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All correspondence to be addressed in the name of the
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College of Arts – University of Mosul – Republic of Iraq

E-mail: adabarafidayn@yahoo.com

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Economy in Newspapers Headlines With Reference to Translation

Lect. Zakariya Ismael Khaleel*

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Introduction:

It is possible to assume that the concept of economy is linguistically inbuilt in the nature of newspapers headlines. They are closely interrelated, intertwined and worthy of exploration. All the definitions proposed for the principle of economy by different scholars lead to the same end i.e. maintaining syntactic and grammatical operations at the minimum. Such perspective is closely associated with the structure of the headline itself. Its condensed nature does not exist out of a vacuum. Ludwig and Gilmore (2005:107, cited in Praskova, 2009:9) maintain that: "*The best headlines both tell and sell*". It can be inferred that headlines are specifically designed to lay between the reader's hands the shortest, effective and intelligible piece of information with as condensed structure as possible. Similarly, Vicentini (2003: 37) points out that the principle of economy in language studies can have various semantic aspects and can be looked upon from a vast number of perspectives. He holds the view that economy has a decisive and powerful function over the whole system of language.

Of all the various definitions and interpretations proposed for the principle of economy, it is believed that the "principle of least effort" proposed by Zipf (1949, cited in Vicentini, 2003:39) is the best representation in this regard. The concept of economy strikes the following balance: removing a non-economical behavior which refutes the above mentioned principle is a must (ibid). The excessive utilization of economy, however, may yield adverse effects. Leech et al. (1982:122, cited in Taha, 2008: 8) hold the view that preserving the amount of

* Dept. of Translation / College of Arts / University of Mosul .

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words employed in a structure at minimum leads consequently to loss of meaning. Hence, this is a justification of the view that both economy and intelligibility are two opposing factors. However, the concept of simplifying a structure through the use of economy proposed by Leech et al, does not apply all the time to headlines. On the contrary, it might complicate things and hinder the reader's comprehension (ibid: 9).

Headlines, on the other hand, can be defined as an authentication of the sum of information that lies beneath. They are the total reflection of the text's subject matter. It is believed that headlines tackle the social, cultural, national and international manifestations. Audience pay enormous attention to headlines due to their structural features which make them memorable and effective (Develotee & Rechniewski, 2001, cited in Mahmood et al., 2011: 12). Figuring out newspaper headlines is challenging. This is because, as Fairclough (1995, cited in Osunnuga, 2013) says: "*headlines have distinctive syntactic properties, which make them a grammatical oddity*". Dor (2003) perceives headlines as relevance optimizers in terms of their communicative function. He maintains that they are designed to optimize the relevance of their stories for their readers. Newspapers headlines are deliberately structured to be short, condensed and informative as much as possible. To be acquainted with the adhoc nature and features of headlines is deemed to be necessary to read them easily (Chong, 2003). It is not only the structural variations that pose a serious problem for the translator, but also his capability to read from between the lines. Mahmood et al. (2011:122) point out that a great number of syntactic mechanisms are utilized to propose certain low profile ideologies that are meant to influence the reader's perspective in a methodological pattern.

The Principle of Economy:

Many studies have tackled separately either the concept of economy with reference to other translation disciplines, or headlines and their various manifestations. To the best knowledge of the researcher, however, no study has addressed both issues together. In what follows, a brief account of some studies that have dealt with these two vital concepts in both linguistics and translation will be given.

The principle of economy has been approached differently by different scholars. It is generally accepted that one of the major forces that drive language change is the so called principle of least efforts. Vicentini (2003: 38-55) applies the concept of economy on the four basic linguistic levels of phonetics, phonology, morphology, syntax and lexis throughout his analysis of a corpus of 450 early modern English works. He points out that the concept of economy preserves a kind of equilibrium between achieving effective communication and the intuitive need to keep the efforts exerted at minimum. Leech et al, (1982: 191, cited in Taha, 2008: 34) address the pragmatic aspect of the principle of economy. They maintain that being quick and easy is both employed by the way of saving time and effort throughout the process of communication. Hua (2006) processes the principle of economy with reference to metaphorical expressions. He points out that the logical manner which inevitably stigmatizes the human behavior embraces the principle of economy which is an integral part of language practice as the economy of linguistic expressions. He accounts for the fact that both metaphorical naming and metaphorical statements reflect the principle of economy in thinking and expression.

