UNIVERSITY KASDI MERBAH OUARGLA
Faculty of Letters and Languages
Department of Letters and English Language

Dissertation
Academic Master
Domain: Letters and Foreign Languages
Major: Translation and Translation Studies
English/Arabic/English

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Title

Translating Emotiveness in News Headlines

A Critical Discourse Analysis Approach
Case study "BBC & France 24 Headlines websites"

Submitted in Partial Fulfillment of the Requirements for the Degree of

Master in Translation and Translation Studies

Publically Defended on:
23 May 2017

Before the Jury:

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Academic Year: 2016/2017

Dedication

This dissertation is dedicated to our parents For their endless love, support, and encouragement.

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List of Abbreviations

HL headline

CDA critical discourse analysis

TT target text

TL target language

ST source text

SL source language

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The Analysis

Introduction

Instinctively, human beings tend to live in groups . Presumably, no human could shun himself or live in a rigid seclusion and isolation from the outer world. Sometimes, the individuals do not want to engage in any kind of conversation with other ,but automatically they do because of their nature and their several needs. Today, thanks to Mass Media that connects all the part of the world . It has made the world a small village, man now can contact anyone whenever and wherever in the world by different means such as news . they keep us updated. They may be shocking, appalling, good or bad. They affect us through the way we perceive the world in a way or another by implementing concise headlines. The headlines should be short ,attractive and sometimes emotive .This emotiveness is doing for specific purposes.

The research problem

One of the major problems that translators may face is how to keep the same impact and emotiveness from one language to another especially in headlines. Headlines are full of emotiveness in particular those which related to ideological background.

Research question

Trying to investigate the emotiveness problems encountered in translating headlines from English into Arabic, it is crucial to answer the main question and several other questions as sub-questions to reach the answer to the main question.

Main question

- To what extent does emotiveness alter in the TT?

Sub-questions   -

What are the various reasons behind altering the headlines in the TT ? Does emotiveness exist in all types of Hl ?

Hypotheses

In an attempt to answer the questions raised in this study:

We hypothesize that the emotive HL are generally modified or altered according to the reader's response and the ideology reasons .

Aim of the study

This study attempts to elicit the emotiveness in headlines , analysis and the way emotive expressions work to discover the hidden reasons in keeping or altering the same emotiveness in ST and TT Also , it intends to point out that translator(s) are sometimes under pression to rexpress this emotiveness to a given degree.

Methodology

In order to analyze the data collected , we adopted an analytic comparative method relying upon CDA. All this is also discussed according to the reader's reception and response . The reason behind this choice is to fully identify all the elements contributing in discovering the reasons behind a given choice of the HL.

Structure of the study

This study includes two chapters, the first one is theoretical and the second is a practical one .The first one tries to explain the main concepts concerning headlines emotiveness ,reception theory , ideology , translation and CDA , while the second one introduces the corpus of study by analyzing and comparing the data collected , and ends with results of the analysis are presented.

Limitation of study

we faced several obstacles in our study among them luck of references because it is a new theme and there is no previous studies about it and difficulties in finding the same headline in both languages English and Arabic .Also ,we wanted to choose Elnnahar or Elchourok channel but unfortunately, we did not find the same headline in English and Arabic. In addition , they translate word for word and prefer the French language.

Literature Review

Morillas (2002) argues for the need to distinguish two types of semantic models for the purpose of describing emotive expressions. On the one hand, some emotive expressions are straightforwardly 'extensionality', that is, they can be represented linguistically by models that read out the semantic representation directly from the naturalistic experience, with minimal projective elaboration or amplification. On the other hand, some models of emotive expressions rely on analogical, cognitive

models (e.g. metaphoric models). He concludes that in representing semantically emotive expressions we need both an extensionalist type of semantic representation format for the denotative concepts and an intentional-motivational one for the analogical, projective ones.

Farhan & Taha (2006) deal with the emotional and expressive aspects arising from the use of stylistic vocabulary lexical , and emotional expressions , also highlight the potential to translate these expressions, in the same style, the same effect delivery of the recipient after the translation.

Faiq (2007) also highlights the strong relationship between culture and language and considers them to be the two basic components of translation. He states that: The two fundamental components of translation are culture and language, culture refers to beliefs and value systems tacitly assumed to be collectively shared by particular social groups as well as to the positions taken by producers and receivers of texts, including translations during the mediation process facilitated by language. Language is the system that provides its users with the tools to realize their culture

Glodjović (2010) investigates the problematic aspects of intercultural communication as considered in the context of cultural and linguistic barriers encountered in translations from English into Serbian. The analysis of potential problems in translation of literary texts is based on the examples taken from the Serbian translation of a contemporary novel. The discussion clearly illustrates the pitfalls of translation and underpins the importance of a knowledge of the culture with which one is attempting to communicate. The analytic framework is grounded in critical linguistic approach to concrete translators' mistakes and it reports on the challenges of some lexical issues in the translation process

Abd Al Nasser, M, (2010) in his study conduct, the language of newspaper headlines is carefully designed to attract the reader's attention by using various linguistic devices. A headline is the motive which motivates the reader whether to go ahead or to refrain. It is found that a headline is inviting if it uses high-sounding language, warnings, puns, elaborate figures of speech, or if it presents shocking information. Also, the use of a given variety of the language and certain sentence types are seen to be effective. A questionnaire is conducted to see which of the above-mentioned linguistic features is more effective. It is concluded that presenting shocking information in a headline is the most attractive feature.

Al- Hamad (2011) Conducted A study aimed to examine the figures of speech used in Arabic political speeches as a tool of communication to gain political advantages. The analysis of the data will mainly depend on four emotive figures of speech: simile, metaphor, personification, and euphemism. Throughout the study, detailed analysis of how emotive expressions are translated from Arabic into English, maintaining the emotive content of the source texts (the written manuscript of a speech), is also examined. The Syrian President Bashar Al-Assad's political speeches are taken as a sample. An explanation of possible ways of rendering the emotive expressions accurately and effectively into English follows.

Sigareva (2014) this study focuses on the emphatic component of specialized texts and discuss some issues of intercultural communication effectiveness in diverse socio-cultural context. Many emotional theories have already placed the major emphasis on investigation of cultural dimensions of emotions. It has been stated that emotions are greatly determined by the systems of cultural values. The way the emotions are displayed (or hidden) in different languages is crucial for verbalization of different emotional experiences. Thus, the translation techniques employed to bridge the communication between the selected cultures are of paramount importance in terms of cultural norms and regulations characteristic of different lingual communities. The author will argue that translation of technical texts from English into Russian presents a challenge from the point of view of consensual ideology which differs in respectful cultures in the discussed domain.

In Galita, R, & Bonta, E, (2015) study A press release, as an important tool of providing information for the media and general public, has its own specific features regarding its constitutive parts and the manner of writing them. One of the most important parts of a press release is its headline, which provides the first impression for the journalists and readers, as it is the most visible element, both online and in print. The press release headline generally contains elements of addressability and/or self-reference. Being based on a corpus of both English and Romanian press releases concerning education and culture, the present paper focuses on the linguistic means used by the writers to suggest addressability and self-reference. While the analysis of the data indicates important differences in the two languages regarding the manner of linguistically marking addressability and self-reference, the findings also highlight certain patterns of writing press release headlines in both English and Romanian.

Mahasneh (2016) addresses the translatability of Emotivness in the Arabic language which is a very expressive language. Emotiveness might be of a particular importance for Arabic readers, because words carry a great deal of emotional content either in themselves or in the context they are imbedded in. Arabic language is well known for being eloquent, expressive, clear, rich, rational, scientific, flexible, and emotive all at once and in many ways. The paper illustrates major problems emerging while translating between Arabic and English, two distant language and two different cultures. This paper gives translators and readers an example of how to look at emotiveness in the Arabic language by studying the main sources of emotiveness. The ambition of this paper is to enrich the literature on translation with new examples of emotiveness by pointing out the expected problem areas when translating emotive expressions. Furthermore, this paper is significant since it attempts to answer the question of whether emotiveness constitutes a problem when translating from Arabic into English and whether the meaning and the musicality of poetry for example are translatable or not.

Chapter one

Headlines and Emotiveness

I.   Introduction

Nowadays, news have a substantial role in our daily lives since they give several and different information and events in the world; these pieces of news have become part of everyday life of millions of people. Headlines are. The most important element in news; they inform, summarise the whole story of a certain article in order to make people read it or even buy the newspaper. English and Arabic headlines are different in the form; every headlines have a specific features that are related to their language. Therefore, in the process of translating English headlines into Arabic, translators use various strategies, language styles and linguistic choices. Many HL are governed by ideological, religious, cultural aspects that controlled the way of writing this HL. Consequently, using emotiveness words according to the reader response .This chapter is divided into sections the first one deals the HL; types ,forms, functions and purposes and linguistics and semantics variations .As for the second ,contains definitions of   emotiveness , critical discourse analysis ,ideology and the reader response .

1. Definition of headlines

The headline is a special type of text, according to Reah (2002), it should "encapsulate the story in a minimum number of words and attract the reader to the story" (p. 13).A headline is a starting point of the details of what has occurred .It is the main concern of the story, Iarovici and Amel (1989) define the headline as a unique type of text, "a text which can not has an autonomous status" (p .441). For them, it is a text connected to another text, and this text has the role of a headline.(ibid)

The headline includes the important information about an article . It is regarded as the main element of a new s story. Headlines are usually written by the copy editor not the actual author of the article .they are the last to be added, however, the first to be read, and should therefore stand out on the page of newspapers. According to Schneider (2000)"headlines provide more or less detailed information about the content of an article, mostly by providing a short summary"(p.48). A typical headline describes the essence of a complicated news story in a few words; it informs quickly and accurately .Thus, to wake the reader's curiosity to read the whole article .The reader's interest of reading the next news may be less if they get the main

information. As for Ludwig and Gilmore (2005), they emphasize 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"(p.107).

2. Function of headlines

The main function of the headline is to convey the relative significance of the story to the hurried reader; it is meant to attract him/her. According to Van Dijk (1985), a headline has a specific thematic function which is to express the most important topic of a certain news item.Crystal (1969) states that "the function of headlining is complex: headlines have to contain a clear, succinct and if possible intriguing message, to kindle a spark of interest in the potential reader, who, on average, is a person whose eye moves swiftly down a page and stops when something catches his attention."(p.174).HL gets the reader's attention and summarizes or tells about the article to help organize the news on the page and indicates the relative importance of a story ; Van Dijk (1988) defines this function as an 'initial summary' by stating:

> *"Each news item in the press has a Headline… Headline*
> *precedes Lead, and together they precede the rest of the news*
> *item. Their structural function is also clear: Together they*
> *express the major topics of the text. That is, they function as*
> *an initial summary."* (P.53).

Headlines should outline what the article is about. Dor (2003), recognises headlines which function as ''a summary of the story'' and ''headlines which, rather than summarize the story, promote one of the details of the story.'' (p. 697).

3. Types of Headlines

There is several types of headlines, they are used in journalism, the specific type used is based on the structure of the news story. An important aspect in getting and holding the attention of the audience is through the use of attractive headlines. Headlines should summarize in a few striking words the news story featured under it. Kronrod(2001) states that The point is to get the attention of the reader and draw him into the story.

3.1 Flush Left Headline

This type is one of the modern headline ,according to Venuti(1992),

> *"It consists of two or three lines of headline, each one set flush left to the left side of the space. The design is simple and allows freedom in writing the headline. No rules govern the writing of the flush left headline; however a uniform style for better results is generally adopted. This type of headline is popular because it is easy to write, allows flexibility in unit count and provides a feeling of airiness to the page with the white space "*

3.2 Banner Headline

The most important of headlines is to attract the attention of the readers, viewers or listeners, to make the audience choose a newspapers or even channels. According to Venuti (2004),banner headlines are words use it in big letters on the top of the front page of the newspaper talking about an important events ; they are not used many times , but they have a great effect to the reader .

3.3 Inverted Pyramid Headline

This type of headlines focus on presenting facts first , the first paragraph contain the most important information , and the less important information follows to the very end of the story. Venuti (2004) found that the inverted pyramid headline contain three lines; the first runs across the column and the other two lines are shorter than the first line.

3.4 Cross-Line Headline

This type of headlines is one of the simplest types of headlines, contain a single line most often more columns in width. It can have the words centered over the columns or it can run flush on both sides of the paper . Venuti (2004)stated that the cross-line headline is similar to a banner headline. It is generally used when there is more than one column for a story and to produce a formal look.

