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## **VAGUENESS IN NEWS HEADLINES AND ITS EFFECT ON TRANSLATION**

### **A B S T R A C T**

Conciseness and telegraph-like writing are frequent features of news headlines. These titles are usually intended to give readers a glimpse of what the underneath news stories are about. But sometimes, the headlines are vague intentionally or unintentionally. The vagueness is either writer- oriented or reader-oriented. The current study is an endeavor to investigate the reasons behind vagueness whether on the part of the author (SLT), or on the part of the translator (TLT). It is hypothesized that most vagueness is caused by the way titles are written. The recognition of meaning of headlines is sometimes poses a problem for unskillful translators, as is the case in our MA candidate subjects, especially when it is related to acronyms and abbreviations newly coined, in addition to some other kinds of lexical vagueness. The study concludes that the main reason behind vagueness of headlines as far as the translators in this study are concerned is the unacquaintedness in this field of translation, especially we live in an accelerated world in terms of the current events in all fields and what they are accompanied with of new terms, abbreviations and acronyms which flush in all of a sudden in a way that one cannot cope with immediately sometimes.

## الغموض في عناوين الأخبار وتأثيره على الترجمة

### المستخلص

الإيجاز وما يشبه الكتابة التلغرافية هي سمات متكررة لعناوين الأخبار. تهدف هذه العناوين عادةً إلى إعطاء القراء لمحة عن موضوع الخبر الموجود أسفل العنوان. لكن في بعض الأحيان ، تكون العناوين غامضة عن قصد أو عن غير قصد. الغموض إما ان يكون من جهة الكاتب أو يكون من جهة القارئ. الدراسة الحالية هي محاولة للتحقيق في أسباب الغموض سواء من جانب المؤلف(النص الاصلي)، أو من جانب المترجم(النص المترجم). من المفترض أن معظم الغموض ناتج عن طريقة كتابة العناوين. يمثل التعرف على معنى العناوين في بعض الأحيان مشكلة للمترجمين غير المهرة ، كما هو الحال في عينة الدراسة الحالية و هم من طلبة الماجستير ، خاصة عندما يتعلق الأمر بالاختصارات التي تم صياغتها حديثاً ، بالإضافة إلى بعض الأنواع الأخرى من الغموض المعجمي. خلصت الدراسة إلى أن السبب الرئيسي وراء غموض العناوين الرئيسية بالنسبة للمترجمين في هذه الدراسة هو عدم الإلمام بهذا المجال من الترجمة ، خاصة أننا نعيش في عالم متسارع من حيث الأحداث الجارية في جميع المجالات وما هي عليه. مصحوباً بمصطلحات واختصارات ومختصرات جديدة تتدفق فجأة بطريقة لا يمكن للمرء التعامل معها على الفور في بعض الأحيان.

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## 1. Introduction

Vagueness is a long-standing research topic that, in modern times, can be traced back to Peirce (1901) and Russell (1923). Previous studies of vagueness (Williamson, 1994a; Channell, 1994; Jucker et al., 2003) have generally followed two related – but different – approaches: (i) vagueness viewed as pervasive in language, and (ii) vagueness viewed as referring to certain expressions that are considered as vague. We refer in this paper to the second type. The purpose of the research is to analyse vagueness expressions of the news headlines semantically. More specifically, we are concentrating on strategies for the application of linguistic vagueness such as Vinay and Darbelnet in news headlines.

## 2. Vagueness in English and Arabic

Language is a very complex phenomenon. Despite the fact that vagueness is an essential part of language, it is often an obstacle to be ignored or a problem to be solved for people to understand each other. But even when perceived as a problem, vagueness provides value since it can be understood as an illustration of the complexity of language itself (Clare, 2003:1). In the case of Arabic and English languages, they both belong to two different settings and different language families. Arabic is a Semitic language whereas English is Indo-European. They are culturally unrelated and alien. Besides, non-linguistic factors as religion, geographical locations, and different ideologies harden the process of understanding and translating idiomatic pairs from English into Arabic and vice-versa.

In English language vagueness refers to a lack of clarity in meaning. For example:

*1) Go down the road a ways and then turn right*

This above sentence is vague because “a ways” does not precisely explain how far one should go down the road.

Morphological ambiguity in Arabic is a problem due to the richness and complexity of Arabic morphology that has not been sufficiently addressed (Kiraz, 1998:11). For example, the greater the number of morphological analyses given for a lexical entry, the longer a parser takes in analyzing a sentence, and the greater the number of parses it produces. Overcoming ambiguity is the major challenge in Arabic (Kamir et al., 2002:21).

In this section we discuss sources of genuine ambiguity in Arabic, many words in Arabic are homographic: they have the same orthographic form,

though the pronunciation is different. There are many recurrent factors that contributed to this problem. Among these factors are:

### 1. Orthographic alternation operations (such as deletion and assimilation)

frequently produce inflected forms that can belong to two or more

different lemmas. Example (2) is an extreme case of a surface form that can be interpreted as belonging to five different stems.

