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# INVESTIGATING PRESS HEADLINES TRANSLATION IN THE ALGERIAN PRESS

« Case study: The Algerian public television corporation »

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## **DEDICATION**

Our deep and sincere gratitude goes to our families for their continuous and unparalleled love, help, and support. We are forever indebted to our parents especially my father Hacane who was the reason for me choosing English at the first place, a great thank to my binomial sister Nessrine who was very patient with me during my tantrums, My deepest love to my sunshine bestie Selsabil who where always there for me, and never left my side thank u for being there for me.

## **ACKNOWLEDGMENTS**

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## LIST OF ABBREVIATIONS

MM: Multimedia translation.

OOH: Outdoor or Out of Home.

F.L.N: National Liberation Front.

ST: Source Text.

TT: Target Text.

## **ABSTRACT:**

Translation and media are two sides of the same coin, where media is a means of communication with the local community, while translation is the bridge that enables it to communicate with the world community. Both media and translation are two main fields for transmitting information and news between communities, the work of the journalist is not different from the one of the translator, because each of them is a carrier, but the work of the translator contains a lot of obstacles during the process of transmitting news whether cultural ones, Political or otherwise and this research will address the challenges and obstacles that the translator faces in translating news-press headlines from Arabic to English and knowing the strategies used to convey the idea without compromising the general meaning of the press headline and without the effect of the cultural factors in translation.

**Key words:** Press headlines – Media translation – Algerian Media - Media translator.

La traduction et Médias sont les deux faces d'une même médaille, les médias comme moyen de communication avec la communauté, et la traduction est le pont qui leur permet de communiquer avec la communauté mondiale. Médias et la traduction sont des domaines clés pour la transmission de nouvelles et le partage d'informations entre les communautés. Le travail du journaliste n'est pas différent de celui du traducteur, car ils sont porteurs d'informations, mais le travail du traducteur peut contenir de nombreux obstacles, En particulier pendant le processus de transmission des nouvelles, Qu'elles soient culturelles, politiques ou similaires. Cette recherche abordera les défis et les obstacles auxquels le traducteur est confronté dans le processus de traduction des titres de presse de l'arabe vers l'anglais et d'étude des stratégies utilisées pour transmettre l'idée sans préjudice de la signification générale du titre, Journaliste et sans l'influence de facteurs culturels dans la traduction.

**Mots-clés :** Titres de presse – Traduction des médias – Médias algériens – Traducteur des médias.

## المستخلص:

تعتبر كل من الترجمة والإعلام وجهان لعملة واحدة، حيث تعتبر وسائل الإعلام وسيلة للتواصل مع المجتمع المحلي، وفي المقابل فإن الترجمة هي الجسر الذي يمكنها من التواصل مع المجتمع العالمي. إن الإعلام والترجمة هما مجالان رئيسيان لنقل الأخبار و مشاركة المعلومات بين المجتمعات، فعمل الصحفي لا يختلف عن عمل المترجم، كونهما ناقلان للمعلومات، لكن عمل المترجم يمكن ان يحتوي على العديد من العقبات لاسيما خلال عملية نقل الأخبار سواء أكانت ثقافية أو سياسية أو ما شابه ذلك، وسيتناول هذا البحث التحديات والعقبات التي يواجهها المترجم في عملية ترجمة العناوين الصحفية الإخبارية من العربية إلى الإنجليزية والتحقيق في الإستراتيجيات المستخدمة لنقل الفكرة دون المساس بالمعنى العام للعنوان الصحفي ودون تأثير العوامل الثقافية في الترجمة .

**الكلمات الدلالية :** العنوان الصحفي، الترجمة الإعلامية، الإعلام الجزائري، المترجم الإعلامي.

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## INTRODUCTION

In modern times, Media becomes the backbone of all news dissemination around the globe, And one of the main means of communicating with the public where most people rely on media by its various means such as newspapers, magazines, radio and television...etc.