4. The Purposes of Headline

The headline is the eye of a piece of news. So, the accuracy of the diction is the most important point. Thus, the readers can get a general idea of the news but the most important information was expressed. The headline has the obligation to attract the eye of the readers because of the brilliant point is necessary .Venuti (2004),stated that the dictions must be interesting and humorous .Bartel (1994) stated that the purpose of a headline is to summarize the news content of an article in very few words. The most important purpose of news headline is to express the information ,catch the eye and make the reader want to read the entire story. It is a "hook" to capture the reader's attention and inspire them to want to read the article. Furthermore , it draws the readers into a story. If they're written correctly, they will invite the reader to move on to the story itself.

I. Linguistic variations
1. Style

Style is an essential element in the translation process. Nida and Taber (1982), state that "translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style" (p 12). According to Al-Qinai (2009) ,"despite all efforts to remain invisible, a translator's voice leaves its imprints on the style of the target text" (p .24) .Thus, the style of the translator may leave an effect on the target text ,which mean it will have the same effect on the target audience .

English headline	Arabic headline
Real Madrid's Ronaldo scores hat-trick to beat Atletico Madrid 3-0 in Champions League semis	دوري أبطال أوروبا: ثلاثية كريستيانو رونالدو أمام أتليتيكو مدريد تضع ريال مدريد على مشارف الدور النهائي
Retrieved from: http://www.france24.com/en/20170502-real-madrid-ronaldo-scores-hat-trick-beat-atletico-madrid-3-0-champions-league-semis	Retrieved from: http://www.france24.com/ar/20170502-%D9%83%D8%B1%D8%A9-%D8%A7%D9%84%D9%82%D8%AF%D9%85-%D8%B1%D9%8A%D8%A7%D9%84-%D9%85%D8%AF%D8%B1%D9%8A%D8%AF-%D8%B1%D9%88%D9%86%D8%A7%D9%84%D8%AF%D9%88-%D8%A8%D8%B7%D9%84-%D9%86%D8%B5%D9%81-%D8%A7%D9%84%D9%86%D9%87%D8%A7%D8%A6%D9%8A-%D8%A3%D8%AA%D9%84%D8%AA%D9%8A%D9%83%D9%88-%D8%AF%D9%88%D8%B1%D9%8A-%D8%A7%D9%84%D8%A3%D8%A8%D8%B7%D8%A7%D9%84

Table01: *France24 headline about Real Madrid .*

The English HL starts with the main focused element of the news 'Ronaldo '; the Arabic one does not directly go to the point for it introduces firstly where the competition takes place' 'دوري أبطال أوروبا . This is due to the divergent stylistic views of both languages.

The English HL focuses more on the concrete result' score' : 3-0 ; the Arabic HL states it in other words'الثلاثية' . The meaning here may not be the same as 3-0 indicates that the counterpart team scored no goal. In Arabic , the word 'الثلاثية' gives a space to think that it may be 3-1./ 3-2 or 3-0.

2. Addition

Addition of words in headlines is used to give precise details into the target text (TT) for demonstration .Sundqvist (2011),states that the addition is used to clarify certain segments in the source text that are difficult for the target reader to understand .In the Arabic version of the "HL", the reader does not find difficulty in understanding

the information within the HL, but he rather finds it more general and ambiguous in terms of number of causality. For example :

English headline	**Arabic headline**
-Afghans mourn casualties of deadliest Taliban attack on army base	هجوم ضخم لطالبان ضد قاعدة للجيش الأفغاني يخلف 100 قتيل على الأقل
Retrieved from: http://www.france24.com/en/20170423-afghanistan-mourning-taliban-attack-army-base	Retrieved from: http://www.france24.com/ar/20170422-%D8%A3%D9%81%D8%BA%D8%A7%D9%86%D8%B3%D8%AA%D8%A7%D9%86-%D8%B7%D8%A7%D9%84%D8%A8%D8%A7%D9%86-%D9%82%D8%AA%D9%84%D9%89-%D9%82%D8%A7%D8%B9%D8%AF%D8%A9-%D8%B9%D8%B3%D9%83%D8%B1%D9%8A%D8%A9

Table02 :_France24 headline about Taliban attack ._

The English headline in the example above does not include the number of "victims" while this number is mentioned in the Arabic headline: " قتيل 100". The translator extracts this specific information from the article and uses it in the headline since it may be of interest to the Arab readership, or to put emphasis on this specific information in order to attract the attention of the readers.

3. **Omission**

Omission in translation is a strategy by which the translator deletes some words in TT. It is used in order to keep them concise. According to Tso (2010), "omission is carried out when the content is intentionally or unconsciously deleted by the translator (because of censorship, standardization, or / and the translator's wish to eliminate redundant and irrelevant elements to 'improve' the ST). As for Sundqvist (2011), "omission is used because some words or phrases in the source text are very specific and 'may refer to things that may be unknown to the target readers.' Example:

English headline	Arabic headline
-French election: Hollande vows 'response' to Macron hack attack	الانتخابات الفرنسية: حظر على نشر تسريب وثائق ماكرون.تفاصيل
Retrieved from: http://www.bbc.com/news/world-europe-39830379	Retrieved from: http://www.bbc.com/arabic/world-39827319

Table03 : *BBC headline about French election .*

The expression "Holland vows " was omitted in the Arabic headline which indicates "to the statement of the president of France" .Not mentioning the name of Holland in the Arabic one because In the electoral phase, the governing authority in Europe is in one line with parties contesting in the elections, but in the Arabian nations the president is the leader who has all the priorities so mentioned the name of Holland here   has a political expression. This makes the headline somewhat incomplete by not providing the necessary information for the Arab reader.

II.   Semantic variations
1. Explicitness

According to Nida (1946) explicitness encompasses addition, alteration and subtraction that have as objective "filling out elliptical expressions .According to Klaudy, (1998) explicitness can be defined as "a translation technique consisting of making explicit the target text information that is only implicit in the source text."(p.80).

Vinay and Darbelnet in 1958   stated that the   explicitness is "the process of introducing information into the target language which is present only implicitly in the source language, but which can be derived from the context or the situation" (p.8).

English headline	Arabic headline
What does Afghan warlord Hekmatyar's return mean?	حكمتيار يعود إلى كابول بعد توقيع اتفاق سلام مع الحكومة
Retrieved from: http://www.bbc.com/news/world-asia-39819123	Retrieved from: http://www.bbc.com/arabic/world-39803904

Table04 : *BBC headline about Hekmatyar.*

The translator in the example above made the headline as a declarative statement while it was a question in the English one. The journalist made the headline ambiguous, while in the Arabic version the translator made it more explicit to the reader about the return of "Hekmatyar". The journalist made the headline as a question in order to make it more implicit to the audience. Thus, he did not need to make this information explicit. However, this may not be the case for the Arab reader. Hence, the translator chose to make it explicit and more precise so as the target audience get the right meaning and information.

2. **Implicitness**:

According to Larson (1984) "implicit meaning is a meaning that is not shown but it is the part of the conversation or intention to convey the speaker" (p. 36). In the process of comprehending the implicit meaning, the readers sometimes have to try hard to get the proper interpretation by the imagery or interpretation. Responders need to know certain thing.

English headline	Arabic headline
New Hamas policy document 'aims to soften image'.	ما مدى التحول في الوثيقة السياسية الجديدة لحماس؟
Retrieved from: http://www.bbc.com/news/world-middle-east-39744551	Retrieved from: http://www.bbc.com/arabic/middleeast-39779298

Table05 : *BBC headline about new Hamas policy .*

The translator made the headline as a question and used words in order to make it more implicit to Arabian reader such as : (change)" التحول " which has a hidden meaning about Hamas. The English one was explicit in order for the western audience to know the exact information.

III.   Emotiveness:

Multiple studies agree upon the role of translation in our life ,its main aim is to convey the meaning from ST to TT with keeping the same impact, the same emotiveness and the influence on the target reader . A lot of scholars gave definitions to emotiveness .Firstly , we begin with Mona Baker (1992), According to her ,the emotive meaning has a relation to the speaker 's emotions or attitude rather than to what utterances and words refer to . It can not be judged as true or false .The evoked meaning or emotive meaning comes from register variation and dialect .She defines the dialect as the language diversity of a specific group or society ,it may be divided into   the following bases : geographical (British   English is unlike American or Scottish) ,temporal (the use of word changes according to time such as really it was verily)and   Social(according to different social classes like :napkin and serviette) .Also,she defines the register as a diversity of language that a language user considers relevant to a particular situation. Register variation comes from three variations: field , tenor and   mode of discourse   .There is another definition which describes emotiveness using the dichotomy of the denotative and connotative meanings. Bronislava Volek (1987)states that Denotative meaning is the visionary or dictionary

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meaning, while connotative meaning involves the emotional associations which are suggested by lexical items , and is equivalent to emotive or expressive meaning. In this regard declared that "Emotive expressions have no meaning formed by the qualities of the object referred to, but it is kind of an intended meaning formed by the associative characteristics of the object expressed" .

Shunnaq(1998) argues that "an emotive meaning is a function of responses, i.e. certain words tend to produce emotive responses showing that there is emotive meaning."

 For Nida(1964) connotative meaning is "the aspects of author and the emotional response of a receptor, it can be bad or good, strong or weak" According to him the emotiveness is the consequence of the interaction of the triangle of text, audience and author .

Geoffrey Leech (1974).divides the emotive meaning into seven types in his book Semantics. He includes connotative, affective, and associative meanings among these types, which might be considered the main types of emotiveness. Emotive meaning or emotiveness is a part of the connotative meaning of a concept or a word, and the meaning therefore varies from person to person and from one language to another, and as the result from culture to culture. Emotive expressions might relay on the context in some cases, text type, and the intention of the speaker. They might also be used to emotionally influence the addressee or to reveal the speaker's reaction or feelings towards the subject matter.

Some scholars who have studied emotive expressions have divided them differently. Volek (1987)has divided emotive expressions into the following classifications :
phonetic/phonological, morphological, lexical units, syntactical, intonational , and the use of direct address .While Shunnaq(1998) divides them into two types: negative and positive, and traces the main sources of emotive expressions to figures of speech and cultural expressions (Shunnaq(2000) and Shunnaq(1993). Figures of speech involve metaphor, euphemism, and dysphemism, and personification among others, which in addition to their denotative meanings carry emotive overtones.

IV. Reception and Reader-response Theory

According to Mjahdi N (n.d) ,the role of the translators are no longer just a transformation of a text from one language to another to the readers, but their job becomes more complicated when reading the text , they interact and generate the meaning, what was hidden in the SL should be explicit in the TL in order to get more impact on the reader . This idea is among the main principles of reception theory and Reader response theory

According to Shams(n.d), the Modern reader-response criticism began in America while reception theory started in Germany, these two theories appeared nearly in the same period and shared the same ideas and principles they categorized under one theory , it tackled from several positions involving those of hermeneutics, phenomenology ,psychoanalysis and structuralism . According to Chaaban (2009) .It emerged in the 1960s and '70s , in work, Wolfgang Iser, Hans-Robert Jauss, Stanly Fish and others. All focused on the role of the reader on the text .Firstly, Juss was the first who named it the reception theory ; he emphasizes the importance of the Literary history which means the chain of the reception of different readers in time and their interpretation .Than , Wolfgang Iser gave concept of filling the " gaps " or " blanks," he does not explain all portions to the reader such as gaps in the narrative and blanks in descriptions.

Iser (opposite from Jauss) does not analyze actual readings of texts, but continue from optimal, "implied reader" sufficiently imaginative, artificial , and not closed to the text's challenges .He refused to be within the school of reception .Iser called it "Reception and communication theory.In addition to them, Fish(1980) confirmed the role of the reader,According to him , the reader-response criticism or reception Asiatic as he called has two types : the first one is a phenomenological approach and the second is an epistemological theory. The phenomenological method concentrates on what occurs in the reader's mind as he or she reads, and the epistemological theory focuses on the reader response. which provides the reader an active role on the production of the meaning (Ibid) .

For Fish(1980) the author's intention is a creation of the reader regarding the interpreter in reader - response theory. Thus, various interpreters will see various intentions because they are a creation of the reader and not the author.

V.   Critical Discourse Analysis

1.A brief history of CDA(Critical Discourse Analysis)

According to Ruth Wodak and Michael Meyer(2008), CDA appeared in the early 1990s, following a small conference at the university of Amsterdam, in January 1991.Teun van Dijk, Norman Fairclough, Gunther Kress, Theo van Leeuwen and Ruth Wodak spent two days together, they had a great chance to discuss theories and methods of Discourse Analysis particularly CDA . The beginning of the CDA was marked by the launch of Van Dijk's journal Discourse and Society , as well as by different books which were published simultaneously and led by similar research aims . Today ,CDA is an established discipline in Linguistics; Critical Discourse Studies ,The Journal of Language and Politics, Discourse and Communication and Visual Semiotics.