يعد : bring back-count-prepare-promise-return

2. Some lemmas are different only in that one of them has a doubled sound which is not explicit in writing. Arabic Form I and Form II are different only in that Form II has the middle sound doubled

علم : teach- know

3. Many inflectional operations underlie a slight change in pronunciation without any explicit orthographical effect due to lack of short vowels (diacritics). An example is the recurring ambiguity of active vs. passive vs. imperative forms

ارسل: sent-was sent- send (imperative)

4. Some prefixes and suffixes can be homographic with each other. The prefix *ta-* can indicate 3rd person feminine or 2nd person masculine.

تكتب : you write (masculine)

she writ: (Feminine).

5. There are also the usual homographs of uninflected words with/without the same pronunciation, which have different meanings

: Go, gold ذهب

6. Prefixes and suffixes can accidentally produce a form that is homographic with another full form word. This is termed “coincidental identity”

اسد I block, lion

(Kamir et al., 2002:30-33).

In Arabic, we always have free choice of the term that we want to put in the beginning of the sentence, this choice is relatively due to syntactic ambiguity as the example of the word " ولد " (wld), in the followed table:

Influence of the Syntactic Vagueness on the Disambiguation of the Word " ولد " (wld).

Example	Translation	Function
ولد احمد منذ شهر.	Ahmed was born a month ago.	Verb
ولد هذا الرجل مريض.	This man's son is sick.	Subject

Some vague words have a different sense in the same paragraph, example:

(2 رأيت بعيني هذا الرجل كان يشرب ماء العين

*I see with my eyes this man. He was drinking the water source.*

For example the idiom

### 3) conceited as a barber's cat

refers to having a high or exaggerated opinion of oneself or one's accomplishments and can be translated into Arabic as :

مغرور مثل الطاووس

Here there is nothing to do with the cat or the barber. We can see that if this idiom will be translated word by word as :

مغرور كقطه الحلاق

it will make no sense and refers vagueness to the readers .

(Mostafa,2017:23-24).

### 3. Vagueness in News headlines

News headline plays a significant part in various news, therefore news headline is drawing more attention. Language is the carrier of culture. News, as a practical text genre,

inevitably bears cultural characteristics of a certain country or nation. English news headlines are bound with western cultural elements: the unique ideology, values, customs, etc.

The headline is a unique type of text, it should "encapsulate the story in a minimum number of words and attract the reader to the story" (Reah,2002: 13). Likewise, Iarovici and Amel (1989,441) define the headline as a special kind of text, "a text which cannot have an autonomous status". For them it's a text correlated to another text, to which it has the function of a headline. The headline is regarded as the most important element of a news story in a newspaper. It contains the main information about the article. Likewise Luding and Gilmore (2005,107), emphasize the significance of the headlines by stating that "The best headlines both tell and sell, that is, they tell the reader quickly what the news is and persuade the reader that the story is worth reading."

A good news headline should arouse the curiosity of the readers and encourage them to continue reading. It could be an answer to a question, a solution to a problem or a key benefit for the reader. So, writers of news headlines should be careful in selecting their words. The headline should be complete by itself. It should not be overly plain or complexly ambiguous (Saxena, 2006:. 91; Prateepchaikul, 2010:).

The word 'headline' is a self-explanatory term that does not necessarily need to be explained or defined. Headlines are regarded as a genre or a text type on their own. Crystal and Davy (1990: 180), for instance, describe headlines as "a separate study in themselves, being radically different from the rest of newspaper reporting language". Likewise, of Jaki (2014: 35) provides two reasons for considering headlines a distinctive text type: (1) a headline has a different function and structure from the rest of the article or news report; and, (2) journalistic headlines are distinguishable from other types of titles (such as titles of books, paintings, etc.) based on their characteristic features. Allan Bell (1991: 189) distinguishes two major functions of news headlines: (1) they summarize the details of a news story; and (2) they attract readers through the use of "common rhetorical devices such as alliteration, punning, and pseudo-direct quotes, especially in the popular press".

One of the most interesting aspects of vague language in the headlines is the way in which speakers and addressees co-construct meaning in communication and the space that vague language leaves for both speaker and addressee to insert their own interpretations. An understanding of the many and various ways in which vague language can be used highlights the complexity of spoken and written genres and underlines the fact that vague language in news headlines is in fact a very sophisticated feature that is not used randomly, but in fact serves some very sophisticated purposes both at the level of semantics and at the level of discourse management (Wierzbicka, 1986:51 ).

The effectiveness of a newspaper text is largely determined by its title, for the reason that the reader pays attention to it first of all. Therefore, the headings relate to the most important elements of the design of the newspaper, because they grab the attention of the reader. Headings help the reader quickly get acquainted with the number, get an idea of the content of his materials, choose the most important and interesting. That is why, the title is the first element of a text publication (Reah, Danuta,1998:126).