Using media as a means of communicating media content to receiving audience, and today traditional media competes to reserve a fingerprint within the scope of the Internet, The need for the media to break geographical barriers to access the world news has led it to include the field of translation, which is the bridge between world languages so It becomes necessary to include translation in the press, which Catford stated in his theory of translation that " translation is the process of replacing text in one language to text in another language", translation is a wide field, We believe that the process of translating contents of media and newspapers is essential because it is the main focus of the process of transmitting world news and from this perspective, a new term has emerged, which is media translation and translation of the information in the media" arguably one of the most important forms of translation in our time" (Bielsa 2020, p. 366).

Media translation is an essential process for the circulation of news from one language to another, especially press headlines, which are the first thing that attracts readers to the news, the translator must take into account the importance of translating them in a way that corresponds to the original meaning which is a challenge faced by the press translator Especially during his attempt to translate a text from Arabic to other languages because Arabic is a language that characterized by its rich vocabulary, which is difficult to find a suitable equivalent for its vocabulary accurately enough.

From this point of view, we are going to study and investigate the translations of some press headlines from the Algerian press, in particular, the Algerian public television corporation as a sample of our research, which is one of the first channels of news radio in Algeria during the French colonial period, and launched as the first television channel from the municipality of Burj Al Bahri in 1963, And It was able to attract audiences, both from inside and outside the country, breaking the spatial barrier and geographical location, and in front of these data we are going to devote our study to analyze press Headlines translated from Arabic into English on the Algerian public television corporation channel.

As Well as providing some solutions and reviewing the methods used by translators in translating press headlines.

## **Research Questions**

From this point of view, we will try to address this issue by posing the following Question:

- What are the challenges of translating press headlines from Arabic into English?

On the other hand, this problem prompted us to ask several sub-questions as follows:

- What is media translation?
- What are the procedures used in translating press headlines?
- How does media translators deal with press headlines?

## **Hypothesis**

- Translating headlines from Arabic into English present many challenges to the translator.
- Cultural aspects and literal translation can lead to misinformation in translating headlines.

## **Limitation of the study**

This study is about press headlines translation regardless of its type (printed, audiovisual or electronic) and is limited to the product of one group of translators in one channel " the Algerian public television corporation Channel "CANAL Algérie" due to the lack of samples of channels translating from Arabic into English, and it's limited to the Tv news because there's no written news press headlines that are translated in Algeria, or newspapers that provides an English version.

## **Structure of dissertation**

This dissertation is divided into three chapters. In the first chapter entitled “Media translation “of the research which is the theoretical part we are going to talk about media translation as it is a term resulting from the relationship between translation and media and the association of the two fields with each other as well as mentioning each of the concept of media translation its most important characteristics, types and aspects.

As for the second chapter entitled press headlines translation, it is related to presenting the challenges facing the translator in translating news and press headlines and the difficulties of translating from Arabic into English and mentioning the most important characteristics of the translator in the field of media translation with attaching the concept of headlines and their types, roles and knowing the basics of translating them.

As for the last chapter, which is the practical chapter which is a stylistic comparison study of press headlines in the Algerian press and we are going to focus especially on the Algerian public Television corporation (CANAL Algérie) as sample of our study.

## **Methodology**

The present study is a qualitative one, for we chose to collect the non-numerical data represented in the Arabic press headlines of the Algerian TV channel, to analyze them and compare between them and their translated version into English, with pointing to the different translation errors made by the translators and mentioning the various translation procedures according to Vinay and Darbelnet ,and peter Newmark methods and the difficulties that translators faced during the process of translating these samples into English, and this research is of an exploratory nature because the results are descriptive rather than predictive.

## **The importance of study**

In this research, we highlight the fact that media translation is one of the most important means of communication that has emerged recently and changed the press orientation in Algeria as a recent addition to the field of translation, which has recently taken up a prominent place in news and many other fields, hence the importance of our research on the study of lapses committed by translators during the process of translating press headlines in the press , And learn

more about what the translator uses to edit the translations of press headlines on the Algerian press as a sample for our research.