2.CDA , Translation and Ideology

According to Alzlitni (2014) van Dijk defines Critical Discourse Analysis (CDA) is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance and inequality . It examines how these discursive sources are maintained and reproduced within specific social, political and historical context. Also, Fairclough(1997) defined CDA as an analysis which is focus on the linguistic characters of the structural and social processes and not on the language itself.

CDA convinces the audience throughout several levels among them .Firstly, the linguistic level the words have sometimes   positive and emotional meaning and sometimes negatives like martyrdom or suicide .Secondly, on the structural level

which is controlled by certain ideological background , the structure here will be full of expectations and attitudes for examples using passive voice to hid the identity of the doer , the writers choose the right words in order to convey the reader ,to control the mind and the action . (alziltini 2014)

According to Alzltini (2014), the aims of CDA are dangerous and practical, it engages the academic researchers in very important issues which are a non academic but from the real world it makes the work of the analysts ethical according to ideological reasons. As a result of globalization, according to Mehdi Mahdiyan(2013), the need of translation augments this action is doing under particular theories and ideologies. In fact , Translation is a part of the development of discourses ,it is a mediation between them .

According to CDA, translation relays on social, cultural, and political factors in analyzing both ST and TT. CDA becomes an utile method in making decision of the translation strategy, the ST, and the TT context, social and cultural dissimilarities between source and target language communities.. It is mostly used in analyzing the linguistic factors of one culture and one language but in translation studies this approach   should be applied to both primary ST and secondary TT.(Ibid).

In translation practice, ideology is, implicitly or explicitly, always there. Mehdi Mahdiyan(2013),Translation is affected by some linguistic and ideological elements when translating from one language into another. A cultural and ideological movement emerged in the field of translation studies that viewed translation analysis from the perspective of culture. According to Van Dijk (1997), ideology can be presented and represented in any discourse. Each individual has ideology. Thus, a single text is translated differently since that translators have different ideologies. Obviously, translators who support certain political parties will translate political texts differently than those who oppose them. Those who oppose the parties will restate and modify the original discourse in their translations. Consequently, different translations mean that there are different ideologies. Mehdi Mahdiyan(2013),Translators are influenced by the environment and society they live in. So, when they come to translate a text, they understand it and try to make some changes that go with the

governing rules and norms of their societies, and then they translate it, producing a new version if the ST that is acceptable to the TT reader.

In New Oxford Dictionary of English(2005), ideology is defined as, "a system of ideas, ideals especially one which forms the basis of economic or political theory and policy" (p. 770). In Watching news, one may think that the Arabic translation is just a translation of the English text. In fact, it is rewriting when a translator translates a text holding in mind the adaptation of the ST to some ideology of different readers. It is ideology that makes the translator choose, omit and add certain words instead of others. According to Lefevere(1992), the patronage and poetics control in rewriting a text .The patronage consists of three elements among them the economical factor and the ideological factor the first one is the power and the financial support whereas the ideological factor is the values of thought which are depended of the society .To conclude, we can say that is a new approach, it is not a fixed theory but it follows a collection of approach that have been started by the earlier research in discourse analysis theories within TS and functionalist.

Conclusion

In news, the most important element is the headline. Its main function is to persuade the readers to read the whole article .The Translation language of news in headlines is carefully designed to attract the reader's attention, by using various linguistic and semantic elements .The headline motivates the reader whether to go ahead or to refrain. Different HLs due to ideological reasons are filled with emotiveness in order to respond the reader desire , the ideological background and to the reader response .This ideological abstract sometimes obliges the writer or the editor to achieves some elements instead of authors for some cases political or religious, this makes HL is not only put to read or to buy but to send some certain messages to the readers to change their world view.

This what we will see in details in the practical part when we analyze the HL in English and Arabic we will discover to extent the emotiveness is translated in the TT.

Chapter two

The Analysis

Analysis of Samples

Introduction:

This chapter will be devoted to the analysis and the comparison of English and Arabic headlines to check the degree of emotiveness embedded in each headline in various different fields.

1. Definition of the Corpus

In order to carry out the comparison between English headlines and their translations into Arabic, Various English and Arabic headlines were collected from online news websites , *France24* and **BBC channels**. The topics of selection were focused on the top news stories in both websites, as well as *Middle East* topics, mainly political. These news websites have been chosen because they include both the English and the Arabic versions and are widely accessed by a large number of people around the world, both Arab and western. The headlines which we selected cover the period from February to May 2017. The selection consists of 15 headlines.

2. Methodology

The collected data contain 15 new headlines; 6 HL are taken from *BBC* website and 8 from *France24* website channels and one headline was taken from *Skynews* for a comparative reason with the *BBC* headline. The comparison will consist of an analysis of the linguistic variations and semantic changes occurring and the degree of the Emotiveness in the translation process from English into Arabic ; which headline has more emotiveness degree and what is the reason behind them .The English version is the source text , the line of BBC headquarter whose first copy is English is than translated into Arabic version; the reporter sends the news to the headquarter to be translated than to a TL . Hence, the English version is the original, even though the Article is originally in Arabic. According to the cite (*BBC Watch*) which monitors and criticize all the BBC articles especially ideological, Palestinian cause , Middle East. Furthermore, we will relay upon back translation for each headline in order to identify to what extent the HL in English or in Arabic is accurate also, to assess the emotiveness. Some techniques and methods, as well as linguistic

choices that translators employ in this process, will be explored according to CDA approach.

English Headlines	Source	Arabic Headlines
-Israeli soldier jailed for 18 months for killing wounded Palestinian attacker http://news.sky.com/story/israeli-jailed-for-18-months-for-shooting-dead-wounded-palestinian-attacker-10776259	Skynews	– عقوبة مخففة على جندي إسرائيلي قتل فلسطينيا جريحا http://www.skynewsarabia.com/web/article/920556/%D8%B9%D9%82%D9%88%D8%A8%D8%A9-%D9%85%D8%AE%D9%81%D9%81%D8%A9-%D9%84%D8%AC%D9%86%D8%AF%D9%8A-%D8%A7%D9%95%D8%B3%D8%B1%D8%A7%D9%8A%D9%94%D9%8A%D9%84%D9%8A-%D9%82%D8%AA%D9%84-%D9%81%D9%84%D8%B3%D8%B7%D9%8A%D9%86%D9%8A%D8%A7-%D8%AC%D8%B1%D9%8A%D8%AD%D8%A7
Israeli soldier gets 18 months for killing wounded Palestinian attacker http://www.bbc.com/news/world-middle-east-39037605	BBC	حكم بسجن جندي إسرائيلي 18 شهرا لقتله مهاجما فلسطينيا جريحا http://www.bbc.com/arabic/middleeast-39039356
- Palestinians in Israeli jails hold mass hunger strike http://www.bbc.com/news/world-middle-east-39588394	BBC	- أكثر من ألف معتقل فلسطيني في سجون إسرائيل يبدأون إضرابا عن الطعام http://www.bbc.com/arabic/middleeast-39619944
- Gilbert Baker, creator of gay pride rainbow flag, dies at 65 http://www.france24.com/en/20170401-gilbert-baker-creator-gay-pride-rainbow-flag-dies-65-obituary	Frabce24	– الولايات المتحدة: وفاة مصمم راية قوس القزح رمز المثليين جنسيا في العالم http://www.france24.com/ar/20170401-%D8%BA%D9%8A%D9%84%D8%A8%D8%B1%D8%AA-%D8%A8%D9%8A%D9%83%D8%B1-%D9%88%D9%81%D8%A7%D8%A9-%D9%82%D9%88%D8%B3-%D9%82%D8%B2%D8%AD-%D9%85%D8%AB%D9%84%D9%8A%D9%88%D9%86-%D8%B1%D8%A7%D9%8A%D8%A9
- Palestinians in Israeli jails hold mass hunger strike http://www.bbc.com/news/world-middle-east-39588394	BBC	أكثر من ألف معتقل فلسطيني في سجون إسرائيل يبدأون إضراب عن الطعام . http://www.bbc.com/arabic/middleeast-39619944
- Palestinian inmates launch mass hunger strike in Israeli jails http://www.france24.com/en/2017041	France24	معتقلون فلسطينيون يواصلون الإضراب عن الطعام والسلطات الإسرائيلية ترفض

7-palestinian-inmates-launch-mass-hunger-strike-israel-prisons		التفاوض http://www.france24.com/ar/20170424-%D8%A5%D8%B3%D8%B1%D8%A7%D8%A6%D9%8A%D9%84-%D9%81%D9%84%D8%B3%D8%B7%D9%8A%D9%86%D9%85%D8%B9%D8%AA%D9%82%D9%84%D9%88%D9%86-%D8%A5%D8%B6%D8%B1%D8%A7%D8%A8-%D8%A7%D9%84%D8%A8%D8%B1%D8%BA%D9%88%D8%AB%D9%8A%D8%AA%D8%AF%D9%87%D9%88%D8%B1-%D8%B5%D8%AD%D8%A9
- Hilarion Capucci: Arms-smuggling archbishop dies aged 94 http://www.bbc.com/news/world-middle-east-38489550#orb-footer	BBC	وفاة مطران القدس المنفي هيلاريون عمر ناهز 94 عاما كبوشي، عن http://www.bbc.com/arabic/middleeast-38486414
- Gilbert Baker, creator of gay pride rainbow flag, dies at 65 http://www.france24.com/en/20170401-gilbert-baker-creator-gay-pride-rainbow-flag-dies-65-obituary	France24	–الولايات المتحدة: وفاة مصمم راية قوس القزح رمز المثليين جنسيا في العالم http://www.france24.com/ar/20170401-%D8%BA%D9%8A%D9%84%D8%A8%D8%B1%D8%AA-%D8%A8%D9%8A%D9%83%D8%B1-%D9%88%D9%81%D8%A7%D8%A9-%D9%82%D9%88%D8%B3-%D9%82%D8%B2%D8%AD-%D9%85%D8%AB%D9%84%D9%8A%D9%88%D9%86-%D8%B1%D8%A7%D9%8A%D8%A9
- Sperm donation rom-com is a success in Egypt. http://www.france24.com/en/20170319-sperm-donation-rom-com-hit-egypt	France24	– بشتري راجل" فيلم مصري عن التبرع بالمني يصنف تحت فئة "16+" http://www.france24.com/ar/20170321%D8%A8%D8%B4%D8%AA%D8%B1%D9%8A-%D8%B1%D8%A7%D8%AC%D9%84-%D9%81%D9%8A%D9%84%D9%85-%D9%85%D8%B5%D8%B1-%D9%85%D9%86%D9%8A-%D8%AA%D8%A8%D8%B1%D8%B9-%D8%B2%D9%88%D8%A7%D8%AC-%D8%AC%D9%86%D8%B3
- How sick are French hospitals? http://www.france24.com/en/20170414-reporters-france-public-hopitals-sick-health-workers-healthcare-system-exhaustion	France24	المستشفى الفرنسي مريض http://www.france24.com/ar/20170415-%D9%85%D8%B1%D8%A7%D8%B3%D9%84%D9%88%D9%86-%D9%85%D8%B3%D8%AA%D8%B4%D9%81%D9%8A%D8%A7%D8%AA-%D9%81%D8%B1%D9%86%D8%B3%D8%A7-%D8%AA%D9%82%D8%B4%D9%81-%D9%86%D9%81%D9%82%D8%A7%D8%AA