Newspaper headlines are a field of language use where clarity of thought, including identification of ideas and referents, is a topmost threshold motivating lexical and syntactic choices that make up the phrasal/clausal/ sentential construction. Such writing requires expeditious processing of meaning. Hence ambiguity, the possibility that a construction offers more than one interpretation where only one is intended, is usually prevented in such writing because it may obstruct the focus and weight of the headline. Then, achieving mono-expeditious meaning in news headline writing is itself subject to a range of variation, owing to considerations of style, and also to a range of variables motivating ambiguity-free and ambiguous news headlines (Eckert 2018:2). Also, given the complexity of language, especially the fact that meaning processing is a negotiation between a writer and a reader who never operationalize exactly the same mechanisms of cognitive meaning, then achieving mono-expeditious meaning becomes important for both the writer and the readers (Hawkins 1994:3). Although a considerable number of previous works have examined the phenomenon of news headlines, it is necessary to highlight their features for correct and effective translation of newspaper headlines.

#### **4. Features of News Headlines**

News headlines have some unique features that characterize them from other forms - These techniques are intended to make such an impact on readers. The headlines in English language newspaper are often written in special style, which is very different from ordinary English. In this style there are some special rules of grammar, and words are often used in unusual ways that the English students should typical linguistic features of English News headlines taken from Swan (1995:365)

News headlines employ visual and linguistic features that make them eye-catchers to the readers (Brône, & Coulson, 2010:41-42). In addition news headlines should be visually attractive by employing the suitable type and size of font, typography and layout (Bednarek, & Caple, 2012:101). Also, news headlines should be accurate, concise, simple, clear and up to date, news headlines should avoid repetition and redundancy. So, ellipsis could be employed rationally to suit the limited space of the news headline and to attract the readers' attention (Prateepchaikul, 2010:43). Vagueness could be employed to motivate the readers to continue reading to unravel the vagueness (Ibid). However, ambiguity may frustrate the readers and make them forsake reading (Al Janaby, & Abed, 2011:42).

##### **4.1 Lexical vagueness**

Hudson (2000 : 313) indicates that lexical vagueness is vagueness in the form of a morpheme or word. In sentences, words are related to one another in a variety of ways. These are called lexical or semantic relations which constitute the core study of lexical semantics. Lexical vagueness is associated with two of these lexical relations which are : "homonymy" and "polysemy" (Zhang, 2008:1). In other words, (Zhang et al. 2003:178) argue that both phenomena are instances of lexical vagueness. Another large category is the vague lexical item, such as *thing*, that is often used instead of a more specific item. On occasion, however, apparently precise statements can be used as approximations

### 11. *Sam is six feet tall*

Lexical vagueness is attributable to some polysemous or homonymous words contained in the sentence. Such words or lexemes have several meanings. These words make such sentences vagueness, this kind of vagueness has two subdivisions : homonymy and polysemy (Salomon,1966:55).

Homonyms are two lexemes with different meanings that happen to have the same sound form or spelling. Ideally homonyms agree in all points that make up a lexeme except in meaning ( Lobner,2002:42).The other aspect that deals with lexical vagueness is polysemy."polysemy" can be defined as one form, written or spoken, having multiple meanings that are related conceptually or historically (Yule, 2006:107;Fromkin et al ; 2003:180). While homonymy is a rare and accidental phenomenon, polysemy is abundant. A lexeme constitutes a case of polysemy if it has two or more interrelated ( Lobner,2002:46).

Channell (1994:2) offers a comprehensive description of vague language that can be summarized into three main types of vague lexis:

vague additives to numbers: a word or phrase is added to a precise figure to signal a vague reading (e.g. about, around, round, approximately + n)

vagueness by choice of vague words or phrases (e.g. + and things, or something, and such, or anything; thing, thingy, whatisname, whatnot)

vagueness by scalar implicature (e.g. most, many, some, few, often, sometimes, occasionally, seldom.Categories 2 and 3 differ in that the meanings of the vague language items in category 3 are understood by the hearer/reader in relation to a range of terms that are ranked relative to one another in meaning.

According to Channell (2000, cited in Caiyan and Luting, 2014 : 820- 822). In the explanation of vague language, there is the notion that vague words are vague themselves. In reference, they are the words whose meanings are imprecise, uncertain or indefinite (Pan, 2012: 2531). Vague words are the ones that are unable to refer to accurate information and their main characteristic is the uncertain boundaries of the word itself. Williamson (1994:4869) states that "vague words often suffice for the purpose in hand, and too much precision can lead to time wasting and inflexibility". As for Wahyuningsih (2014:8), vagueness, this way, can be a vague noun or reference used to refer to entities. Examples are *and things, something, such, anything, thing, what is name, stuff, like, whatever, sort of*, or any word in the language that creates inquiry and elicits questions for further information .

### 4.2 Semantic vagueness

American pragmatism and semiotics founder Pierce is defined originator ambiguity of language, in 1902 he was under the definition of vagueness: "When things appear several possible state, although the speaker of these states have been careful thinking, in fact, still cannot determine the status of these excluded a proposition or attributable to this proposition, this time, this proposition is ambiguous. it says in fact cannot be determined, we are referring to is not due to ignorance interpreter cannot be determined, and because the characteristics of the speaker's language is ambiguous. "Semantic fuzziness in the final analysis is the



awareness of the uncertainties about the object generic boundaries and behavior is reflected in the language. (Huo,2016:1242).