## **Aims of the Study**

Based on the afforded mentioned questions we identify at the beginning of the study, we aim to reach a range of objectives, including:

- Find out the difficulties that the translator faces during translating press headlines from Arabic into English.
- Propose some solutions to face media translation challenges.
- Find out the relationship between Media and translation.

## LITERATURE RIVIEW

The Media translation is a new term that is considered as one of the translation types, and it's also known as the journalistic translation, which deals with news translation of all kinds, whether political, economic, artistic, scientific or sports... Etc., Media translation on the other hand is a collection of different articles that addresses how the rapid changes in technology and the globalization of communication networks have added new domains to the field of translation and are challenging the translator's role.

The main previous researches about this field are works from two organized events: the Misano Seminar on Multimedia & Translation (September 26-27, 1997); and the Berlin conference on Quality and Standards in Audiovisual Language Transfer (October 15-16, 1998) we mention also some studies that have worked on media translation and role of translation on the press (media):

1. the study of yves Gambiner and Henrik Gottlieb multimedia translation 2001) that talks about concept, practices and researches of Media translation.
2. The study of Magda Kotb 2008 of journalistic translation from and into Arabic and English) that focused on the types of journalistic translation and the appropriate and accurate vocabulary that should be used in both languages and tips of things to follow or avoid for proper translation.
3. Translation in Global News (2009) by Esperança Bielsa and Susan Bassnett This book focuses on two distinct interdisciplinary fields: translation studies and globalization studies
4. The study of jafar Ibrahim saidan 2016 the study of cultural bias in journalistic translation from English into Arabic and vice versa) where the study was based on measuring the journalistic translators tendency to cultural bias when translating journalistic texts , and investigating the interference of culture that could make journalistic translators biased in their translation.
5. the study of Thanaa hindi salih Al falahy 2017 middle east university, about difficulties encountering MA students in translating newspaper headlines from English into Arabic) where the problem of this study was centered on finding solutions for the problems that faces students in translating news headlines, like unawareness of styles and features of news headlines, use of literal translation and the inability of choosing accurate equivalences.

**6. On Translating Arabic and English Media Texts: A Coursebook for Undergraduates** By Mahmoud Altarabin 2020 the book detailed analysis of the basic linguistic and stylistic features of news media discourse in English and Arabic. The studies finding above Indicate that when dealing with the journalistic translation field, translators use specific strategies such as the awareness of the cultural background of the source language and the target language audience expectations and choice of accurate equivalences and vocabulary, determines the translator's grammatical and lexical choices in reproducing the translation in the target language, the study also shows the importance of adherence to taking into account the differences in style and expression between the two languages ( English and Arabic) when translating. This investigation concludes that to achieve effective translation of headlines and subtitles a combination of Thanaa Hindi Salih Al Falahy, Magda Kotb, and Jafar Ibrahim Saidan theories should be used in dealing with journalistic translation in both Arabic and English languages.

# **MEDIA TRANSLATION**

## **CHAPTER ONE**

# 1. Media & Translation

Since the beginning of the emergence of communication between humans as a way to deal with each other and exchange information, people have become interested in communicating with each other in various ways since ancient times, such as engraving on cave walls, symbols, smoke, and others, and then developing to send mail, use printers, the emergence of the Internet and technology to be called the media.

In the past media was called press because it was mostly limited to newspapers, magazines, and other printed publications. Technology helped to advance it and replaced the word press with the media and expands the options for people to get their daily news and information, first on the radio, then on television. Now, many millions of people rely on the internet to get their news, and online media outlets have become very popular all over the world.

In mass communication, media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), digital media, and advertising...etc. The Macmillan dictionary blog defined it as ‘The word Media is a plural form of the Latin word ‘medium’ meaning ‘middle ground or intermediate’. Its usage as a word to describe newspapers, radio and other sources of information likely derive from the term ‘mass media’ which was a technical term used in the advertising industry from the 1920s on.