-Disillusioned French voters speak out ahead of elections http://www.france24.com/en/2017040 5-reporters-french-presidential-elections-voters-disillusioned-undecided-outcome-uncertain	France24	فرنسا: ما يقوله الناخبون– http://www.france24.com/ar/20170408-%D9%85%D8%B1%D8%A7%D8%B3%D9%88%D9%86-%D9%81%D8%B1%D9%86%D8%B3%D8%A7-%D8%A7%D9%84%D8%A7%D9%86%D8%AE%D8%A7%D8%A8%D8%A7%D8%AA-%D8%A7%D9%84%D8%B1%D8%A6%D8%A7%D8%B3%D9%8A%D8%A9-%D8%A7%D9%84%D9%81%D8%B1%D9%86%D8%B3%D9%8A%D8%A9-%D9%86%D8%A7%D8%AE%D8%A8%D9%88%D9%86
- Afghans mourn casualties of deadliest Taliban attack on army base http://www.france24.com/en/2017042 3-afghanistan-mourning-taliban-attack-army-base	France24	هجوم ضخم لطالبان ضد قاعدة للجيش الأفغاني يخلف 100 قتيل على الأقل http://www.france24.com/ar/20170422-%D8%A3%D9%81%D8%BA%D8%A7%D9%86%D8%B3%D8%AA%D8%A7%D9%86-%D8%B7%D8%A7%D9%84%D8%A8%D8%A7%D9%86-%D9%82%D8%AA%D9%84%D9%89-%D9%82%D8%A7%D8%B9%D8%AF%D8%A9-%D8%B9%D8%B3%D9%83%D8%B1%D9%8A%D8%A9
- Canada's indigenous people determined to improve their lives http://www.france24.com/en/2017031 7-reporters-canada-indigenous-first-nations-awakening-justin-trudeau-winnipeg	France24	كندا: معاناة السكان الأصليين http://www.france24.com/ar/20170318-%D9%85%D8%B1%D8%A7%D8%B3%D9%84%D9%88%D9%86-%D9%83%D9%86%D8%AF%D8%A7-%D9%85%D8%B9%D8%A7%D9%86%D8%A7%D8%A9-%D8%A7%D9%84%D8%B3%D9%83%D8%A7%D9%86-%D8%A7%D9%84%D8%A3%D8%B5%D9%84%D9%8A%D9%8A%D9%86-%D8%A5%D8%A8%D8%A7%D8%AF%D8%A9-%D8%AB%D9%82%D8%A7%D9%81%D9%8A%D8%A9
North Korea CIA plot allegation full text http://www.bbc.com/news/world-asia-pacific-39819922	BBC	كوريا الشمالية تتهم الولايات المتحدة بالتخطيط لاغتيال زعيمها كيم جونغ أون http://www.bbc.com/arabic/world-39821315
Bayern Munich seal record fifth Bundesliga title with 0-6 Wolfsburg win http://www.france24.com/en/2017042 9-football-bayern-munich-win-fifth-straight-german-bundesliga-championship-soccer	France24	بايرن ميونيخ يتوج بلقب الدوري الألماني للمرة الخامسة على التوالي و27 في تاريخه http://www.france24.com/ar/20170429-%D8%A8%D8%A7%D9%8A%D8%B1%D9%86-%D9%85%D9%8A%D9%88%D9%86%D9%8A%D8%AE-%D9%83%D8%B1%D8%A9-%D8%A7%D9%84%D9%82%D8%AF%D9%85-

		%D8%A3%D9%84%D9%85%D8%A7%D9%86%D9%8A%D8%A7-%D8%A8%D8%B7%D9%84
Rock'n'roll pioneer Chuck Berry dies at 90 http://www.france24.com/en/20170319-obituary-chuck-berry-rock-n-roll-pioneer-guitar-hero-dies	France24	رحيل الموسيقي تشاك بيري رائد الروك أند رول عن 90 عاما http://www.france24.com/ar/20170319-%D8%A7%D9%84%D9%88%D9%84%D8%A7%D9%8A%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D8%AA%D8%AD%D8%AF%D8%A9-%D8%AA%D8%B4%D8%A7%D9%83-%D8%A8%D9%8A%D8%B1%D9%8A-%D9%88%D9%81%D8%A7%D8%A9-%D8%A7%D9%84%D8%B1%D9%88%D9%83-%D8%A3%D9%86%D8%AF-%D8%B1%D9%88%D9%84-%D9%85%D9%88%D8%B3%D9%8A%D9%82%D9%89
'Heart attack risk' for common painkillers http://www.bbc.com/news/health-39858179	BBC	دراسة: مسكنات الألم قد تؤدي إلى الإصابة بنوبات قلبية http://www.bbc.com/arabic/science-and-tech-39866230

Table06 : Different headlines from BBC and france24.

3. Analysis and discussion

English headline	Arabic headline
Israeli soldier gets 18 months for killing wounded Palestinian attacker	حكم بسجن جندي إسرائيلي 18 شهرا لقتله مهاجما فلسطينيا جريحا
Retrieved from: http://www.bbc.com/news/world-middle-east-39037605	Retrieved from: http://www.bbc.com/arabic/middleeast-39039356

Table07: Israeli soldier get 18 months for killing wounded Palestinian attacker.

Comparing between the headlines above ,we notice that the Arabic version

was translated literally ; the number of the words are equal , no use of the omission, addition or any form of   emotive words .According to CDA this channel does not have not a satisfying freedom margin.

The cite *BBC Watch* controlled this headline ,the original one was :*Israel soldier gets 18 months for killing* ,after a few minute it has been changed to the headline above that is to say, BBC uses this strategy to avoid being blamed by *BBC WATCH.*

BBC News website homepage

Figure N°01 *HL talking about an Israeli soldier who gets 18 months for killing.*
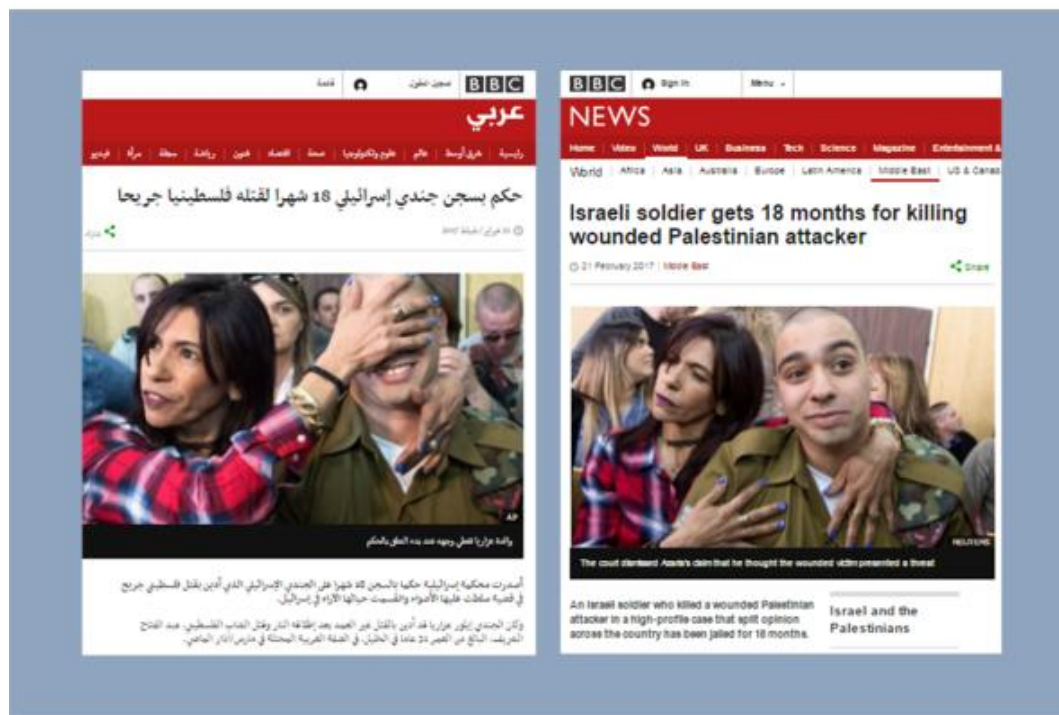
Figure N°02 *Arabic and English BBC HL talking about Israeli soldier gets 18 months.*

English Headline	Arabic Headline
-Israeli soldier jailed for 18 months for killing wounded Palestinian attacker	عقوبة مخففة على جندي إسرائيلي قتل فلسطينيا جريحا.
Retrieved from: http://news.sky.com/story/israeli-jailed-for-18-months-for-shooting-dead-wounded-palestinian-attacker-10776259	Retrieved from: http://www.skynewsarabia.com/web/article/920556/%D8%B9%D9%82%D9%88%D8%A8%D8%A9-%D9%85%D8%AE%D9%81%D9%81%D8%A9-%D9%84%D8%AC%D9%86%D8%AF%D9%8A-%D8%A7%D9%95%D8%B3%D8%B1%D8%A7%D9%8A%D9%94%D9%8A%D9%84%D9%8A-%D9%82%D8%AA%D9%84-%D9%81%D9%84%D8%B3%D8%B7%D9%8A%D9%86%D9%8A%D8%A7-%D8%AC%D8%B1%D9%8A%D8%AD%D8%A7

Table08: Skynews headline about Israeli soldier jailed 18 months for killing wounded Palestinian attacker.

 **Back translation** *: Lenient sentence for the Israeli soldier who killed a wounded Palestinian.*

  Comparing the headlines numbers of words used; we notice that the Arabic headline contain 8 words while the English one contains11,despite that Arabic headlines

usually contain more words than English headlines, but the use of these words here is for omission purposes of words in the Arabic version such as '' jailed for 18 months'' which are replaced by '' عقوبة مخففة ' as for 4 words for 2 words, the journalist is considered to be a 'reader biased', he writes the headline according to the readers' ideology .i.e. what the readers want to read and he was subjective, the translator has taken to his mind what the Arabian reader felt.

Another difference has found in the headlines of both English and Arabic headlines is that ideologies underline the lexical choice and reflect political alignment shown in ''attacker'' in the English version, because the reader is a westerner, this later word was omitted in the Arabic version somewhat; they did not substitute the word to show that the Israeli soldier had no right to kill the Palestinian citizen, the act of changing the meaning in a headline translation can be used for the purpose of making headlines more attractive to the readers, or to emphasize on the content of the information included within the headlines. According to the CDA analysis; there is bias to the reader, the translation is free if it is not submitted to another and the sponsor that posits the strategies of any translation; in accordance with their own benefits without further concern of the international norms, the wounded Palestinian citizen became a captive. The use of the word **"wounded"** in order to make the headline neutral.

The comparison of the headlines of *BBC* and Skynews, the *Skynews* indicates its care towards the Arabic cases especially the Palestinian cause, the Skynews enunciates its credibility only to shine its spotlight by winning the sympathy of people with several issues, The Skynews desires to make impression as a more Arabian than a foreigner channel.

According to CDA; the Arabian translator has a degree of freedom, but *BBC* is trying to be neutral because it is controlled.
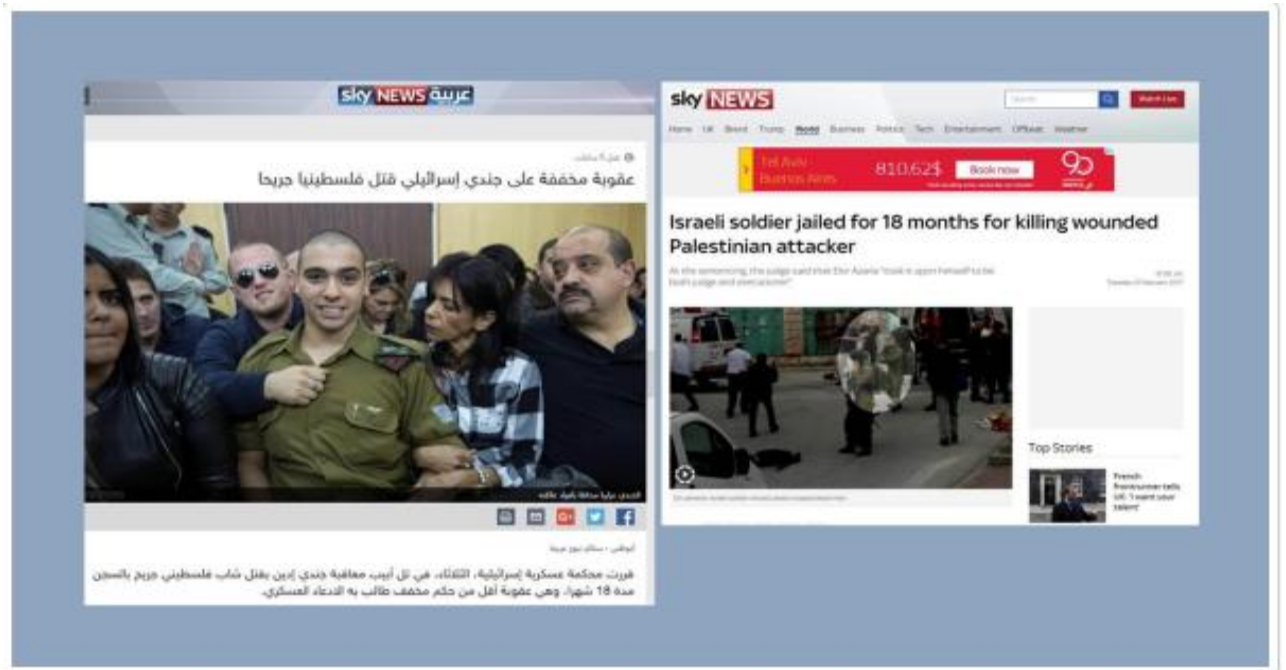
Figure N°*03* *Arabic and English skynews HL taking about Israeli soldier jailed for 18 months .*

English headline	Arabic headline
- Palestinians in Israeli jails hold mass hunger strike.	– أكثر من ألف معتقل فلسطيني في سجون إسرائيل يبدأون إضرابا عن الطعام .
Retrieved from: http://www.bbc.com/news/world-middle-east-39588394	Retrieved from: http://www.bbc.com/arabic/middleeast-39619944

Table09:BBC headline about Palestinian prisoners in Israeli jails.