Semantic vagueness occurs when a word has a different meaning. We conceive of semantic vagueness as an intrinsic uncertainty with regard to the application of a word to a dentate. This implies that vagueness is to be an inherent semantic language phenomenon:

- (1) vagueness is a language phenomenon and not an extra-linguistic one, as vagueness cannot be imputed to 'objects' or to 'the outside world', as is claimed by, for instance, Ullmann (1962:229), Black (1949) or Zadeh (1975:9), the latter in saying that vagueness is due to "the imprecision of the real world", another definition is one, as vagueness cannot always be imputed to language users. Pragmatic vagueness is the (intentional) use of semantic vagueness in, for instance, political speech. Mind that precisely this interpretation of the term 'vague' is to be found in ordinary language use.
- (2) Undecidability, just like uncertainty and intentional or deliberate vagueness is a subjective rather than an objective phenomenon. This distinction has quite important theoretical consequences. As opposed to Bosch (1979), Smith (1977) or Panman (1982), we do not equate vagueness and context dependence either, as context dependence does not automatically imply vagueness.
- (3) Finally, vagueness is an inherent phenomenon and not a resolvable one, as vagueness is intrinsic to language. We conceive of vagueness as a semantic notion, a characteristic of representations and a characteristic of some, and not all, words. In fact, two versions can be distinguished: a strong version, claiming that all words in natural language are vague (Russell 1923:90) and a weak versions saying that only certain words are to be called vague. Words are vague if it is not certain whether on the basis of the intension of these words certain objects would fall within or beyond the extension or the scope of the words.

Color adjectives are typical examples of semantic vagueness, and thus are frequently presented in the literature on vagueness. One difference between the vague *green* and the ambiguous *cat* is conspicuous; it is so obviously involved in the distinction between vagueness and ambiguity that it seems almost unnecessary to spend much time talking about it. *Cat* has exactly two readings, one of which includes the other; the indefinite domain of the ambiguous expression is uniform and strictly bounded. But the transition from the positive to the negative domain of a vague expression is continuous, constant, without jumps. A vague expression "allows gradual differentiation and can be transduced to its opposite by imperceptible transitions (Pinkal ,1995: 72).

## 5. Translation and Vagueness

This section deals with translation and vagueness . Choosing limited number of words to transmit the main point of an article is the most crucial challenge when taking into consideration how to translate a newspaper headline. Mainly because newspaper headlines are limited by the area available on the printed page, word choice and explicitness are crucial to a good headline. Since the early 1990s, Translation Studies has been affected by the path way of cultural studies. Lefevere and Bassnett" (1990. 12) are the two translation scholars whom first mentioned the concept of "cultural turn" in translation studies. They emphasized

that "translation has been a major shaping force in the development of world culture. Translation has been defined and typologised differently by different scholars. For example Catford (1965:20) views translation as "the replacement of textual material in one language(SL) by equivalent textual material in another language (TL). ' Newmark ,(1988:5) as a prominent scholar in translation studies defines translation as "rendering the meaning of a text into another language in the way that the author intended the text." Also, he considers translation as "craft consisting in the attempt to replace a written message and / or statement in one language by the same message and /or statement in another language" (ibid:7).

Some scholars have quantified the faithfulness of translations of vague language (Olohan & Baker, 2000; Razuaité, 2010). They noted that translated texts seemed to be less vague than original texts. They conducted quantitative corpus studies in which they chose a few words or phrases as variables to compare between original texts and translated texts. The scholars identified specific terms and counted how many times they appeared in each corpus. Vague terms did appear significantly more often in original texts than in translated texts, so this supported the hypothesis that the translations would be more explicit than the original texts. Greene (2009:35) suggested that interpreters develop strategies for retaining vagueness in interpretations of vague language.

Translation is indispensable in our everyday life for its being a most diverse means of human communication. Translation is a field of contrastive linguistics since it is associated with at least two languages and their cultures. It is the process of conveying the message by transferring from one system of language to the other. That is to say, it is the technique used to transfer and/or transform the meaning of a written term or text of the source language into the target language using words which have direct equivalence, new words or terms, foreign words written in target language or using foreign words to fit the target language pronunciation. Bassnett, S. (1980:21) says, "Translation involves the transfer of 'meaning' contained in one set of language signs into another set of language signs through competent use of the dictionary and grammar; the process involves a whole set of extra-linguistic criteria also". A translation should be read by readers in its new language with the same enthusiasm and understanding as it was in the old. It should have the same virtues as the original, and inspire the same responses in its readers. So, a translator is both a reader and writer at the same time. Thus, translation from Arabic into English needs the processes and techniques which are used to transfer the meaning of the source language (i.e. Arabic) into the target language (i.e. English).

Khashimova (2021:324-325) states that Translation of newspaper headlines is of great interest. Knowledge of translation theory is not enough to develop a correct understanding and translation of newspaper headlines in the English media. One of the main problems with newspaper headlines is the too rapid development of newspaper functional style. Examining scientific works ten years ago and comparing them with modern works, we noticed that there are not only discrepancies in them, but even contradictions. This proves the difficulty of capturing the stylistic features of headings. New heading trends emerge every year, so this layer is very fluid .Another problem was the difficulty of some newspaper headlines to understand. Such materials were difficult to analyze, as the meaning of a sentence could often

be distinguished only after careful study of the entire article and work with dictionaries. The specific construction of English newspaper headlines serves various purposes: they should make the reader interested in the article and provide compression of the information.