The term media in its modern application relating to communication channels was first used by The Canadian theorist Marshall McLuhan, who mentioned in (Counterblast 1954) : " The media are not toys, they should not be in the hands of Mother Goose and Peter Pan executives " on other hand his most famous idea was that “the medium is the message”, By which he means that the important thing about media is not the messages they carry but the way the medium itself affects human consciousness and society at large, In other words owning a TV that we watch is more significant than anything we watch on it.

On other hand, American computer scientist Alan Kay mentioned, “Each medium has a special way of representing ideas that emphasize particular ways of thinking and de-emphasize others (Kay, 1994).” In 1984, Rice defined new media as communication technologies that enable or facilitate user-to-user interactivity



and interactivity between user and information such a definition replaces the "one-to-many" model of traditional mass communication with the possibility of a "many-to-many" web of communication.

over time, media has evolved under the light of the development of human knowledge, which has played a prominent role in spreading the news, information, events, and news across social various, political, economic, and other fields and it has been established in the minds of many that media means what is heard and seen through the mass media, such as newspapers, television, and radio, and when mentioning the word media, the listener's thinking turns directly to the media organizations that run the mass media, the scientific concept of media has expanded today to Each method of collecting and transmitting information which has become a contributor to the cognitive and technological development.

McLuhan classified mediums into two categories hot and cold (cool) :” hot media are, therefore, low in participation, and cool media are high in participation “(McLuhan, 1994 , p.23) Writing, according to McLuhan, is considered as a hot medium because it is an extension of the eye example ( Radio, Movie, photograph, books...etc McLuhan, on the other hand, regards social media as a cold media in general such as TV, cartoon, telephone...ect. )

Types of media or medium is a kind of mass communication (such as newspapers, radio, or television) that aims to reach a large number of people, Now are the most common definition of something through which we get information or data, To be more specific, A medium is concrete example of a TV channel like CANAL Algérie, or a specific magazines like “ Le Soir d'Algérie ” and many more, Media can be specifically classified to a several types which are:

- Journalism.
- Social Media.
- Films.
- Television.
- Radio.
- Advertising.
- Public Relations.
- Books, Magazines, Newspapers and Journals.
- Photography.
- Audio Media like Community Radio, Podcasts.
- Interactive Media like websites, video games, digital ads, etc.
- Outdoor or Out of Home OOH (wings, blog)

Over time, media has evolved today to become one of the most important fields of communication between the masses, and with its association with technology media has crossed the spatial barrier and international borders to reach the world, which made it imperative to include the field of translation within the media to open up new horizons and translation is no different from the media as a means of communication, Both of them have expanded enormously in the twenty-first century, in an age when intercultural communication is becoming increasingly significant, and this is a challenging even more to the translator's role.

The term translation was introduced into the English language around 1340s and is either derived from a comparable word in Old French or adapted from the Latin phrase *translationem*, which means "a conveying." It now has over a dozen definitions in the Oxford English Dictionary. While many of its meanings are specialized to certain areas, reflecting scientific, legal, or biological usages, "translation" also includes a set of definitions that are appropriate and significant to media studies. Otherwise, Generally, Translation is a process of rendering meaning, ideas, or messages of a text from one language to other language. There are some considerations which follow this process, which mainly related to the accuracy, clarity and naturalness of the meaning, ideas, or messages of the translation, It means that it is an important thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do.

It's also known as a way of communication, which means the transmission of information or any written content from the source language into a target language ,The objective of translation is to deliver the original intent and tone of the message, Which, is necessary for the spread of information, knowledge, and ideas. It is necessary for effective and empathetic communication between different cultures" to translate is to communicate" (Weissbort & Eysteinnsson, 2006, p. 340).

Translation, therefore, is critical for social harmony and peace, according to Steiner (2006, p. 614) all transactions between human beings resort to translation, thus human communication indeed can be related to translation, even the act of writing may itself be regarded as one of translation.” Furthermore, he stated that "human communication equals translation» and «a study of translation is a study of languages" (Steiner, 1998, p. 49), Translation is more than just changing the words from one language to another. Translation builds bridges between cultures; it is without a doubt admitted that the translation process is a communication technique like media.