As is the case with the concept of economy, headlines, were the focus of a thorough investigation by different scholars on different levels. Chong (2003: 1) and Guangming (2007: 12) stress the significance of understanding newspapers headlines as they represent an important source of information. Hence, they analyze their lexical, structural features and rhetorical devices. They consider the significance of studying such phenomenon in regard to its own special features, cultural disparities utilized as well as its difference from the daily English we employ in many aspects. Their analysis was meant to improve the comprehensive ability of English learners. Praskova (2009: 38-39) throughout analyzing a corpus of 200 newspaper headlines, aimed at highlighting the language variety used which often deviate from the acceptable standards of language. She concluded that such deviation might sometimes seem strange and unwelcome. Other scholars opted for machine translation in order to improve the translation quality of English newspapers headlines as with both Yoshimi and Sata (1999: 496). Taking into account that newspapers headlines do have a special style of

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their own, they tried to add a pre-editing module which rewrites the headlines to ordinary expressions in an attempt to compensate for the inability of MT to produce high quality translations in this regard. Ali (2010), on the other hand, carried out a study of how Arab journalists translate English newspaper headlines. The study is a comparative descriptive analysis of (70) English headlines and their Arabic renderings. The study specifically addresses the different rhetorical devices utilized in English and Arabic with reference to newspapers headlines.

The current study tackles the translation of newspapers headlines from English into Arabic. Due to the prime significance of headlines in attracting the reader's attention, providing an appropriate rendition in this respect is considered indispensable in order to maintain the element of suspense, already existing in the source language, in the target one. The principle of least effort is applied in the present study which provides for the translation to be both economic and relevant.

Translating Newspapers Headlines:

A headline usually consists of words related to the topic of the newspaper, but may be more abstract. Headlines do not often open in full the gist of an article. The main characteristics of headlines are: attractiveness, accuracy, conciseness and concreteness. For a headline to be correct is to capture the reader's attention. Accuracy entails the avoidance of extensive and confusing messages while conciseness involves the minimum utilization of words escorted with only important particles. Concreteness, on the other hand, is meant to establish a quick understanding. The language of newspapers headlines, on the other hand, involves using simple present and sometimes the present progressive tenses. Auxiliaries, articles and conjunctions are often avoided (Maljavin, 1988: 77 and Willard, 2005: 170 cited in Petrova, 2013: 7). In a surface structural categorization, headlines comprise plain ones which express a single idea using simple a statement. The second type can be labeled as the "Speech as headlines". Here, the headline uses either direct or reported speech of a person. Another type is a headline with pointer which has two parts- the given information and the comment that

follows. Finally, there is the question as headlines which are couched in form of questions meant to evoke the readers' emotions (Taiwo, 2007: 232-233).

Generally speaking, syntactic and semantic differences inevitably impose themselves when the process of translation is applied from English into Arabic and vice versa. Such differences yield various obstacles that might hinder the translator's endeavor in his pursuit of appropriate renderings. Within this perspective, translating newspapers headlines is not an exception at all. The difficulty involved stems from the fact that headlines utilize the principle of economy which can be a source of vagueness. No specific rules are usually followed in coining headlines. Editors and columnists usually turn their back to standard grammatical rules in order to achieve specific purposes. Such a procedure is definitely a source of confusion. The best supportive evidence in this regard is represented by Praskova's words (2009:9): *"Nothing can annoy readers more than an inappropriate, confusing or a misleading headline"*. Furthermore, translating between languages that are structurally and culturally different may involve a degree of loss of meaning. The problem is complicated due to the principle of economy which requires the minimum amount of input against the maximum amount of semantic output.

In order to discover how student translators observe the principle of economy in translating newspapers headlines from English into Arabic, a corpus of (20) English newspapers headlines are selected from the USA Today Newspaper and given to (8) test subjects (senior students at the Translation Dep.). The proposed renderings are evaluated according to the Relevance Theory and three of Grice's maxims are employed (quantity, relation and manner) to judge the student success in this regard. The relevance perspective tackles the principle of least effort which entails the minimum cognitive load against the maximum effect generated on the part of the reader. RT is a pragmatic communication theory which comprises a number of assumptions necessary to understand its nature. It is believed that every utterance can be interpreted differently from different perspectives i.e. an utterance may encompass more than one meaning and, consequently, the hearer would select the most relevant one to him (Sperber and Wilson,