### **“A day of Infamy”**

In this example, the title briefly conveys the content of the information. The verb is omitted. No prior knowledge of situations required from the reader.

### **“The Man in the Moon Today Is Ours”**

In this example, on the contrary, the reader is certainly familiar with the situation, he expects news about the details of American astronauts.

### **“Back to work - to kill the bill”**

This title is well remembered due to rhyme and a clear rhythm, and this is important, since the article under it is a propaganda of something.

### **“Miracle cure kills fifth patient”**

This heading gives a very vague idea of what the topic of the article is, but it orientates the reader in the sense of attitude towards the described facts.

It cannot be assumed that in any case, we can easily change the headings, as many of the beginning translators do, even if it sometimes better reflects its content. The main task of the translator is to adequately convey the characteristics of a particular English or American headline, which means that it is necessary to convey not only the content, but also the form of the heading, without, of course, violating the norms of the inner language and stylistic norms adopted in newspapers. The translator should take into account that in English newspapers, along with book vocabulary, colloquial and poetic words and combinations are widely used. The translator must also know the realities of the country about which the article is written (Reah Danuta, 1998:324-325).

Due to their significance as a special text type, translation of headlines has particularly attracted translation scholars and researchers (cf. Nord 1995; Rasul 2015; Sidiropoulou 1995; Valdeón 2007; Zhang 2013). When translating headlines, the two functions mentioned above should be preserved in light of the target language culture and readership. That is why headlines are said to pose challenging translation difficulties (Vinay and Darbelnet 1995: 176). The headline features attributed to headlines are also true of translated headlines. Therefore, journalist-translators have to produce news headlines that are concise and appealing to TL readers. Since what is deemed appealing to ST readers may not necessarily be attractive to TT readers, news headlines need to undergo rewording, modifications or even complete replacement. In other words, for translated news headlines to be effective in the TL, journalist-translators have to painstakingly employ multiple translation procedures. This is the core argument and postulation in this paper.

May be the most prominent feature in headlines in being ambiguous, thus, making the reader wondering if these is more information to reveal.

For example:

In the Arabic version of the CNN ( بالعربي ) on the 11 April 2016 we read:

"مواقف ورموز متشابهة"... بالصور..بغداد وطهران في يوم القدس العالمي.

Any reader would wonder what those "مواقف" are. Future, still, when we read the article it refers to are. Future, still, when we read the article it refers to

الرموز التي رفعت أو احترقت أو أهينت من قبل المحتفلين.

Schäffner (2012:866-883.) holds that most of the studies into press translation have concluded that the translation processes are very complicated due to the fact that texts are adapted taking the target readership, the in-group style, and the ideological position of the newspaper into consideration. Hence, translation is never separated from the journalistic tasks. Bassnett and Bielsa (2009:2) also support this fact about news translation commenting that "information that passes between cultures through news agencies is not only 'translated' in the interlingual sense, it is reshaped, edited, synthesized and transformed for the consumption of a new set of readers". In news translation, journalists play the role of translators (or transeditors) since they have enough journalistic experience that enables them to deal with different genres, styles, and strategies (Stetting, 1989:371-382) .

## 6. Data analysis

### SL Text: [1] Thanksgiving:

Virus numbers could be erratic after Thanksgiving today.

(PETERS, 2020)

### TL Texts:

١. من الممكن ازدياد عدد المصابين بجائحة كورونا في عيد الشكر.
٢. قد تكون اعداد المصابين بفايروس كورونا متفاوتة بعد يوم عيد الشكر.
٣. يرجح ازدياد اعداد المصابين بفايروس كورونا في عيد الشكر.
٤. تأرجح محتمل لأعداد الاصابات بالفايروس بعد عيد الفصح.
٥. قد تكون اعداد الفايروسات غير منتظمة بعد عيد الشكر اليوم.

### Discussion:

According to the presented translations, it is noticed that translations 1,2,3,5,opt for oblique method of translation by using equivalence procedure in varying degrees. Translation 4, mistakenly rendered "Thanksgiving" into "عيد الفصح" which is not correct , since "عيد" in English means "Easter Holiday". So, the later translations are not going to be included in discussion.

The first group of translations (1,2,3,5) utilized equivalence method, according to Vinay and Darbelnet's model of translation, to render "***Thanksgiving***" expression into Arabic but with nuances. It may be because each translator has a different style. So, some words are added to the expression such as "***يوم***". The renderings that included these additions are rare compared with total number of the renderings. The expression in question could not be rendered otherwise , i.e., in terms of methods of translation, because it cannot be rendered directly using any of the procedures: ***literal***, ***calque*** or ***borrowing*** methods. It would be a direct method which would result in an inappropriate rendering. It is, likewise, an inappropriate rendering if other procedures than equivalence ,within the oblique approach, are used to render this term into Arabic. Table no. (1) shows the subjects' renderings given in the study with their analysis according to Vinay & Darbelnet's Model.