In Translation Studies, texts with pictures have for a long time been ignored, audiovisual translation was not considered in the past, but translation was primarily concerned with translating writings, books, communication...etc.

Translation becomes more involved into media since then and they share traits since they are both forms of communication, Messages are communicated from one audience to another via media. While translation is concerned with transmitting communications across languages and cultures, media is concerned with relaying messages inside a single language and culture. Communication interacts with and influences society, translation allows one culture to understand a text that they would not have had access to otherwise, while the media has a variety of effects on society, ranging from informative to entertaining. Many similar elements influence both translation and the media.

The media, as well as translation, create distinct pictures of cultural identities. Written words, photographs, audiovisual media, and the Internet are all used by the media to depict cultures. Words are used in translation. Collaboration and resemblance between translation and media purposes has led to the emergence of the term media translation, which is regarded as one of the most significant fields in the current period, specializing in the provision of all media resources and their expert translation from the original language to the target language.

The need of media for translation has become imperative with the technological development, But Lately the meaning and the means of Communication have changed dramatically, and translators have found themselves moving in a new direction, adapting their goals and professional vision to reflect the coming of age of a new global community.

## 2. Media in North Africa

The media touched the Maghreb countries like any of other countries in the world. The development, spread, and transformation of media technologies in North African countries has attracted much attention over the past decade. The nationalist press in North Africa emerged in the 20th century as an alternative to defy the repressive rule of colonialism, for example. In Morocco for instance in 1944, two newspapers *Al Alam* (The World) and *l'Opinion* (Errai), started publishing anti-colonial articles advocating for the right to independence which was obtained in 1956. And from that time Morocco has had one of the most open print media environments of the Maghreb countries. There are 26 newspapers and 136 weeklies with a total circulation of 350,000 per day less than 1 percent of the population reads a newspaper every day.

On the other hand, The history of the Tunisian press began in 1860 with the creation of the periodical *AlRaid Al-Tunisi*. In the 1930s the nationalist press fought for the independence of Tunisia. During the reign of Habib Bourguiba (1956–1987), and it was one of the few Arabic language newspapers that aimed to communicate with local populations and inform them about the hardships of the French presence even under protectorate status.

Algerian newspapers were banned from publishing in 1838, despite the fact that Arabic was recognized as a foreign language by then-Napoleon I. Newspapers published by Algerians, particularly in Arabic, had a brief lifespan due to a lack of finance, but more crucially, because of legislation which outlawed the production of any foreign language newspaper, however. 1954 was the date for the beginning of the revolution. In 1956, Free Radio Algeria under Mohamed Salah Soufi's supervision was broadcast secretly from Moroccan territory in Nadhor, Algeria's national movement parties, which emerged at the beginning of the twentieth century, used newspapers to promote their reformist ideas for equal rights for Algerians and French. They sought to revitalize the cultural, linguistic, and religious components of the nation and to claim national independence.

The three countries in question share strong similarities in terms of their early historical development, their French colonial past, the nature of their media systems, the journalism practiced, their media laws, and their common struggle to increase press freedom, access to information, and protection of journalists. Tunisia has the most authoritarian regime and thus the most restrictive media policies. Morocco is the most liberal of the countries and thus has the least

restricted media. Algeria exists in the middle of the spectrum. In recent times, the media landscapes in the three North African countries have changed under the combined impact of the globalization process and information and communication technologies.

Hence the need to create a new revolutionary press that is very different from the traditional one, which was the mouthpiece of the old ruling classes, which means attaching the press to popular classes, which is able to crystallize and simplify revolutionary principles (Awattef ,1985 . p,7)

### **3. Media in Algeria**

Algeria had a late development of the media during the French occupation , French authorities ensured that the media environment reflected French interests and attempted to curb its potential as a means of mass communication. For example, with the spread of radio broadcasting in the 1930s and the establishment of the nationwide station Radio Algiers, the French government actively restricted the dissemination of radios throughout the country and deliberately tailored programming to appeal to the Algerian elite.