Back translation : *More than 1,000 Palestinian prisoners in Israeli jails start a hunger strike*

Regarding the number of words in the headlines; we notice that the English version contains 8 words while Arabic version has 12 words. One clear difference

between the English and Arabic headlines is that the Arabic headline is intend to be more informative than the English one ; this is illustrated in the following example: " أكثر من ألف معتقل" the Arabic version gives the number of detainees while the English version did not. The major cause of enumeration herein is to win the sympathy of the readers.

 It is obvious that the Arabic version provides more details in regard to the number of detainees, that is to say; the English version of the headline has not mentioned any of the information and omitted the word ''معتقل''which is an emotive word, thus, what is observed here that the Arabic channel intends to have favoritism towards the Arabic issues especially Palestinian cause.

English headline	Arabic headline
-, Gilbert Baker creator of gay pride rainbow flag, dies at 65.	– الولايات المتحدة: وفاة مصمم راية قوس القزح رمز المثليين جنسيا في العالم.
Retrieved from: http://www.france24.com/en/20170401-gilbert-baker-creator-gay-pride-rainbow-flag-dies-65-obituary	Retrieved from: http://www.france24.com/ar/20170401-%D8%BA%D9%8A%D9%84%D8%A8%D8%B1%D8%AA-%D8%A8%D9%8A%D9%83%D8%B1-%D9%88%D9%81%D8%A7%D8%A9-%D9%82%D9%88%D8%B3-%D9%82%D8%B2%D8%AD-%D9%85%D8%AB%D9%84%D9%8A%D9%88%D9%86-%D8%B1%D8%A7%D9%8A%D8%A9

  Table10: Frannce24 headline about the world code rainbow banner designer.
Back translation: *USA: Designer of the Gay's World Code Rainbow banner died.*

        In the English headline, we see how details are added as in the addition of a proper noun ''Gilbert Baker'' and the death year (65). The name is mentioned in English " Gilbert Baker " for glorification namely despite being old (65 years) . Usually in such an age with such a disease ; people may catch sickness in an early age . However, " Gilbert Baker"   did not pass away in an early age . So the English HL mentioned 65 to show the natural cause of his death even though he was a Homosexual. Here, every headline is guided by a particular audience; in other words ; the Arabic version has not mentioned it because the Arab readers are not interested in such a topic and consider it to be unacceptable according to their cultural and social backgrounds; the Arabic headline here added the name''الولايات المتحدة'' which is the

origin of the designer while it is omitted in the English version because he is too famous to mention. Consequently, we can say that each headline is guided by a particular audience which imposes to a given extent how the final form of the HL shall be.

English headline	**Arabic headline**
- Palestinian inmates launch mass hunger strike in Israeli jails	معتقلون فلسطينيون يواصلون الإضراب عن الطعام والسلطات الإسرائيلية ترفض التفاوض
Retrieved from: http://www.france24.com/en/20170417-palestinian-inmates-launch-mass-hunger-strike-	Retrieved from: http://www.france24.com/ar/20170424-%D8%A5%D8%B3%D8%B1%D8%A7%D8%A6%D9%8A%D9%84-%D9%81%D9%84%D8%B3%D8%B7%D9%8A%D9%86%D9%85%D8%B9%D8%AA%D9%82%D9%84%D9%88%D9%86-%D8%A5%D8%B6%D8%B1%D8%A7%D8%A8-%D8%A7%D9%84%D8%A8%D8%B1%D8%BA%D9%88%D8%AB%D9%8A%D8%AA%D8%AF%D9%87%D9%88%D8%B1-%D8%B5%D8%AD%D8%A9

Table11: France24 headline about Palestinian prisoners strike.

Back translation: *Palestinian prisoners continue to go on hunger strike and Israeli refuse to negotiate.*

There happened to be a vision of different outlooks on the news prevailing the channel headquarter, it is mostly known as propaganda that brings about the news into manageable segments; each segment reports a certain idea of a situation, in the Arabic headline they substituted the word "inmates" by the word detainees (المعتقلون) ; inmate refer to jailed , but "detainee" its mean a person held in custody ,especially for a political offense or for questioning ,whereas in the Arabic headlines; there was an addition of the Israeli refusal of negotiation : "السلطات الإسرائيلية ترفض التفاوض".Also the English one used the word "launch" which mean that they started in that moment whereas the Arabic one used the word " يواصل" which mean that the hunger strike has already taken place .So the Arabic one used this emotive word to show that the prisoners are oppressed in the Israeli jails.

English headline	Arabic headline
- Hilarion Capucci: Arms-smuggling archbishop dies aged 94	‏–وفاة مطران القدس المنفي هيلاريون كبوشي، عن عمر ناهز 94 عاما.
Retrieved from: http://www.bbc.com/news/world-middle-east-38489550#orb-footer	Retrieved from: http://www.bbc.com/arabic/middleeast-38486414

Table12: BBC headline about Jerusalem archbishop .

***Back translation:** Jerusalem archbishop Hilarion Capucci dies at the age 94 years.*

The English headlines are meant to depict the cultural background of both incidents; in contrast to the Arabic headlines that intend to appoint for the meaning in a precise pattern, which means each culture deciphers its own paraphrase and is therefore the meaning in its deeper purpose of delivering the information, eventually; it becomes dissimilar in terms of three main aspects, such as structure; meaning and message .Which is in ''Arms-smuggling''. The addition of the word "القدس" was for a purpose to make the Muslims and Christian's audience sympathize with the death of archbishop.

Also the use of the word " منفي " in the Arabic version was put to make the Arab people endorse the archbishop's death .

English headline	Arabic headline
-Sperm donation rom-com is a success in Egypt.	‏–"بشتري راجل "فيلم مصري عن التبرع بالمني يصنف تحت فئة "16+"
Retrieved from: http://www.france24.com/en/20170319-sperm-donation-rom-com-hit-egypt	Retrieved from: http://www.france24.com/ar/20170321-%D8%A8%D8%B4%D8%AA%D8%B1%D9%8A-%D8%B1%D8%A7%D8%AC%D9%84-%D9%81%D9%8A%D9%84%D9%85-%D9%85%D8%B5%D8%B1-%D9%85%D9%86%D9%8A-%D8%AA%D8%A8%D8%B1%D8%B9-%D8%B2%D9%88%D8%A7%D8%AC-%D8%AC%D9%86%D8%B3

Table13: France24 headline about Egyptian romm-com .

Back translation: *"I buying a man" an Egyptian film about sperm donation classified under the category "+16".*

In the English headline, the discretion of the viewers was not advised by the limited age, the title of the film was replaced with a Rom-Com type of movies; otherwise it would have been hard for the audience to accept the story if it was performed as a drama. However, The Arabic headline seemed to give a direct judge of the situation, especially when it mentioned the limited"+16" age of viewers, and the graphic title of the movie that played a significant role of demonstrating the sensitive subject matter of the film "يشتري راجل". Sperm donation is a delicate topic in Arab nations, there is also a fair level of shame attached to the subject. Therefore, the headline above is made upon some a commercial purposes.

On the other hand ,the English headline is well conducted to show its technical part of broadcasting the particularities in accordance with the culture that they are addressing.

English headline	Arabic headline
- Canada's indigenous people determined to improve their lives	–كندا: معاناة السكان الأصليين
Retrieved from: http://www.france24.com/en/20170317-reporters-canada-indigenous-first-nations-awakening-justin-trudeau-winnipeg	Retrieved from: http://www.france24.com/ar/20170318-%D9%85%D8%B1%D8%A7%D8%B3%D9%84%D9%88%D9%86-%D9%83%D9%86%D8%AF%D8%A7-%D9%85%D8%B9%D8%A7%D9%86%D8%A7%D8%A9-%D8%A7%D9%84%D8%B3%D9%83%D8%A7%D9%86-%D8%A7%D9%84%D8%A3%D8%B5%D9%84%D9%8A%D9%8A%D9%86-%D8%A5%D8%A8%D8%A7%D8%AF%D8%A9-%D8%AB%D9%82%D8%A7%D9%81%D9%8A%D8%A9

Table14: France24 headline about Canda's indigenous .

Back translation: *Canada: Suffering of indigenous peoples.*

One would think nowadays; that such native inhabitants are meant to struggle due to some possible persecutions exercised by the government, and as appearing in English headline, but the Arabic headline delivers a simple expression of the main idea about their dilemma, that is to say; an explicit message is introduced by one implicit expression that implies several meanings ,not to mention the use of the emotive term such " معاناة", concealing the message about a country that is known to be in its highest peaks of development.

In contrast to the Arabic headline, the English version is yet to be more explicit, by using more details about this issue.

Englich headline	Arabic headline
- How sick are French hospitals?	المستشفى الفرنسي مريض
Retrieved from: http://www.france24.com/en/20170414-reporters-france-public-hopitals-sick-health-workers-healthcare-system-exhaustion	Retrieved from: http://www.france24.com/ar/20170415-%D9%85%D8%B1%D8%A7%D8%B3%D9%84%D9%88%D9%86-%D9%85%D8%B3%D8%AA%D8%B4%D9%81%D9%8A%D8%A7%D8%AA-%D9%81%D8%B1%D9%86%D8%B3%D8%A7-%D8%AA%D9%82%D8%B4%D9%81-%D9%86%D9%81%D9%82%D8%A7%D8%AA

Table15: France24 headline about French hospitals .

Back translation : *The French hospital is sick.*

In the Arabic version, the translator expresses the fact that French hospitals are sick in France. Their policy states that the use of the word "مريض" is yet an act of expressing the emotive word .This clearly demonstrates the racism that the country adopts in healing the original inhabitants in the first rank than those of immigrants nationalities. Whereas, the English one was in the form of a question .This neutral form is featured in dealing with authentic facts about health insurance in France.

English headline	Arabic headline
-Disillusioned French voters speak out ahead of elections	فرنسا: ما يقوله الناخبون
Retrieved from: http://www.france24.com/en/20170405-reporters-french-presidential-elections-voters-disillusioned-undecided-outcome-uncertain	Retrieved from: http://www.france24.com/ar/20170408-%D9%85%D8%B1%D8%A7%D8%B3%D9%84%D9%88%D9%86-%D9%81%D8%B1%D9%86%D8%B3%D8%A7-%D8%A7%D9%84%D8%A7%D9%86%D8%AA%D8%AE%D8%A7%D8%A8%D8%A7%D8%AA-%D8%A7%D9%84%D8%B1%D8%A6%D8%A7%D8%B3%D9%8A%D8%A9-%D8%A7%D9%84%D9%81%D8%B1%D9%86%D8%B3%D9%8A%D8%A9-%D9%86%D8%A7%D8%AE%D8%A8%D9%88%D9%86

Table16: France24 about French voters .

Back translation*: France: What voters (may) say.*

In the Arabic version, the people deem their thoughts over the elections by being both interested and disillusioned about the results that may appear in the end of the election. The same imagery in the English version; since a voter being uncertain of the results, means the fact that these voters are naturally skeptical about their voices : whether being heard or not.

English headline	Arabic headline
- Afghans mourn casualties of deadliest Taliban attack on army base	هجوم ضخم لطالبان ضد قاعدة للجيش الأفغاني يخلف 100 قتيل على الأقل
Retrieved from: http://www.france24.com/en/20170423-afghanistan-mourning-taliban-attack-army-base	Retrieved from: http://www.france24.com/ar/20170422-%D8%A3%D9%81%D8%BA%D8%A7%D9%86%D8%B3%D8%AA%D8%A7%D9%86-%D8%B7%D8%A7%D9%84%D8%A8%D8%A7%D9%86-%D9%82%D8%AA%D9%84%D9%89-%D9%82%D8%A7%D8%B9%D8%AF%D8%A9-%D8%B9%D8%B3%D9%83%D8%B1%D9%8A%D8%A9

Table17: France24 headline about Taliban attack.

 Back translation: *A huge Taliban attack against an Afghan army base leaves at least 100 dead.*

The Arabic version contains an addition of the number of the killed, which was clearly stated as 100 killed soldiers. While, the English version did not state the very number of the soldiers. They made an addition and omission because the Arabic headlines were addressed to their public readers whose interest would be highly considered true towards the truth about such acts of killing .The English version did not hold the number of the assassinated because it was only to broadcast the news and not show favoritism towards its public viewers.

English headline	Arabic headline
-North Korea CIA plot allegation full text	كوريا الشمالية تتهم الولايات المتحدة بالتخطيط لاغتيال زعيمها كيم جونغ أون
Retrieved from: http://www.bbc.com/news/world-asia-pacific-39819922	Retrieved from: http://www.bbc.com/arabic/world-39821315

Table18: BBC headline about North Korea accusation.