Table no. (1) : Analysis of Renderings of TT no. (1) according to Vinay &amp; Darbelnet's Model

(SLT)		(TLT)		TRANSLATION APPROACH (Vinay & Darbelnet's Model)							Acceptability
				Direct			Oblique				
No.	Expression	No.	Renderings	Borrowing	Calque	Literal	Transposition	Modulation	Equivalence	Adaptation	
1.	Thanksgiving	1.	عيد الشكر						✓		✓
		2.	يوم عيد الشكر						✓		✓
		3.	عيد الشكر						✓		✓
		4.	عيد الفصح								✗
		5.	عيد الشكر						✓		✓

The illustrative Table no. (2) below shows the possible inappropriate renderings with other procedures used.

Table no. (2) shows the possible inappropriate renderings with other ALL procedures IF used

(SLT)	TRANSLATION APPROACH (Vinay & Darbelnet's Model)		Acceptability
	Direct	Oblique	
	(TLT) Possible Other Renderings for each method		

No	Expression	Borrowing	Calque	Literal	Transposition	Modulation	Equivalence (applied already)	Adaptation	Acceptability
1.	Thanksgiving	ثانكسجفنج	اعطاء الشكر	الشكر اعطاء	اشكر الله م	اظهار الشكر		يوم الحمد	
		x	x	x	x	x		x	

As it is seen in the above table, using other procedures would result in inappropriate renderings due to the change in meaning in the part of ST in one hand and contradiction to the norms of the TT on the other.

**SL Text: [2] Black Friday:**

Virus keeps **Black Friday** crowds thin, shoppers shift online.

(ALEXANDRA OLSON, 2020)

**TL Texts:**

١. بسبب الفايروس يبقى متسوقي **الجمعة السوداء** في منازلهم.
٢. قلل الفايروس من الحشود المجتمعين في **يوم الجمعة السوداء** و ادى ان يكون التسوق عبر الانترنت.
٣. بقي متسوقي **يوم الجمعة** ملازمين البيوت بسبب انتشار الفايروس.
٤. بسبب فايروس كورونا حشود **الجمعة السوداء** تتراجع عن المعتاد و يتحول المتسوقون الى الانترنت.
٥. الفايروس يبقى حشود **الجمعة السوداء** رقيقة و المتسوقين يتحولون على الانترنت.

**Discussion:**

It is noticed that translation 1 did not fully grasped the meaning of **Black Friday** . Its rendering for the previous expression as **الجمعة السوداء** is not correct, since it literally means in English “***the Black society***” which is totally different meaning. Hence, it is unacceptable rendering, so it does not fit in the model adopted in this study. As for the second translation, the translator used adaptation procedure when he added the word “يوم” to the original expression which does not have this expression to make it more natural. The third rendering, seemingly, opted for modulation procedure dropping the word “**Black**”. Thus, it deprived the original expression from its actual significance which is a culture-specific denotation. So, it is regarded as inappropriate rendering. The translations 4 and 5 follow the same procedure, which is adaptation. These two translations used the definite article in the TT to make the idiom read smoothly and look natural to the reader in the target language. This definite article used by the aforementioned translations is not found in the original text but added for convenience by translators.



Table no. (٣) : Analysis of Renderings of TT no. (2) according to Vinay &amp; Darbelnet's Model

(SLT)		(TLT)		TRANSLATION APPROACH (Vinay & Darbelnet's Model)							Acceptability
				Direct			Oblique				
No.	Expression	No.	Renderings	Borrowing	Calque	Literal	Transposition	Modulation	Equivalence	Adaptation	
2	Black Friday	1.	الجمعية السوداء					✓			✗
		2.	يوم الجمعة السوداء							✓	✓
		3.	يوم الجمعة					✓			✗
		4.	الجمعة السوداء							✓	✓
		5.	الجمعة السوداء							✓	✓

The illustrative Table no. (2) below shows the possible inappropriate renderings with other procedures used.

Table no. (٤) shows the possible inappropriate renderings with other ALL procedures IF used

(SLT)		TRANSLATION APPROACH (Vinay & Darbelnet's Model)							Acceptability
		Direct			Oblique				
		(TLT) Possible Other Renderings for each method							
No.	Expression	Borrowing	Calque	Literal	Transposition	Modulation(applied already)	Equivalence	Adaptation (applied already)	
2.	Black	بلاك فرايدي	جمعة سوداء	سوداء جمعة	جمعة السواد		جمعة التنزيلات		

	Friday	x	x	x	x		✓		Acceptability
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### SL Text: [ ٣ ] Keep cool:

**Keep Cool:** Germany preps vaccine drive as COVID cases hit 1M.

(NOELTING, 2020)

### TL Texts:

١. حافظ على هدونك تستعد ألمانيا طرح لقاح حيث وصلت اعداد المصابين الى مليون مصاب.
٢. ابقى هادنا تستعد ألمانيا لبدء حملته لقاح ضد الفايروس بعد ان وصل عدد المصابين الى مليون.
٣. الحفاظ على الهدوء: عند وصول الاصابات بالفيروس الى مليون، فان ألمانيا تتجهز لحمله لقاح واسعه .
٤. حافظوا على ضبط انفسكم فالألمانيا تستعد لوضع اللقاح بعد ان وصلت اعداد المصابين الى المليون مصاب.
٥. حافظ على هدونك: ألمانيا تجهز حملته اللقاح حيث وصلت حالات الإصابة بفيروس كورونا الى مليون.