Likewise, the country's first newspapers were published exclusively in French, After the conquest of Algeria, the French colonial army brought a printing press to print the first newspaper," L'Estafette d'Alger", to promote the expansion of the colonial army's control across Algerian territory. And later on, was replaced in 1932s by another newspaper called" le Moniteur Algérien" and it was regarded as the official voice of colonialism in Algeria. (Layadi, 2019)





France passed a press law in 1881s that provides for the suppression of defamation without any possibility of prior censorship, which was in favor of French publishers, unlike Algerian publishers who did not benefit from the law because they did not enjoy their civil rights, The system imposed by this law partly explains why Algerians delayed launching their newspaper until the nineteenth century. Later on, Algeria witnessed the national movement parties, which were formed at the beginning of the 20's century, use newspapers to promote their reformist ideas for equal rights between the Algerians and French as well as to claim national independence.

In 1954, there was the launch of the first Algerian nationalist newspaper, Al Moudjahid (The Fighter) on 22 June 1954 as the official voice to supported (FLN) the national liberation front in its struggle for independence from France and defy colonial monopolization. It was first published in 1956, and 91 editions had been printed by the time the country achieved independence in 1962. During this period, Al-Moudjahid helped to galvanize Algeria's pro-independence forces by championing the country's independence struggle, detailing the FLN's activities and fights against French authorities, and helping to promote a vision of what post-colonial Algeria would look like, However, the media would ultimately play a significant role in mobilizing the masses in Algeria's war of independence.

# EL MOUDJAHID

ORGANE CENTRAL DU FRONT  
DE LIBERATION NATIONALE

N° 77 - 29 Janvier 1961

PRIX : 40 FRANCS

Direction - Rédaction :  
14, Rue de la Liberté - ALGER  
TUNIS  
D.P. 1000  
Télégrammes :  
SERVIR - O. ALGER  
L. Rue Charles Flégat

LA REVOLUTION PAR LE PEUPLE ET POUR LE PEUPLE

## LA QUESTION DE LA MINORITE EUROPEENNE



A l'ombre du pays, la rencontre impossible.

On 16 December 1956( FLN) launched the voice of fighting Algeria On the radio, this station changed Algerians with the radio broadcasting, Since the 1960s, when Algeria became independent from France, the press has been controlled by the ruling party, the FLN. Three years into the nation's independence, freedom of the press became unknown to journalists and newspapers. Before the late 1980s, Algeria was home to three main government-run newspapers, El-Moudjahid (The Freedom Fighter) in French, Ech-Chaab (The People) in Arabic, and the weekly Algérie Actualité in French. In the nineties, the readership of these newspapers declined and Algérie Actualité was discontinued. Numerous privately-owned newspapers have been created since.



After independence in 1962, Algeria established its Radio and Television Company by taking advantage of what was inherited from the French Radio and Television Company in Algeria and it was on October 28, 1962s, National sovereignty over the former RTA Algerian radio and television is restored.

Radio and television were the best means to mobilize Algerians around the goals of the revolution due to the country's high percentage of illiteracy, which sat at 85% during this period. The public radio company launched 50 local stations, in addition to its three national Arabic, Tamazight, and French-language stations. It also established an international station (broadcasting in Arabic, French, English, and Spanish) and other stations dedicated to culture, religion, and youth, July 1, 1986, was the National Corporation for Radio and Television Broadcasting in Algeria (ENTD) was created, following the restructuring of the Algerian Radio and Television Corporation (RTA) by Decree No. 86-148 of Shawwal 21, 1406.