Back translation: *North Korea accuses the United States of planning to assassinate its leader Kim Jong-un.*

The addition of both the name of the leader and the act of directly accusing the U.S.A is to maintain the dark side of America as a hated country, especially towards North Korea but the English version insists on the honesty to America by only mentioning its famous organization the CIA . Despite the fact of such clear message of a war, the English version has stated nothing but meaningless "*allegations*".

English headline	Arabic headline
Bayern Munich seal record fifth Bundesliga title with 0-6 Wolfsburg win	بايرن ميونيخ يتوج بلقب الدوري الألماني للمرة الخامسة على التوالي و27 في تاريخه
Retrieved from: http://www.france24.com/en/20170429-football-bayern-munich-win-fifth-straight-german-bundesliga-championship-soccer	Retrieved from: http://www.france24.com/ar/20170429-%D8%A8%D8%A7%D9%8A%D8%B1%D9%86-%D9%85%D9%8A%D9%88%D9%86%D9%8A%D8%AE-%D9%83%D8%B1%D8%A9-%D8%A7%D9%84%D9%82%D8%AF%D9%85-%D8%A3%D9%84%D9%85%D8%A7%D9%86%D9%8A%D8%A7-%D8%A8%D8%B7%D9%84

Table19: France24 headline about Bayern Munich crown.

Back translation: *Bayern Munich crowned the German league title for the fifth time in a row and 27 in history.*

The Arabic headlines was a clear message to football fans because of the results of the match itself with the inclusion of the teams as well . The scores were not mentioned except for the clear indication of the "win",and some historical facts about the winning team. The English version introduced a main idea of the victory that Bayern Munich achieved and sealed the record of Bundesliga with its striking victory over Wolfsburg.

There was no act of emotiveness in both HLs because the subject matter "sport" does not need any emotive words to actually convey something that really matters.

English headline	Arabic headline
'Heart attack risk' for common painkillers	دراسة: مسكنات الألم قد تؤدي إلى الإصابة بنوبات قلبية
Retrieved from: http://www.bbc.com/news/health-39858179	Retrieved from: http://www.bbc.com/arabic/science-and-tech-39866230

Table 20: BBC headline about painkillers .

Back translation: *Study: Painkillers may cause heart attacks.*

The English translation was brought to inform of such a deadly disease, which is a heart attack, but the fact that it is a result of a "study" was not mentioned in the English version. The Arabic Headline shows that it is already approved via a study that meant to convince the readers of such an imminent disease .This study warned of the excessive consummation of painkillers, leading directly to a heart attack.

Science studies do not bare an emotive load because it is a mere facts about experimental facts.

English headline	Arabic headline
Rock'n'roll pioneer Chuck Berry dies at 90	رحيل الموسيقي تشاك بيري رائد الروك أند رول عن 90 عاما
Retrieved from: http://www.france24.com/en/20170319-obituary-chuck-berry-rock-n-roll-pioneer-guitar-hero-dies	Retrieved from: http://www.france24.com/ar/20170319-%D8%A7%D9%84%D9%88%D9%84%D8%A7%D9%8A%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D8%AA%D8%AD%D8%AF%D8%A9-%D8%AA%D8%B4%D8%A7%D9%83-%D8%A8%D9%8A%D8%B1%D9%8A-%D9%88%D9%81%D8%A7%D8%A9-%D8%A7%D9%84%D8%B1%D9%88%D9%83-%D8%A3%D9%86%D8%AF-%D8%B1%D9%88%D9%84-%D9%85%D9%88%D8%B3%D9%8A%D9%82%D9%89

Table21: France24 headline about the musician Chuck Berry.

Back translation : *Rock'n'roll pioneer the musician dies at 90*

The English translation deems its own version by considering Chuck Berry departure as a loss for the world of Rock N' Roll whereas the Arabic translation seemed quite the same .They only stated his death as a Rock N' Roll legend who died at 90. This translation is a literal one because such facts contained no emotive content save some informative facts for the bi-readers.

Conclusion

This chapter was carried out to answer the questions that the study has raised, and conclude the main steps that tackled ;concerning the linguistic and semantic variations; addition, omission, style, implicitness and explicitness . It presented the analysis of different headlines from different field. Furthermore, back translation of each headline, then its analysis according to the CDA and reader's response .We hope to finish our dissertation with the findings .They will be stated later.

Conclusion

This dissertation is an attempt to study the degree of emotiveness in the collected headlines from different fields .After a long journey analyzing and discussing the collected data , we come in the end to the very beginning asked questions already mentioned in the research questions . It is high time to check them according to what we had according the outcomes of our research .

As for the first question :to what extent does emotiveness alter in the English and Arabic headlines?

according to what we had in the practical part of the selected HLs .After the analysis, we can that say most of the alteration of emotiveness in Arabic and English was used to show some attitudes ,which are mainly related to some cultural ,religious or political issues .

-What are the various reasons behind altering the emotiveness in headlines in both languages Arabic and English? .Most of HLs are filed with emotiveness. However ,the degree of emotiveness is not the same ;it is related to the reason behind the very HL itself; in constructing a given belief in the reader's mind by the producer of the HL in order to make him/her believe in something . Hence , the emotiveness shows itself in highest degrees.

Headlines that are talking about views directly touch the reader politically , culturally, emotiveness can be of high emotiveness .However, the headlines sometimes are constructed with no emotive words and sometimes emotiveness .These latter, are neutral .

Consequently ,our hypothesis that we set in the introduction is confirmed and valid basing upon the following reasons:

According to CDA, we noticed that the Arabic headlines were more emotive than the English ones, especially those which including ideological backgrounds.

Most of headlines written in political, ideological or cultural background were fully emotive .

The techniques used to show the emotiveness more were:

Omission such as : " *Israeli soldier jailed for 18 months for killing wounded Palestinian attacker"* which translated to " عقوبة مخففة على جندي إسرائيلي قتل

The omission of the word "attacker" ,furthermore the expression "for **"فلسطينيا جريحا**
18 months "which altered the direction of meaning and make it more emotive .
Addition, such as: *"Sperm donation rom-com is a success in Egypt."* translated to
the addition of this ""بشتري راجل "فيلم مصري عن التبرع بالمني يصنف تحت فئة "16 +" "
emotive   sentence "16 + "يصنف تحت فئة, completely changed the purpose of the
headline which was informative in the English version .However, the Arabic one is an
evaluative judgment more than informative .
Implicitness such as *:" Canada's indigenous people determined to improve their*
lives" translated to: "كندا: معاناة السكان الأصليين , the meaning here was ambiguous
and does not clearly state the misery of the indigenous ,unlike n the English version .
Explicitness, in the headline : *Hilarion Capucci: Arms-smuggling archbishop dies*
aged 94" which translated to:"وفاة مطران القدس المنفي هيلاريون كبوشي، عن عمر ناهز
94 عاما. the translation was detailed in the identification of the archbishop by
substituting   the word "arms-smuggling" by the word " القدس" which changed the
meaning direction of the English one .Consequently ,all the headlines which had
religious , cultural or ideological backgrounds were filed up with emotive features .
According to the collected headlines from *BBC,* we noticed that, not only the event
that determined the emotive content of the headlines, but also the site *BBC WATCH*
which monitors all its content ; sometimes a headline changed in few moment .
Comparing between *BBC* and *France24*, we noticed that the freedom margin in
France24 is more than in *BBC's* especially in Middle Eastern topics .   Headlines
content in *France24* translated into Arabic were as written in Arabic in contrast to
BBC's whose correspondents are mostly Arabs ; they either write the reports in
English or in Arabic and then translated into English in the headquarter then finally
takes its final form in Arabic language. So, we can say that the Arabic HL is back
translated into Arabic for the readers.
There are some certain fields that use less emotive contents such as: sports ,
economics and sometimes sciences ;which do not have influencing   ideological
background that may affect the reader understanding of the topic . The producer of the

headline does not seek to convince the reader for something else ;what is neutral in nature keeps always neutral.

Recommendations and suggestions for further studies

- A reader should always put into consideration the surrounding contexts around the headlines; some items may not be understood without the prior knowledge of the subject matter.

- Some headlines are made upon certain influencing reasons, mainly, political, cultural and religious , hence, a translator of headlines should take into account all these aspects and produces a given HL that responds more to the target reader.

- Non-ideological HL are best translated literally since they have no emotive content.

- Arab readers tend to like more emotive words than English ones and consequently translators should reflect this in their translations of the HL.

- HL are the first items attracting the readers' attention ; the core element should be written according to each language's style.

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Abstract

This study attempts to investigate translating emotiveness in electronic newspaper headlines and draw the attention to the way of adopting the appropriate techniques , which is a kind of difficulty that translators face in rendering the very emotiveness from and into Arabic. Moreover, translators have adopted many techniques to achieve the degree of emotiveness in headlines. The data were collected by means of analysis and comparison between some English and Arabic headlines chosen from BBC and France24 relying upon a CDA approach and the reader's reception. The analysis of the data confirms that most of the headlines have to somehow a degree of emotiveness especially if it is colored with a touch the ideological , religious or cultural cases.

Keywords: Emotiveness, Ideology ,CDA ,Headlines , BBC and France24.

الملخص:

تسعى هذه الدراسة للتحقق من مدى تغير الانفعالية في ترجمة عناوين الصحف الإلكترونية ،

حيث يواجه المترجم صعوبة كبيرة في الحفاظ على نفس الأثر والانفعالية في الانجليزية و اللغة

العربية و في هذا الصدد يستعمل عدة تقنيات لإحداث اثر في القارئ . لقد تم جمع البيانات

من خلال التحليلات والمقارنات بين العناوين الإنجليزية والعربية المختارة من بي بي سي

وفرانس24 بالاعتماد على منهج التحليل النقدي للخطاب ونظرية التلقي .أكدت هذه الدراسة أن

معظم العناوين تكتسي بدرجات متفاوتة حدة من الانفعالية خصوصا إذا كانت تتلون بغطاء

ايديلوجي أو ديني أو ثقافي .

الكلمات المفتاحية : الانفعالية ، ايديولوجية،التحليل النقدي للخطاب ،العناوين ،قناة البي بي سي

و فرانس 24 .

مذكـــرة
ماستر أكاديمي
ميــــدان: الآداب واللغات الأجنبية
اختصاص: الترجمة وعلم الترجمة

من إعداد:

حلوز لويزة

عزيزي عفاف

بعنوان

ترجمة الانفعالية في العناوين الإخبارية

حسب مقاربة التحليل النقدي للخطاب
العناوين الإخبارية للموقع الإخباري البي بي سي و فرانس24 أنموذجا

مذكرة مقدمة لاستكمال متطلبات نيل شهادة الماستر في اختصاص الترجمة وعلم الترجمة

تمت مناقشتها علنا بتاريخ
23مــاي 2017

أمام اللجنة المكونة من:

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✓	قوي جمال	منـــاقــشا

السنة الجامعية:2016/2017

منذ نشأة الكون وعلى مر السنين خلق الناس سواسية صغارا   أم كبارا أو مسنين، مسلمين كانوا   أو مسيحيين، سواء كانوا نفس العرق أم مختلطين، ليتعارفوا و يتحابوا و يكونون متعاونين فالإنسان بطبعه لا يمكن أن يعيش في عزلة عن العالم و يبتعد عنه حتى لو أراد الانفراد , فان حاجياته المتعددة تدفعه ليتواصل مع   الآخرين، وهذا التواصل أصبح أسهل مع تقدم وسائل الاتصال، والتي جعلت الكرة الأرضية كقرية صغيرة. فالأقمار الصناعية ترصد كل شي و تأتينا بأخبار حصرية و يومية حيث تتصدرها عناوين تملؤها الجاذبي ة و الانفعالية تجذب الناس لقراءتها والانفعال معها. تكون هذه العناوين مكتوبة و مسطر ة وفق أهداف خفيّ مهما كانت لغتها المكتوبة عربي ة كانت أم أجنبية. وهنا تتمحور دراستنا الحالي ة حيث تتمثّل إشكاليتنا الرئيسيّة حول مدى تغير هذه الانفعالية عند نقلها للغة المستهدفة، أمّا الإشكالية الثانوية فتتجلى حول معرفة الأسباب و الدوافع الحقيقية وراءها، ولقد افترضنا أن تغير حدة الانفعالية من لغة الأصلية إلى اللغة المستهدفة يعود إلى استجابة القارئ و الدوافع الإيديولوجية.

