seen as one of the most challenging forms to translate.*

Key words: *headlines, publicistic style, non-equivalent words, literal translation, TL (target language), SL (source language), informality, cultural references.*

The publicistic style is a form of language used for a wide audience and is commonly found in digital and traditional newspapers, magazines, editorials, speeches, reviews, etc. This style focuses on social and public events and problems, aiming to inform and influence the public through direct, clear, and engaging language.

Publicistic-style texts are designed to be not only informative but also expressive and emotional to attract, influence, persuade the reader, and provoke some thoughts.

Unlike other styles, like scientific style, where the literal translation is mainly used, translating publicistic style texts one has to use many translation transformations to convey the message of the text from source to target language. Publistic style texts vary, but this article specifically addresses one specific type; the one that is claimed to be the most challenging to translate is newspaper headlines.

Translation of English News Headlines

News headlines play a very important role; not only must they summarize the entire article in just a few words, but they also need to grab the attention and act as a 'clickbait' to 'lure' one to read the news. Consequently, the success of the news text is often connected to the headline. It should spark the curiosity of a reader, as titles are the first thing readers notice.

English news headlines are known for their expressiveness, informality, wordplay, references, jokes, and more. These exact features make headlines arguably one of the most challenging texts to translate. Some of the primary issues in translating are the frequent use of non-equivalent words and phrases, which cannot be translated literally, along with the difference in publicistic title norms in both languages. Non-equivalent words.

It is common to see metaphors, jokes, wordplay, and cultural references in English news headlines for the reason to be "eye-catching." Which often makes them difficult to understand, and even more so to translate them – it is almost impossible to accurately convey the exact and full meaning into Russian, Uzbek, or any other language. Cultural references have always been hard or even impossible for one to translate naturally. Extra information is needed to define and give context to those words and phrases, which is problematic for headlines due to their short word limit.

Translators face great difficulty attempting to translate them. When possible, these words that do not have equivalences in the target language get replaced with similar metaphors of TL. However, when no suitable equivalent exists, they are often omitted and replaced with a 'plain' headline, which simply describes the content of the news article.

A similar situation occurs when a translator deals with "attack words," which do not carry much of a meaning. Their purpose is to shock and attract the reader, convincing them to read the article to figure out what the title means. Instead of summarizing the news, they hint or confuse the reader – another tendency of English headlines. Most of the time these "empty" titles are not translated.

Another tendency is that many verbs in headers are in so-called present tense; also, infinitive can be used as a future tense. The translator should be attentive to these grammar aspects and avoid making a mistake. English news headlines are designed to be short, engaging, and informative. "They often omit articles ("the," "a") and auxiliary verbs ("is," "are") to save space and make the message punchier. Headlines usually use the present simple tense, even for past events, to create a sense of immediacy." [1]

Expressiveness and informality are considered other common features. While newspaper titles must remain concise and informative, they are also created to appeal to the emotions and curiosity of a reader. Modern headlines often use a conversational tone, which makes them "relatable," therefore attractive.

Nevertheless, the role of the translator is not only to convey the meaning literally into another language but also to take into account the linguistic and stylistic norms of TL, which can differ from SL. While informality is often used in English headlines, in TL it can be unnatural. In this case, one should understand that literal or word-for-word translation leads to inadequate translation.

References:
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