And From the country's independence In 1988 exactly, popular pressure brought about the explosion of the Algerian political system and the liberalization of the press. About two years later, new legislative elections were on the verge of placing the Islamists in power when the army, under the pretext of saving a young democracy, canceled the elections and seized power. Over 100,000 Algerians were victims of the civil war that followed. Journalists and intellectuals were assassinated by armed Islamist groups and by the military in power, Before the events of October 1988, journalists couldn't investigate or publish material relating to government activities, unless the government furnished said information. Radio and television were government-run and censored, and the print media was published either by the government or the FLN (the party that ruled Algeria for 30 years.) The authorities also tightly controlled the circulation of foreign journals.

until 1990, all of Algeria's domestic press, television, and radio outlets were State-owned. During this period, the domestic media largely served as the mouthpiece of the FLN, which at the time was the sole party in government. Satellite television was permitted in 1987, and following the passing of the 1990 Information Code, the government ended its monopoly over the printed press. The 1990s, therefore, saw the emergence of dozens of privately owned newspapers alongside increasing access to foreign satellite channels, but few domestic outlets were considered independent. (fanack.com)

Although Prior French colony Algeria had only one television channel, TV1 was the first Algerian general public network of Public Establishment of

Television group (EPTV in French), has started to broadcast its programs on 24 December 1956. It is one of the most important television channels in Algeria. In 1982, The Algerian radio and television entered full-time broadcasting in the world of communications, through continuous equipment and participation in advanced experiences such as news bulletins and others. In addition to using the African regions satellite, information and program the exchange between Arab and European countries, by training new generations of technicians trained in new technologies.

The investment made in the relatively short-lived 70-80 decades has expanded and modernized national television networks, including satellite coverage from the south of the country, production center equipment in modern equipment, and thus the launch of using colors into television ,Then in 1994, the Public Television Corporation established Algeria's second television channel, Algerian TV, and then switched the name to Canal Algérie, which was broadcast by satellite as well as terrestrial broadcasting. It is an Algerian channel that broadcasts its programs in French and believes that it is a cultural link with the Algerian society living inside and outside the country, and more specifically in Europe. It also seeks to attract the foreign public concerned with the development of the situation in Algeria, especially in the political and economic spheres. After that In 2001, Algeria 3 channel launched programs for Algerian audiences living in Arab countries. On 18 March 2009, two other channels, a Tamazight-language channel and the Holy Qur'an channel, were introduced to protect Algerian viewers from religious extremist discourse promoted by some foreign satellite channels.

TV2, formerly Canal Algérie is the second Algerian general public national television channel. The channel is part of the EPTV Group which also includes TV1, TV3, TV4, TV5, TV6, TV7 and TV8. The channel broadcasts its programs 24/7 via different platforms and all over the world. The channel was the first of News Agencies who started to broadcast English news in Algeria in 2021, which considered as a new addition to the Algerian media and news channels, which use Arabic and French only in news broadcasting. So they can attract a new interested group of people in foreign languages from inside and outside the country.

## 4. Term of Media Translation

In the last few decades, translation studies have progressed from linguistic and literary translation to include audio-visual and media translation, and now to be called multimedia translation. Indeed, news media translation overlaps with news or journalistic translation, but it also intersects with other disciplines such as audiovisual translation. It targets not only professional journalistic behaviors by news professionals, but also media institutions and corporations. Media was not included in the scope of translation study until the early twenty-first century, and it was even later that researchers in communication and journalism studies began to pay attention to the pervasive importance of translation practices in the field.

The use of translation in mass communication channels has boosted the quick dissemination of information and news, as news agencies collect information from numerous sources all over the world, increasing the demand for translation in media and communication and making it the most polarized and utilized field, the media translation demands the media translator to have a widely knowledgeable of the field and have the ability to edit, draft and write in a media style.

Media translation is a type of translation, also known as journalistic translation focuses on translating news of all kinds, from the original language to the target language, with different languages. And in its general concept, it means conveying a message, whether news or information, from one language to another via a means of Media. On the other hand, media translation addresses various types of topics, from political and literary to scientific, sports, economic and artistic... etc To present it to a broad segment of society, and relying on a special linguistic style that the translator must follow according to the nature of the news article, According to Federico Zanettin definition of news media as “forms of mass media that focus on delivering news to the general public or a target public. These include print media (newspapers, news magazines), broadcast news (radio and television), as well as digital media (online newspapers, news blogs, news videos, live news streaming, etc.).”