### Discussion:

Translations 1 and 5 follow the same procedure which is modulation by adding a preposition "على" which is not found in the ST. Further, the original expression **Keep Cool** can address singular addressee as well as a group of addressees or addressing people in general but the TT addresses singular addressee as a generic reference. This procedure is one of four procedures of oblique strategy. Translation 2 sticks to the original ST through following the same structure and form of the expression of ST. Thus, it follows the direct strategy applying the calque procedure which is acceptable procedure in this case as Translation 1. The third translation falls under oblique strategy by utilizing the transposition procedure when it changes the verb "Keep" in ST into the noun "الحفاظ" in TT. Translation 4 chooses adaptation under oblique strategy to render the expression through using different structure "حافظوا على ضبط انفسكم" to be more agreeable in the TT. It is also acceptable in the TT addressing the addressees in general.

Table no. (٥) : Analysis of Renderings of TT no. (3) according to Vinay & Darbelnet's Model

(SLT)		(TLT)		TRANSLATION APPROACH (Vinay & Darbelnet’s Model)							Acceptability
				Direct			Oblique				
No.	Expression	No.	Renderings	Borrowing	Calque	Literal	Transposition	Modulation	Equivalence	Adaptation	

3	Keep Cool	1.	حافظ على هدونك					✓			✓
		2.	ابقى هادنا		✓						✓
		3.	الحفاظ على الهدوء				✓				x
		4.	حافظوا على ضبط انفسكم							✓	✓
		5.	حافظ على هدونك					✓			✓

The illustrative Table no. (3) below shows the possible inappropriate renderings with other procedures when used.

Table no. (٦) shows the possible inappropriate renderings with other ALL procedures IF used

(SLT)		TRANSLATION APPROACH (Vinay & Darbelnet’s Model)							Acceptability
		Direct			Oblique				
		(TLT) Possible Other Renderings for each method							
No.	Expression	Borrowing	Calque (applied already)	Literal	Transposition	Modulation (applied already)	Equivalence	Adaptation (applied already)	
2.	Keep Cool	كيبكول		ابقى هادنا			لا تقلفوا		Acceptability
		x		✓			✓		

### SL Text: [4] Big Tech:

For Big Tech, Biden brings a new era but no ease in scrutiny.

(GORDON, 2020)

**TL Texts:**

١. يأتي بايدين بعصر جديد للتكنولوجيا كبيره جدا لكن ليس من السهل التحقيق فيه.
٢. احدث بايدين تغييرا كاملا في شركات التكنولوجيا و لا توجد سهوله في التعامل معها.
٣. بايدين والتكنولوجيا الحديثة حقه جديده و صعوبة كبيرة.
٤. وفي ما يخص شركات التقنية الكبرى فقد جاء بايدين بعهد جديد ولكن لا توجد تسهيلات في ما يخص الامن.
٥. اما في مجال التكنولوجيا الكبرى فان بايدين يجلب عصرا جديدا ولكن ليس من السهل التدقيق فيه.

**Discussion:**

It seems that the first rendering follows the oblique strategy through the modulation procedure. It renders “Big Tech” into “بعصر جديد للتكنولوجيا كبيره” with some loss and compensation technique adding the phrase “new era” to the adverbial phrase “For Big Tech,...” while omitting it from the main clause. In the same time modulates the adverbial by shifting it from specific reference “big technology companies” into generic reference “big technology” in Arabic “تكنولوجيا كبيره” which is inappropriate in this context. The second translation utilizes adaptation procedure neglecting the word “Big”. Translation 3 , as translation 1, opts for modulation procedure adding the word “الحديثة” and dropping the original word “Big”. The fourth translation choose equivalence procedure as its adopted technique to render the expression in question. The last translation selects calque as the procedure for this expression sticking to the original structure. The last four translation are regarded as appropriate translations matching the TT standard and maintaining the same meaning of the ST.

Table no. (٧) : Analysis of Renderings of TT no. (4) according to Vinay &amp; Darbelnet's Model

(SLT)		(TLT)		TRANSLATION APPROACH (Vinay & Darbelnet's Model)							Acceptability
				Direct			Oblique				
No.	Expression	No.	Renderings	Borrowing	Calque	Literal	Transposition	Modulation	Equivalence	Adaptation	
4.	Big Tech	1.	<u>بعصر جديد للتكنولوجيا كبيره</u>					✓			✗
		2.	<u>شركات التكنولوجيا</u>							✓	✓
		3.	<u>التكنولوجيا الحديثة</u>					✓			✓

		4.	<u>شركات</u> <u>التقنية</u> <u>الكبرى</u>						✓		✓
		5.	<u>التكنولوجيا</u> <u>الكبرى</u>		✓						✓

The illustrative Table no. (4) below shows the possible inappropriate renderings with other procedures used.