تهدف دراستنا إلى إظهار الانفعالية المخفية ما وراء السطور كما تسعى أيضا لتبين أن المترجم هو المسؤول عن ما يكتب فهو يخضع لسلطة معينة تجعله يكيّف ترجمته ليترك ذلك الانفعال، فهو يعمل تحت ضغط كبير لكي يترجم ذلك العنوان   .لقد اعتمدنا أيضا في هذه الدراسة على منهج التحليل النقدي للخطاب و نظرية التلقي في تحليلنا للعناوين و المقارنة بين اللغتين .

ولكن واجهتنا صعوبات عديدة في جمع المعلومات نظرا لأن موضوعنا من الموضوعات الجديدة ومن بين هذه الصعوبات ،وجدنا صعوبة كبيرة في إيجاد نفس العناوين في كلتا اللغتين لنفس القناة وفي نفس التوقيت ونفس الموضوع ، و كذلك وددنا اختيار قناة جزائرية كقناة الشروق أو

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النهار مثلا ولكن لم نجد نفس المواضيع باللغتين وكذلك لترجمتها الحرفية ،نظرا لإهتمامهم أكثر باللغة الفرنسية.

تحتوي مذكرتنا على فصلين ، الفصل الأول نظري يتضمن تعريفات و مفاهيم أما الآخر فهو تطبيقي فيه تحليلات و مقارنات. يبدأ الجزء النظري بالحديث عن العناوين أنماطها و وظيفتها و الاختلافات اللغوية وكذا الدلالية بين اللغة الانجليزية و العربية ثم تطرقنا إلى تعريف الانفعالية و مفهوم نظرية التلقي في الدراسات الترجمية ، وختمناه بشرح منهج التحليل النقدي للخطاب و تعريف الأيديولوجية، و كبداية يمكننا القول أن العناوين هي نمط فريد من النصوص كونها تجذب القارئ كما يجذب الألماس اللصوص فهي تلخص المقال في بضع كلمات عن مواضيع في شتى المجالات ؛ و بما أن أغلبية الناس تحكم على الكتاب من عنوانه وتهتم بالشكليات و الظاهريات لا الباطنيات , فإن العنوان الجيد هو قوي التأثير و المفعول الذي يثير العاطفة و الفضول و يترك انطباعات في النفس و يغير الآراء ويدفع القراء لإكمال قراءة المقال.م ثّل الروايات فالرواية التي عنوانها ساحر و آسر و يكتنفها الغموض والإثارة تحصد أعلى المبيعات والشيء نفسه مع المقالات ، فملخص الموضوع في العنوان مصنوع . فلعنوان المقال عدة أشكال و لكل شكل مؤوّل ، ومن بينها يوجد شكل يتمثّل في الكتابة من الطرف الأيسر مع ترك فضاء أبيض، هذا التصميم بسيط ويسمح بالحرية في كتابة العنوان و هو من أكثر العناوين شعبية ،والشكل الآخر لا يقل عنه أهمية وهو كتابة العنوان بشكل هرم مقلوب حيت يبدأ تدريجيا بتقديم المعلومات الرئيسية ثم الثانوية ، و يكون آخر سطر هو الأقصر. أما بخصوص الاختلافات اللغوية فمن أهمها الاختلاف في الأسلوب فهو في الترجمة مطلوب ، و في العناوين مرغوب. ومنه فإن أسلوب المترجم قد يترك أثرا على العنوان المستهدف وهذا يعني انه سيولّد نفس التأثير لدى الجمهور المستهدف ، والاختلاف الآخر يكمن في الإضافة التي تستخدم في الأنباء وهذا

لإعطاء توضيح و تفسير. وعلى سبيل المثال   : ذكر عدد الضحايا في هجوم لطالبان على أفغانستان في اللغة العربية و عدم ذكره البتة في الانجليزية وذلك لأهمية القضية بالنسبة لفئة القراء العرب .

و علاوة على ذلك ، هناك اختلاف آخر وهو الحذف الذي يستخدم لحذف بعض الكلمات أو العبارات في العنوان المستهدف لأنها محددة جدا و قد تشير إلى الأشياء التي قد تكون غير معروفه للقارئ المستهدف، ثم تطرقنا بعد ذلك إلى الاختلافات الدلالية المتمثلة في الإظهار و التضمين ، فالأول يتمثل في إظهار المعلومات و التصريح   بها في ا لعنوان المستهدف ، أما الثاني ، فلا يكون جليا كالنور بل يكون مخفيا بين السطور على حد قول *نايدا* بأن المعاني الضمنية تكون مبنية على الانفعالية التي تثير استجابة عاطفية من الممكن أن تترك انطباعات سيئة أو جيدة وانفعالات ضعيفة أو قوية و هي نتيجة علاقة ثلاثية بين الكاتب و النص و الجمهور، كما أكّد *جيوفري* هذا المنظور بإعطائه سبعة أنواع للانفعالية و من بينها المعاني الضمنية و تختلف ه ذه المعاني باختلاف السياق و الثقافة وكذا الجنسيات و نية المتكلم و الغايات. كما تعتبر الانفعالية تقنية من تقنيات لجذب المتلقي و تحفيز الذات ودفعها لقراءة ومعرفة المعطيات وفي هذا السياق قدمت *منى بكر* عدة تعريفات حيث أكّدت أن هذه العبارات نابعة من موقف المتكلم و من عاطفة الذات وتختلف باختلاف اللهجات و التنوع اللغوي للمستويات ، فاختلاف اللهجات ناتج عن تعدد المناطق و مرور الزمن و   الأوقات واختلاف المجتمعات و الطبقات ، أما التنوع اللغوي للمستويات ناتج عن اختلافها على حسب الفئات ، فلغة الشباب تختلف عن لغة الكهول و لغة البنات و   أيضا باختلاف العلاقات فاللغة بين الآباء و الأبناء ليست نفسها بين الأطباء   أو الأصدقاء وكذلك على حسب التخصصات والمجالات فلغة السياسة تختلف عن لغة الرياضة و بسبب ه   ذه الاختلافات تكمن الصعوبات و تتعذر

الترجمات في إيجاد مكافئ لهاته العبارات وبما   أن الترجمة لم تعد كما كانت في وقت مضى

مجرد استبدال لكلمات وتحويل المعلومات بين اللغات بل   أصبحت مهمة من أصعب المهمات

حيث تستعمل العاطفة لترك انفعال و لكي تستجيب معها الذات حيث تعد هذه التقنية من أهم ما

جاءت به نظرية التلقي و الاستقبال ، فقد ظهرت ه   ذه النظرية في الستينيات و من   أشهر

أعلامها هانس روبرت ياوس و فولفاج ايزر و ستانلي فيش ، حيت اعتمدو ا في تنظيرهم لعملية

القراءة على الفينومولوجيا (الظواهرية) و الهرمنيوطيقا (التأويل) و علم النفس التحليلي و

البنيوية. وقد اهتم ياوس بالبعد التاريخي للنص و   الإطار المرجعي لعملية التلقي وقد اقر بـأن

النص لا يقل أهمية عن القارئ ولكنه لا يتحقق إلا بوجود القارئ ، وأكد ايزر هذه المقولة بتفسيره

لعلاقة دينامية بين القارئ و النص، فالنص هو الوسيط الضروري الذي يجعل الذات في وعيها

حيث تساهم في تشكيل المعنى المعطى سلفا ومن هنا يتضح دور القارئ في ملء الفضاءات و

الفراغات حتى لا يعطى عكس المعنى المراد ،   أما فيش ركز على استجابة القارئ لسياق

الكلمات في الجمل واعتبره خالق للمعنى ، لقد ركز جل رواد هذه النظرية على دور القارئ في

النص.

وكذلك من بين أهم الأبواب الـتي تطرقنا إليها هو التحليل النقدي للخطاب حيث ظهر في

التسعينيات في جامعة أمستردام في محاضرة من المحاضرات و كان نتيجة مناقشات دامت

يومين بين أهم الشخصيات من بينهم فان دايك وروت وداك ونورمان فايركلوف في مقال من

مقالات فان دايك في صحيفته الخطاب و المجتمع و طُرح   أيضا في عدة كتب و سمي

بالنقدي نظرا لتبنيه للمواقف الأخلاقية مثل انعدام المساواة و الديمقراطية حيث يبدي الأحقية و

الأولوية للقراء لأنه يتبع أيديولوجية معينة ، فهو يهتم و يسعى لدراسة وسائل   أكثر فعالية في

السيطرة على العقول والتصرفات من خلال استراتيجيات و تقنيات و عبارات مدروسة و يستعمل

هذا المنهاج في الدراسات اللسانية لدراسة الخصائص اللغوية على حسب التراكيب البنيوية و الاجتماعية و السياسية لنفس الثقافة و اللغة ، و لكن مع زمن العولمة أصبح الناس بحاجة للترجمة بكل ما للكلمة من معنى ، و هي لا تقتصر فقط على الحفاظ على الخصائص اللغوية بل لديها خلفية ثقافية وآديولوجية . فهذا المنهج يعمل كأيادي خفية و يستعمل أكثر في المقالات السياسية والعناوين الصحفية فلذلك يسعى لترك انفعالات و انطباعات قوية لكي يؤثر في الرأي العام ، حيث تتقلب الموازين فيصبح الظالم هو الضحية و لقد تكلم اندريه لوفيفر عن هذه القضية في كتابه "إعادة الكتابة و التحكم في السمعة الأدبية " و أكدا أن عملية الترجمة لا تنحصر على المستويات اللغوية ، و تحدث عن نظام الرعاية الأدبية الذي يتضمن العوامل الاقتصادية و الاديولوجية التي تتحكم في إعادة الصياغة و الكتابة. فالعوامل الاقتصادية عبارة عن الدعم المادي الذي يقدم للمترجمين أما العوامل الاديولوجية تتمثل في موافقة العمل مع القيم الفكرية و الاجتماعية. إن التحليل النقدي للخطاب وسع آفاق الترجمة و أصبحت تنظر من عدة زوايا فبفضله تنحل أو تتعقد القضايا من خلال استعماله لعدة مستويات مثل المستوى اللغوي الذي يكون على مستوى المفردات مثل: كلمة إستشهاد وانتحار فانتقاء هذه الكلمات يكون حسب الخلفيات و كذا المستوى التركيبي كإستعمال المبني للمجهول وهذا لدلالة على السلطة و الهيمنة غير المباشرة .

لقد اتبعنا هذا المنهج في تحليلنا للعناوين و المقارنة حيث انتقينا 15 عنوان،6 من قناة بي بي سي و 8 من فرونس24 وواحد من سكاي نيوز للمقارنة بينه وبين عنوان بي بي سي . و قارنا بين العناوين في كلتا اللغتين،كما قمنا بالترجمة العكسية لكل عنوان ، و تحققنا من وجود الانفعالية و حلّلنا و ناقشنا الأسباب الخفية ،ثم ختمنا العمل بتقديم نتائج و إحصائيات، وأجبنا

على الإشكالية المطروحة ثم تأكدنا من صحة الفرضية.و من بين هذه العناوين نذكر 9 عناوين

منها :

العناوين الانجليزية	المصدر	العناوين العربية
- Palestinians in Israeli jails hold mass hunger strike. http://www.bbc.com/news/world-middle-east-39588394	BBC	أكثر من ألف معتقل فلسطيني في سجون إسرائيل يبدأون إضرابا عن الطعام http://www.bbc.com/arabic/middleeast-39619944
- Gilbert Baker, creator of gay pride rainbow flag, dies at 65 . http://www.france24.com/en/20170401-gilbert-baker-creator-gay-pride-rainbow-flag-dies-65-obituary	France24	– الولايات المتحدة : وفاة مصمم راية قوس القزح رمز المثليين جنسيا في العالم . hD9%88%D9%86-%D8%B1%D8%A7%D9%8A%D8%ttp://www.france24.com/ar/20170401-
-Sperm donation rom-com is a success in Egypt. http://www.france24.com/en/20170319-sperm-donation-rom-com-hit-egypt	France24	"بشتري راجل "فيلم مصري عن التبرع بالمني يصنف تحت فئة "16+" . http://www.france24.com/ar/20170321_%D8%A8%D8%B4%D8%AA%D8%B1%D9%8A-%D8%B1%D8%A7%D8%AC%D9%84-%D9%81%D9%8A%D9%84%D9%85-%D9%85%D8%B5%D8%B1-%D9%85%D9%86%D9%8A
- Hilarion Capucci: Arms-smuggling dies aged 94. http://www.bbc.com/news/world-middle-east-38489550#orb-footer	BBC	– وفاة مطران القدس المنفي هيلاريون كبوشي، عن عمر ناهز 94 عاما. http://www.bbc.com/arabic/middleeast-38486414