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1985:260 cited in Younis, 2013: 54). It is worth noting that Relevance Theory is viewed as a trade-off between effort and effect. It aims at providing an account of communication that is psychologically realistic and empirically plausible (Allott, 2012). As for the maxims mentioned-above, Grice (1975, cited in Davies, 2000:2) proposed that the speaker's contribution must be as informative as required i.e. too much information should be avoided. Furthermore, such information should be relevant and that the speaker maintains clarity and exclude obscurity. All these maxims comply with the peculiarities of newspapers headlines discussed earlier. The translator during the process of translation must pay attention to these peculiarities if he wants to produce appropriate renderings.

This procedure is designed to investigate two hypotheses: first, translating a condensed genre of discourse like newspapers headlines from English into Arabic would definitely involve a degree of loss of meaning, a semantic deficit so to speak, due to the countless structural and stylistic differences between the SL and the TL. Consequently, the result would be inappropriate and irrelevant renderings. Secondly, the outcome may yield redundant versions that obviously violate the Relevance Theory and, eventually, the principle of economy.

Data analysis:

The first category that overshadowed most of the student's translations is the one which comprised irrelevant renderings. Most of the students were incapable of comprehending the proposed headlines in a way that yield positive cognitive effects to them and consequently produce appropriate and relevant translations.

Translators' (1), (3), (5), and (6) proposed renderings for headline number (1): "*McCready's death factors in gun debate*" were completely irrelevant. They are respectively as follows:

- ١- مباحثات عن مقتل مكريدي بالرصاص.
- ٢- جدل بالسلح يودي ب حياة المغنية.
- ٣- سيتم حسم موت مكريدي بالسلح.

٤- وقائع موت مكريدي وقعت في تبادل للنار.

It is crystal-clear that none of the renderings have shown any cognitive effect in the mind of the translator. Although the cohesion factor presented itself, still, coherence is stripped away and all that is left is a number of irrelevant semantic units that has no relation whatsoever to the writer's intended meaning and ,eventually, does not reflect the essay's subject matter. On the other hand, translators (7) and (8) were successful in presenting appropriate renderings for the headline mentioned above. For headline number (1), the translations were respectively as follows:

٥- نقاشات ساخنة حول ملايسات موت مكريدي.

٦- انتحار مكريدي والمناظرات المتلفزة.

Although both translators reacted in a way that produced a certain effect, still their renderings can not be labeled as having generated the optimal relevance. A certain degree of loss of meaning can be diagnosed in this respect. Both ignored the word "Gun" that exists in the SL headline in their endeavor to be economic as much as possible. It should be borne in mind that this word does not exist out of vacume. It entails specifically that McCready's death was due to the use of gun and nothing else. Hence, for a more appropriate and relevant rendering, one can translate the title as follows: "انتحار مكريدي ومناظرات السلاح المتلفزة".

The same thing applies to the translation of headline number (2): "*Has Dow out grown crazy days*". The renderings presented by translators (2), (3), (4) and (5) were respectively as follows:

١ . هل كبر دو على أيام الصخب؟

٢ . هل فقد دو صوابه هذه الأيام؟

٣ . هل سيصبح دو في أيام صعبة؟

٤ . هل طالت الأيام العصيبة لناو؟

These renderings have the same weak point i.e. insufficient background knowledge in the terms used in the field of Economy plus the translators' unfamiliarity with the language of Stock Market and Business.

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Irrelevance came as a natural consequence for such deformed outcome exerted on the part of the translator. The renderings proposed by translators (6) and (8), on the other hand, can be considered as appropriate and relevant yet not economic. They were “هل تجاوز مؤشر؟” and “هل تغلب مؤشر داوجونز على أيام الأزمة” and “داوجونز أيامه العصيبة؟”. Although these renderings may reflect on the essay’s subject matter, still they clearly violate the principle of least effort. Hence, an economic translation would be “أتعافى مؤشر داوجونز؟”.

Inadequate background knowledge and the translators' absent resourcefulness overwhelmed the translation of headline number (3): "*Reader's Digest returns to bankruptcy court*" as well. Translators (2), (4) and (5) proposed the following renderings:

٢. فهم القراء يعود إلى اجتماع المحكمة المتعلقة بالإفلاس.

٣. هضم القراء يعود إلى محكمة الإفلاس.