Table no. (4) shows the possible inappropriate renderings with other ALL procedures IF used

(SLT)		TRANSLATION APPROACH (Vinay & Darbelnet’s Model)							Acceptability
		Direct			Oblique				
		(TLT) Possible Other Renderings for each method							
No.	Expression	Borrowing	Calque (applied already)	Literal	Transposition	Modulation (applied already)	Equivalence (applied already)	Adaptation (applied already)	

4.	Big Tech	بكتيك		كبيرة تقانة	التقانة الكبيرة				
		x		x	x				Acceptability

**SL Text: [5] Vital:**

Pandemic pushes Perus' vital peasant farmers to the brink.

(BRICEÑO, 2020)

**TL Texts:**

١. يدفع الوباء الفلاحين النشيطين في البيرو الى حافه الهاوية.
٢. الوباء يتسبب بتردي اوضاع المزارعين في البيرو.
٣. يدفع الوباء نشاط الفلاحين نحو الهاوية.
٤. يدفع الوباء الفلاحين الحويين في بيرو الى حافه الهاوية.
٥. يدفع الوباء الفلاحين النشيطين في بيرو الى حافه الهاوية.

**Discussion:**

The first translator uses claque procedure to translate the underlined expression utilizing in this case the direct strategy of translation. The translation is not appropriate due to the TT chosen meaning of the ST expression “vital” which does not go with the context of the original. The contextual meaning for vital here is “effective” and not “active” as translated into the TT due to the vagueness of the title. Translator 2 neglects the expression without translation. This is a kind of loss of meaning experienced by the translator which is not acceptable. The translations 3 and 5 feature literal procedure which also results in an inappropriate rendering. Translation 4 is regarded as appropriate rendering because it opts for the equivalent TT expression in the proper sense. The translations, in general, utilize different procedures in rendering the expression in question but none of these renderings are acceptable but the one which gives the equivalent TT component.

Table no. (٩) : Analysis of Renderings of TT no. (5) according to Vinay & Darbelnet's Model

(SLT)	(TLT)	TRANSLATION APPROACH (Vinay & Darbelnet's Model)		Acceptability
		Direct	Oblique	



No.	Expression	No.	Renderings	Borrowing	Calque	Literal	Transposition	Modulation	Equivalence	Adaptation	
5.	vital	1.	النشطين		✓						x
		2.	∅								x
		3.	نشاط			✓					x
		4.	الحيويين						✓		✓
		5.	النشيطين			✓					x

The illustrative Table no. (5) below shows the possible inappropriate renderings with other procedures used.

Table no. (١٠) shows the possible inappropriate renderings with other ALL procedures IF used

(SLT)		TRANSLATION APPROACH (Vinay & Darbelnet’s Model)							Acceptability
		Direct			Oblique				
		(TLT) Possible Other Renderings for each method							
No.	Expression	Borrowing	Calque (applied already)	Literal (applied already)	Transposition	Modulation	Equivalence (applied already)	Adaptation	
5.	vital	فايتل			الذين يؤثرون في الاقتصاد	الفاعلين		نوي ثقل على الاقتصاد	
		x			x	✓		x	Acceptability

## 7. Conclusions

The current study, based on the data analysis and discussion, comes up with the following findings:

1. The number of procedures used in this study is 23 procedures out of 25 translated text. Two renderings are excluded from the analysis; one is false and the other did not render the expression in question.
2. The appropriate procedures used in this study are 16 out of 25 renderings.
3. The inappropriate procedures used in this study are 7 out of 25 renderings.
4. The appropriate procedures used in this study in general are as follows:
  - a. Calque 2 times
  - b. Modulation 3 times
  - c. Equivalence 6 times
  - d. Adaptation 5 times
5. The inappropriate procedures used in this study in general are as follows:
  - a. Calque 1 time
  - b. Literal 2 times
  - c. Transposition 1 time
  - d. Modulation 3 times
6. The percentage of appropriate procedures in general is 69.5 %. The details: Calque 12.5 % ; Modulation 19 % ; Equivalence 37.5 % ; Adaptation 31 %
7. The percentage of inappropriate procedures in general is 30.5 %. The details : Calque 14 % ; Literal 28.5 % ; Transposition 14 % ; Modulation 43 %
8. The percentage of appropriate direct strategy is 9 % out of 23 renderings. The details within the strategy: 100 % Calque procedure of the whole percentage of the direct strategy
9. The percentage of appropriate oblique strategy is 61 % out of 23 renderings. The details within the strategy: 21 % Modulation ; 43 % Equivalence ; 36 % Adaptation of the whole percentage of the oblique strategy.
10. The percentage of inappropriate direct strategy is 13 % . The details within the strategy: 33 % Calque ; 67 % Literal.
11. The percentage of inappropriate oblique strategy is 17 %. The details within the strategy: 25 % Transposition ; 75 % Modulation.
12. It is concluded that the most suitable strategy to render vague words in news headlines is the oblique strategy , equivalence, adaptation and modulation procedures respectively in the first place and calque procedure within the direct strategy in the second place either because of novelty of the expression or using special terms.

This shows that some addition, and sometimes some omission, is inevitable to reach acceptability and naturalness in the target text. This leads to the fact that translation is not a fixed process it is a dynamic and flexible one. Each text has its unique requirements as far as translation is concerned. Furthermore, each text has many manifestations according to the objectives of each translation process directed to the same text.

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