English	Source	Arabic
- Canada's indigenous people determined to improve their lives http://www.france24.com/en/20170317-reporters-canada-	France24	– كندا: معاناة السكان الأصليين . http://www.france24.com/ar/20170318-%D9%83%D9%86%D8%AF%D8%A7-%D9%85%D8%B9%D8%A7%D9%86%D8%A7%D8%A9-
- Israeli soldier gets 18 months for killing wounded Palestinian attacker . http://www.bbc.com/news/world-middle-east-39037605	BBC	–حكم بسجن جندي إسرائيلي 18 شهرا لقتله مهاجما فلسطينيا جريحا . http://www.bbc.com/arabic/middleeast-39039356
-Israeli soldier jailed for 18 months for killing wounded Palestinian attacker http://news.sky.com/story/israeli-jailed-for-18-months-for-shooting-dead-wounded-palestinian-attacker-10776259	Skynews	– عقوبة مخففة على جندي إسرائيلي قتل فلسطينيا جريحا. http://www.skynewsarabia.com/web/article/920556/%D8%B9%D9%82%D9%88%D8%A8%D8%A9-%D9%85%D8%AE%D9%81%D9%81%D8%A9-%D9%84%D8%AC%D9%86%D8%AF%D9%8A-%D8%A7%D9%95%D8%B3%D8%
'Heart attack risk' for common painkillers http://www.bbc.com/news/health-39858179	BBC	دراسة : مسكنات الألم قد تؤدي إلى الإصابة بنوبات قلبية . http://www.bbc.com/arabic/science-and-tech-39866230
-Bayern Munich seal record fifth Bundesliga title with 0-6 Wolfsburg win. http://www.france24.com/en/20170429-football-bayern-munich-win-fifth-straight-german-bundesliga-championship-soccer	France24	–بايرن ميونيخ يتوج بلقب الدوري الألماني للمرة الخامسة على التوالي و27 في تاريخه . http://www.france24.com/ar/20170429-%D8%A8%D8%A7%D9%8A%D8%B1%

D9%86- %D9%85%D9%8A%D9%88%D9%86%D 9%8A%D8%AE- %D9%83%D8%B1%D8%A9- %D8%A7%D9%84%D9%82%D8%AF%D 9%85- %D8%A3%D9%84%D9%85%D8%A	8

المثال الأول :

العنوان بالانجليزية	العنوان بالعربية
- Palestinians in Israeli jails hold mass hunger strike.	– أكثر من ألف معتقل فلسطيني في سجون إسرائيل يبدأون إضرابا عن الطعام .
http://www.bbc.com/news/world-middle-east-39588394	http://www.bbc.com/arabic/middleeast-39619944

في المثال أعلاه تحتوي النسخة الإنجليزية على   8 كلمات بينما النسخة العربية علي   12 كلمة، فالانجليزية حذفت العدد و لم تذكره على غرار العربية صرحت به لترك انفعال   للقارئ ، فهنا قناة البي بي سي لكي تكون حيادية اكتفت بكلمة الفلسطينيون فقط لأنها لا تكترث بالقضية و قرائها أجانب و إسرائيليون ولكن العدد هنا مهم جدا في القناة العربية لخلق نوع من التعاطف ،وأيضا كلمة معتقل فالاعتقال كلمة مشحونة ،نظرا لان القناة العربية تتحاز لكل ماهو متعلق بالقضية الفلسطينية .

المثال الثاني :

العنوان بالانجليزية	العنوان بالعربية
- Gilbert Baker, creator of gay pride rainbow flag, dies at 65.	– الولايات المتحدة : وفاة مصمم راية قوس القزح

	رمز المثليين جنسيا في العالم .
http://www.france24.com/en/20170401-gilbert-baker-creator-gay-pride-rainbow-flag-dies-65-obituary	hD9%88%D9%86-%D8%B1%D8%A7%D9%8A%D8%ttp://www.france24.com/ar/20170401-

– في هذا العنوان لقد تم ذكر الاسم والعمر الذي وافته فيه المنية في الإصدار الانجليزي آما في العربي ذكر المكان و لم تذكر الهوية نظرا لعدم أهمية الموضوع و القضية بالنسبة للقارئ العربي، حيث إن المثلية الجنسية غير مقبولة ومنبوذة في بيئتنا العربية ،وكذلك اختلاف في كلمة (creator) فهي تعني في الانجليزية المنشأ والمبدع وهنا لديها معاني ايجابية ، بينما لا نستطيع أن نترجمها بالمنشرئ في العربية لان النشأة و الخلق لي ﷲ تعالى و هنالك اختلاف أخر بين كلمة(flag) "علم" في الطبعة الانجليزية و راية في العربية فكلمة "علم" كلمة رسمية و معترف بها في المحافل الدولية ، و كذلك السّن (65) لكي يثبت أن المثلية لم تأثر على قواه الصّحية، و لقد ذكرت الهوية لتمجيدها و في هذا المثال نستنتج أن في النسخة الانجليزية كانت درجة الانفعالية قوية و لكن هذه العبارات الانفعالية كلها غيرت و بعضها حذفت و ذلك لأن المثلية من المحظورات في البيئة الإسلامية .

المثال الثالث :

العنوان بالانجليزية	العنوان بالعربية
-Sperm donation rom-com is a success in Egypt.	–"بشتري راجل "فيلم مصري عن التبرع بالمني يصنف تحت فئة "16+"
http://www.france24.com/en/20170319-sperm-donation-rom-com-hit-egypt	http://www.france24.com/ar/20170321%D8%A8%D8%B4%D8%AA%D8%B1%D9%8A-%D8%B1%D8%A7%D8%AC%D9%84-%D9%81%D9%8A%D9%84%D9%85-

إن العنوان في الانجليزية تقني و هدفه إخباري أكثر من انفعالي فقد ذكر نوع الفيلم و موضوعه و حقق نجاح في بلاده وفقط , أما في اللغة العربية أعطى عنوان الفيلم و صنفه تحت فئة + 16 يعني أعطى نظرة سلبية كأنها مشاهدة هذا الفيلم تعد ممنوعة و إباحية وهنا ترجع لحساسية القضية لمناقضتها لعادات و تقاليد العربية أما في الانجليزية فهي ايجابية و عادية فهنا العنوان يختلف في صياغته حسب ثقافة القارئ ،وهنا تكمن الانفعالية فالعنوان في العربية ألكثر جاذبية منه في الانجليزية .

المثال الرابع :

العنوان بالانجليزية	العنوان بالعربية
- Hilarion Capucci: Arms-smuggling dies aged 94.	–وفاة مطران القدس المنفي هيلاريون كبوشي، عن عمر ناهز 94 عاما.
Retrieved from: http://www.bbc.com/news/world–middle–east–38489550#orb-footer	Retrieved from: http://www.bbc.com/arabic/middleeast–38486414

توجد إضافتين في اللغة العربية الأولى في كلمة "القدس" لتعاطف القارئ العربي المسلم لكل من يناضل مع قضيته و كلمة "المنفى" يعني انه مجاهد و مقاوم، أما الانجليزية فكانت حيادية و مقلّلة من حدة الانفعالية .

المثال الخامس :

العنوان بالانجليزية	العنوان بالعربية
- Canada's indigenous people determined to improve their lives	–كندا: معاناة السكان الأصليين
Retrieved from: http://www.france24.com/en/20170317-reporters-canada-indigenous-first-nations-awakening-justin-trudeau-winnipeg	Retrieved from: *http://www.france24.com/ar/20170318-%D9%85%D8%B1%D8%A7%D8%B3%D9%84%D9%88%D9%86-%D9%83%D9%86%D8%AF%D8%A7-%D9%85%D8%B9%D8%A7%D9%86%D8%A7%D%*

يوجد في اللغة العربية 4 كلمات أما الانجليزية 8 كلمات حيث النسخة الانجليزية تحتوي على معاني ضمنية في إضافة جملة "عزموا" على تحسين معيشتهم أما العربية فقد اقتصرت الانفعالية في كلمة معاناة لما تملكه هذه الكلمة من شحنات ، و كذلك كلمة السكان الأصليين تملك العديد من الدلالات و الظلم و سوء المعيشة ،و في الأخير نستنتج في هذا المقام أن للعربية نظرة سلبية أما الانجليزية فايجابية وهذا يعود إلى المعتقدات و الاديولوجية .

المثال السادس :

العنوان بالانجليزية	العنوان بالعربية
Israeli soldier gets 18 months for killing wounded Palestinian attacker .	–حكم بسجن جندي إسرائيلي 18 شهرا لقتله مهاجما فلسطينيا جريحا .
http://www.bbc.com/news/world-middle-east-39037605	http://www.bbc.com/arabic/middleeast-39039356

في هذا المثال أعلاه نلاحظ أنّ هناك ترجمة حرفية لا زيادة و لا نقصان و ذلك يعود الى كون

قناة البي بي سي حيادية وليست لديها الحرية لأنها مراقبة .

–   المثال السابع :

العنوان بالانجليزية	العنوان بالعربية
-Israeli soldier jailed for 18 months for killing wounded Palestinian attacker.	– عقوبة مخففة على جندي إسرائيلي قتل فلسطينيا جريحا.
http://news.sky.com/story/israeli-jailed-for-18-months-for-shooting-dead-wounded-palestinian-attacker-10776259	http://www.skynewsarabia.com/web/article/920556/%D8%B9%D9%82%D9%88%D8%A8%D8%A9-%D9%85%D8%AE%D9%81%D9%81%D8%A%D9%84%D8%AC%D9%86%D8%AF4

في هذا الإصدار في الترجمة العربية وعلى غرار قناة بي بي سي قناة سكاي نيوز كانت

متعاطفة و منحازة للقارئ العربي حيث في الانجليزية تم ذكر مدة العقوبة أما في العربية اكتفوا

بوصفها بعقوبة مخففة و يرجع ذلك لنظرة كل طرف فالعنوان الإنجليزي كان محايدا،أما العربي

فيرى أنها مخففة نظرا لبشاعة attacker، الجريمة المرتكبة، هنا يوجد انحياز للقارئ الغربي في

العنوان الانجليزي في كلمة

فالنسبة للغرب إن الفلسطيني هو المهاجم بينما هو في الحقيقة مدافع ويدافع عن بلده و في هذا

الصدد حذفت كلمة مهاجم في النسخة العربية .

المثال الثامن :

العنوان الانجليزي	العنوان العربي
-'Heart attack risk' for common painkillers.	– دراسة : مسكنات الألم قد تؤدي إلى الإصابة بنوبات قلبي .
http://www.bbc.com/news/health-39858179	http://www.bbc.com/arabic/science-and-tech-39866230

لا يوجد أي انفعال في هذا المثال نظرا لطبيعة المجال لأنها حقائق علمية لا يستلزم أن تحتوي

على الانفعالية.

المثال التاسع :

العنوان الانجليزي	العنوان العربي
-Bayern Munich seal record fifth Bundesliga title with 0-6 Wolfsburg win.	–بايرن ميونيخ يتوج بلقب الدوري الألماني للمرة الخامسة على التوالي و27 في تاريخه.
http://www.france24.com/en/20170429-football-bayern-munich-win-fifth-straight-german-bundesliga-championship-soccer	http://www.france24.com/ar/20170429-%D8%A8%D8%A7%D9%8A%D8%B1%D9%%D9%85%D9%8A%D9%88

لا توجد الانفعالية في ه ذه العناوين لأنها عناوين رياضية لأن الرياضة ليست لديها خلفية

اديولوجية حيث تعطي نتائج مباريات مثلها مثل العناوين الاقتصادية تعطي إحصائيات .

لقد توصلنا في الأخير أن العناوين الإخبارية كانت انفعالية في بعض العناوين العربية أكثر

منها في الإنجليزية ، حيث وجدنا أن معظم العناوين ذ ات الخلفية السياسية و الثقافية و

الاديولوجية هي التي تحتوي على الانفعالية ، ومن أهم الاستراتيجيات المستعملة التي تظهر لنا الانفعالية هي الحذف و الإضافة و الإظهار و التضمين ولقد ذكرناه ا بالتفصيل في مذكرتنا ، وكذلك من خلال دراستنا التطبيقية استنتجنا أن قناة بي بي سي اقل انفعالية من فرونس 24 و سكاي نيوز في القضايا التي تخص الشرق الأوسط، وذلك لأنه يتحكم فيها موقع البي بي سي ووتش. و علاوة على هذا وجدنا عناوين خالية من أي انفعال كالعناوين الرياضية والعلمية لأنها لا تحتوي على خلفيات آيديولوجية ولا تسعى لإقناع و تغيير وجهة نظر القارئ .

و في النهاية و كإجابة على الإشكالية المطروحة في البداية ، يمكننا القول أن مدى تغير الانفعالية يعود إلى المواقف ذات الخلفيات الدينية والسياسية والثقافية فكلما كانت القضية حساسة أكثر كلما كانت الانفعالية أكثر .