٤. شهوة القراءة ستعودك إلى محكمة الإفلاس.

None of them were capable of figuring out the correct meaning and eventually the relevant translation. The term "*Readers Digest*" is the name of a famous American magazine. As a proper noun, the translators could have resorted to the transliteration strategy in this context and add the word "مجلة" for more economy to attain the optimal relevance.

However, translators (1), (3), (7) and (8) proved to be successful in rendering the above mentioned headline and reflected thorough background knowledge deemed to be indispensable for generating both appropriate and relevant renderings. Hence, they were respectively “عودة الريدردايجست”, “مجلة الريدردايجست تعود الى محكمة الافلاس”, “الريدرز دايجست الى محكمة الافلاس” and “مجلة ريدرز دايجست تعود الى محكمة الافلاس”.

Additional examples of irrelevant renderings proposed by the translators are represented in the translation of headline number (4): “*We’ve got this*”. Both translators (1) and (7) renderings were as follows:

١. أنجزنا هذا.

٧. وأخيرا حصلنا على مبتغانا.

Both renderings are completely irrelevant. Furthermore, translator (7) proposed not only an irrelevant rendering but a redundant one as well. Hence, an appropriate and relevant rendering pertaining the above mentioned headline would be: "زمام أمرنا بأيدينا".

Renderings proposed by translators (1) "وداعا للحضر ومرحبا بأنابيب خط" and (6) "أوقفوا الصراع وأبدأو بمد" and (2) "أوقفوا النقل البطيء وابنوا أنبوب النقل المركزي", "كيستون" for headline number (5): "*Stop the foot-dragging and build the Keystone pipeline*" can also be marked as irrelevant. None of the above-mentioned renderings reflect the essays true subject matter. On the other hand, the renderings proposed by translators (3) "كفى تلكا ومدوا خط" and (7) "أوقفوا الماطلة وابنوا شبكة", "أوقفوا التلكو وابنوا انبوب كيستون" (4), "انابيب كيستون" sound appropriate. However, a stylistic defect marks some of these renderings which is represented by the utilization of the word "ابنوا" which does not fit in this context. A more appropriate rendering in this respect would be: "كفى تسويفا". Another example of irrelevant renderings is represented by the translations proposed by translators (2) and (7) for headline number (6) "*To save IT costs, the cloud is the limit*". Their respective renderings were: "ان المشكلة هي الحد للحفاظ على تكاليف خدمات المعلومات" and "تحديد". "مدى شرود الذهن يوفر نفقات اختبار الذكاء". It is quite clear that neither of the two was capable of presenting a rendering that reflect their comprehension of the stated headline in a way that yields positive cognitive effects to them. Translators (1), (3) and (8), on the other hand, came up with more appropriate and, consequently, more relevant renderings for the above-mentioned headline. These renderings were respectively as follows: "تحد" "تخفيض حوسبة السحابة من تكلفة تكنولوجيا المعلومات", "حوسبة السحابة من تكلفة تقنية المعلومات" and "كلاود تخفض تكلفة تقنية المعلومات". It is worth mentioning that translator (8) was capable of providing much more relevant and even economic rendering in this respect.

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The translators' attachment to the literal meaning of words constituted another problem that had its repercussions on their renderings. Headline number (7): "**Leading men swing from strong to sensitive**" is the best representation in this regard. The renderings proposed by translators (1), (2), (3), (4), (5), (6), (7) and (8) were respectively as follows:

١. القادة تأنرجحو من العنف إلى الحساسية.
٢. يتأنرجح القادة ما بين القوة والحساسية.
٣. تأنرجح القادة بين القوة والإحساس.
٤. الرجال القياديون تمايل القادة ما بين القوة والشفافية.
٥. الرجال القادة ما بين القوة والحساسية.
٦. الرجال اللامعين يتأنرجحون بين كونهم أقوياء أو حساسين.
٧. الرجال يتأنرجحون بين القوة والحساسية.
٨. القادة بين القوة والحساسية.

Translation is not supposed to be about the literal and slavish interpretation of linguistic units, but to deduce the writer's intended meaning that leads to a positive cognitive effect should come first. The translators exerted a maximum cognitive load against the minimum semantic output breaching clearly the principle of least effort. The outcome is merely lifeless, ineffective and irrelevant renderings. An appropriate rendering would be "أدوار البطولة بين الشدة والرومانسية".

Headline (8) "**They are preaching a new, healthy way of life**" is also translated literally. Translators (1), (3), (6) and (8) proposed the following renderings:

١. الوعظ بطريقة حياة صحية جديدة.
٣. يعظون بأسلوب حياة صحية وجديدة.
٦. إنهم يعظون بطريقة صحية وجديدة في الحياة.
٨. إنهم يعظون لنمط صحي وجديد للحياة.

It is very clear that none of the above renderings is appropriate. It did not occur to the translators that the word “*Preach*” has various meanings in different contexts. The equivalent they chose for this word is irrelevant to the essay’s subject matter. The word “*preach*”, also, means to advocate something, to be committed to something or to give an earnest advice. Hence, an appropriate rendering would sound like the ones proposed by translators (2), (4), (5) and (7). They were respectively as follows:

٢. ينصحون بنمط حياة صحي.
٤. يوصون بأسلوب حياة صحية.
٥. يلتزمون بأسلوب حياة صحي.
٧. يدعون إلى نمط حياة صحي.

Another category is the one that encapsulates translations which can be labeled as appropriate yet redundant (uneconomic). According to the maxim of quantity, the right amount of information should be given. Hence, the translations violated the economic nature of newspapers headlines. Let us consider the proposed renderings by translators (1), (3) and (4) for headline number (9): “*North Korea, China: close, but so far in recent days*”. They were rendered respectively as follows:

١. فتور حاد ألقى بضلاله الثقيلة على الصين وكوريا الشمالية في الآونة الأخيرة.
٣. الجارتان كوريا الشمالية والصين بعيدتان كل البعد عن بعضها البعض هذه الأيام.
٤. رغم التقارب بين الصين وكوريا الشمالية لكنها ليستا كذلك في الآونة الأخيرة.

It is obvious that the renderings are a total reflection of the essay's subject matter. However, the students' inadequate background knowledge regarding the special nature and feature of headlines led them to ignore one of their very sole characteristics viz. being economic. Headlines are specifically designed to attract the reader's attention. The relevance of the subject matter in this context was at the expense of the principle of least effort. There is no doubt the effect was positive, still maximized. Hence, a more economic translation would be like the one proposed by translator (7) “فتور في العلاقات الصينية الكورية”. Words like حاد, بضلاله الثقيلة, كل البعد, بعيدتان and ليستا كذلك are totally redundant. Their existence is merely justified as a stylistic attempt on the part of the translators.

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In the renderings proposed by translators (1) "المظاهرون وتحركاتهم الفجائية تعلق" (1) and (6) "الكابيتول بصورة مستمرة" (6) "الحركات الاحتجاجية والحركات المناهضة لها تعكّر صفو العاصمة" (6) "Protests, backlash still roil capitol" (10), one can easily detect the unjustified amount reflected by the translators in an unsuccessful attempt to approach the essay's intended meaning. Their maximum cognitive load was against a minimum effect in this case. Hence, both renditions can be labeled as redundant. Translators (2), (3), (4), (5) and (8), on the other hand, were more successful. They presented more coherent and relevant renditions, yet uneconomic. The renderings were as follows:

٢. لازالت ردود أفعال المتظاهرين تعكّر صفو العاصمة.
٣. ردود فعل عنيفة تعكّر صفو العاصمة الأمريكية.
٤. ردود فعل المحتجين لازالت تعكّر صفو العاصمة.
٥. الاحتجاجات والتظاهرات مستمرة في تعكير أجواء العاصمة .
٨. جو العاصمة الأمريكية لازال معكرا بسبب ردود أفعال المتظاهرين العنيفة.

An economic rendering for the above mentioned headline may sound like: "أصداء الاحتجاجات تعكّر صفو العاصمة".

Although the source language headline number (11) "*Some fliers prefer children neither seen nor heard nearby*" has a prolonged format, still the renderings proposed by translators (2) and (8) are quite unjustifiable. The renditions proposed were as follows:

٢. يفضل من يسافر بالطائرة ألا يتواجد بالقرب من الأطفال أو سماع صوتهم.
٨. بعض المسافرين جوا عدم رؤية أو سماع الأطفال أثناء الطيران.

Such renditions, clearly, violated the principle of least effort. Both maximized the syntactic and grammatical structures involved in translating the intended headline without paying attention to the principle of economy. An appropriate and economic rendition would be: "يفضل المسافرين جوا البقاء في منأى عن الأطفال".

The same thing applies for the rendition of headline number (12) “*Police now tell schools: as last resort, take out shooters*”. Translators (5), (6) and (7) presented renditions that are quite extensive:

٥. تقول الشرطة للمدارس: اجعلوا التخلص من الرماة خيارا أخيرا.
٦. الشرطة تطلب من المدارس الآن بأن تطلق النار على مهاجميها كحل أخير.
٧. الشرطة تصرح لإدارة المدارس: قوموا بقتل من يهاجمكم حاملا السلاح.

A proposed rendition that is more economic for the above mentioned headline would be: “الشرطة للمدارس: أردوا المسلحين إذا ما أقتضى الأمر”.

It is worth noting that acronyms presented themselves to be problematic during the process of translation. The utilization of acronyms is a relatively new linguistic phenomenon. The approach of shortening a string of words to their initial letters was developed in the past century. Acronyms refer to any shortened form of a number of words; some employed initialism or alphabetism simply taken from a group of words (Bankole, 2006 and Mohammed et al, 2013: 170). Generally speaking, the utilization of acronyms comes by the way of saving time, space and effort. Taking into account the special nature of headlines discussed earlier, acronyms and initials are considered as an integral part in this respect. Hence, it does not make any sense at all to give these initials their full labels in the target language again. Headlines number (13): “*AIG story is Greenberg's own version*” and (14): “*NCAA misdeeds don't halt Miami case*” are an exact incarnation of this case. Translators (3), (4) and (6) proposed the following renderings respectively:

٣. قصة المجموعة الدولية الأمريكية هي نسخة كرين بروك الخاصة.
٣. قضايا منظمة الرياضة الجامعية الوطنية لاتوقف قضية ميامي.
٤. قصة اي ار جي هي نسخة كراينبرغ نفسه.
٤. إن الأخطاء الفادحة للرابطة الوطنية لكرة القدم لن تؤثر على قضية فريق ميامي.
٦. قضية المجموعة الأمريكية الدولية يروها كراينبرغ.
٦. إن أخطاء الاتحاد القومي للرياضة الجامعية لاتوقف قضية ميامي.

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Almost all of the acronyms exist in the SL headlines were given their full labels by the translator. Some of these labels were correct while others were not. Gonzales points out that the difficulties found in translating acronyms is not exclusive to their content as in determining whether an acronym is to be translated or not plus determining the form it should take (1991: 167). In terms of the Relevance Theory, it is possible to say that the translations of acronyms suggested above, though correct, contradict with the principle of least effort which entails the concept of economy. Furthermore, the profile of the headline itself has been breached. If we consider the form of the SL headline, we can see how much condensed it is. Though some of the translations were appropriate and touch upon the essays' subject matter, still they violated the principle of economy to a great extent. Headlines are meant to encompass an element of suspense. To this end, acronyms can be given their initials in Arabic as is the case in the English version. More relevant and economical translation would be:

١. أ.د.أ بقلم مؤسسها كريينبرغ.
٢. أ.أ.ل.أ: أخطائه لن تأد قضية ميامي.

Some translators, on the other hand, opted for the utilization of proverbs and old sayings in rendering headlines number (4): “*We’ve got this*”, (15): “*Police now tell schools: as last resort, take out shooters*”, (16): “*Pistorious yet another athlete build up only to let down*” and (17): “*Would proposed minimum wage increase help or hurt?*” Renderings of the translators (١), (٣), (٤) and (٦) were respectively as follows:

١. قلع شوكننا بأيدينا.
٣. الشرطة للمدارس: آخر الدواء الكي. أردوا من يهاجمكم.
٤. بستوريوس، رياضي من الثريا إلى الثرى.
٦. أيساعد وضع حدود دنيا للأجور، أم يزيد في الطين بلة؟

The readers of the essays under the above-mentioned headlines may conclude that the proposed renderings are almost an exact reflection of their subject matter. Furthermore, the utilization of proverbs and old sayings as an equivalent in this context has added a stylistic

ornamentation and a cultural flavor to the form of the TL headlines and made them easy to read in the way headlines are meant to be mostly. However, is it justifiable for the translator to ignore the exact semantic units utilized in the above-mentioned headlines and replace them with others? It is generally accepted that the translator, during the process of translation, is usually between two opposing forces: providing appropriate renderings that maintain the dynamic equivalence and being faithful to the SL text author as requires the code of ethics. In terms of Relevance Theory, it is obvious that the translators were capable of presenting effective renderings that attract the reader's attention. Furthermore, such strategy employed on the part of the translators helped in labeling the above-mentioned renderings as economic as well. The translators preserved the principle of economy and their attempts yielded a positive cognitive effect. Translators' (2), (5), (7) and (8) endeavor, on the other hand, to use proverbs as equivalents for translating headlines (18) "*K-5 teacher overload: too many trained, too few jobs* ", (8) "*Pipeline project defines folly* ", (19) "*After Buss, can Lakers remain in power?*" and (20) "*Interviews put players on edge*" was unsuccessful. The renderings proposed are, respectively, as follows:

٢. فائض في أعداد مدرسي الابتدائية: كثرة في الكارات وقلة في البارات .
٥. مشروع الأنبوب سيحرق الحرث والنسل.
٧. بعد بوس، أيتقى في الطليعة؟ أم أن فاقد الشيع لايعطيه؟ .
٨. المقابلات تجعل اللاعبين على أحر من الجمر.

None of the renditions proposed above reflected the true and intended meaning of the essays under the headlines. All the translators exerted a maximum cognitive effort while the intended effect was at minimum if not-existent. Appropriate renderings for the above-mentioned headlines would be, respectively, as follows:

١. أعداد مدرسي الابتدائية لاتتناسب مع فرص العمل .
٢. مشروع الانبوب فكرة حمقاء.
٣. بعد بوس، ايتقى ليكرز في الطليعة؟ .

Conclusions:

Building on the data analysis and of the several discussions, the study concludes the following:

1. Most of the students violated the principle of economy throughout presenting redundant renderings. The translations clearly violate the principle of least effort.
2. Students' attachment to the literal rendering of some of the headlines resulted in producing weak and deformed versions that does not generate any kind of positive effect in the reader's mind.
3. Some students were successful in presenting clear yet irrelevant renderings that does not reflect the essays' subject matter as they were supposed to do.
4. Background knowledge proved to be of great significance in a demanding profession like translation as was the case with translating proper nouns.
5. Acronyms and initials proved to be problematic in translating newspapers headlines. Translators resorted to providing the full designation of these acronyms violating the principle of economy as well as the ad hoc nature of headlines.
6. Students' renderings manifested a lack of adequate knowledge of the features and unique structure of headlines which reflected negatively on their performance.
7. Students' renditions reflected the utilization of proverbs. However, some of these renditions were successful while others were not.

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الاقتصاد في عناوين أخبار الصحف بالإشارة الى الترجمة

م. زكريا اسماعيل خليل

مستخلص

كونه يمثل جوهر الخبر، فإن عنوان المقال هو بمثابة الخطاب الذي يجتذب انتباه القارئ وفي ضوءه يقرر الاخير ماذا كان سيمضي قدما في قرائته كله ام انه سيحجم عن ذلك. ومن هنا فإن ترجمة عناوين اخبار مقالات الجرائد بطريقة ملائمة هو امر لاغنى عنه بغية استثارة قارئ النص الهدف كما استثير من قبله قارئ النص الاصل. وتعد عناوين المقالات تجسيدا حقيقيا لمبدأ الاقتصاد. فالايجاز الذي تضمنه بين جنباتها يعد مشكلة تنتقل كاهل المترجم. وتتضمن عناوين المقالات عنصر اثاره ينبغي أن يكون حاضرا عند الترجمة. ومن أجل البحث في هذا الافتراض، تسلط الدراسة الضوء على مفهوم الاثارة من خلال تطبيق مبدأ الجهد الاقل الذي يستلزم ان تكون الترجمة اقتصادية وذات صلة بموضوع المقال قدر الامكان. وتستنتج الدراسة أن الطلبة يخرقون ويوضح مبدأ الاقتصاد عند ترجمتهم لعناوين المقالات من خلال تقديمهم لتراجم مسهبة ومطولة تتعارض وطبيعة المبدأ السالف ذكره. كما وتستنتج الدراسة أن تقيد الطلبة بالترجمة الحرفية لعناوين مقالات اخبار الجرائد لايمكن وصفه بالاستراتيجية الموفقة في هذا السياق.