If Translation Studies is a young discipline, news translation research is in its infancy. There are, of course, numerous studies on news language, but most of them largely ignore the role of translation in news production (Palmer, 2009, p. 186). News translation has been published from the mid-2000s onwards. As journalism was professionalized, newspapers began to send foreign correspondents to cover conflicts such as the Boer wars and the Russo-Japanese war (Bielsa & Bassnett, 2009, pp. 40–41), This has made The main purpose of media means

translation is to disseminate information and knowledge, Media is the best medium of communication for the mass audience. With the help of various media like electronic media, print media and web media, TV, Cinema.... etc. the mass communication method is accomplished suitably.

## **5. Media Translation Types (Medium)**

The term medium was first coined in 1964 by the Canadian, philosopher, and media theorist of the University of Toronto Marshall McLuhan, The most popular definition of a medium is something that provides information or data, such as television, written materials, radio, and the World Wide Web. To be more particular, a medium is a tangible example such as a TV station or a certain magazine, among others. However, when viewed as a whole, they might be referred to as the "media," which is the plural form. As a result, when someone says "media" in this context, he is referring to any or all of these sources of information.

Mohammad Akbar mentioned in his book Media translation that media translation means are divided into visual, audio and audiovisual mass media. visual mass media includes books, newspapers, magazines and bulletins and for audio media, it includes radio and audio recorders, audiovisual media include television, video, cinema, internet and SMS sent by mobile phones, these tools deal with different languages according to the target reader.

The following are the most often used platforms for mass media translation:

- Print Media (Newspapers, Magazines, Books).
- Broadcasting Media ( TV, Radio).
- Out of Home Media (OOH) ( Billboards Mobile Billboards, Posters)
- The Internet.
- News Agencies.
- Audio Mass Media.
- Audiovisual Mass Media.
- Cinema...etc

## 6. Media translation methods and techniques:

The first thing that comes to mind as soon as we talk about translation techniques is the first appearance of comparative style through Vinay and Darbelnet's book Entitled Comparative Stylistics of French and English: A Methodology for Translation, The researchers raised the problem of translating the target language through seven stylistic techniques and their relationship to translation units:

The methods were divided into direct and indirect translations, which are:

1. **Borrowing:** the concept of borrowing is to take a word from the (ST) and keep it in the target language and it's the easiest one of the procedures.
2. **Calque :** it means translating a word from the (ST) into the target text, Calque is either adopt the (TL) syntax when translating each word literally , is a special type of borrowing that includes foreign language compositions, which is Types (copying expression, copying structure) such as (fiction – science), Vinay and Darbelnet suggested two types : Lexical calque,Structural calque.
3. **Literal translation:** According to Vinay and Darbelnet Literal translation can be used in specific situations, the two scholars believe that interpreting word for word in a way that does not change the context, in other words literal translation broadnes the meaning of a calque more appropriately.
4. **Transposition:** Transposition according to the two scholars is described as a change in the word-class without any change in the meaning, Transposition is divided into two types optional and mandatory according to vinay and Darbelnet , who referred to the ST as the base expression and the TT as transposed expression .
5. **Modulation:** Modulation refers to rendering the TT from a different point of view to that of the ST, Vinay and Darbelnet consider this procedure to be necessary when the results of the former procedures would produce an awkward-sounding translation, despite it being grammatically, syntactically, and lexically correct.
6. **Equivalence:** the concept on equivalence in translation studies can be simultaneously simple and complex, Vinay and Darbelnet explain

equivalence as something almost inherently cultural, using the example of someone expressing pain. In English the term "ouch!" is used, while in French, a literal rendering of the sound would be of no use to the reader. Instead, the equivalent of "ouch" in French is "aie". Equivalence also relates to idiomatic expressions, whereby all the lexical and grammatical elements are there but translating literally would leave the reader confused.

7. **Adaptation:** The final translation process used by Vinay and Darbelnet is the most complicated one. In the sense that the translator attempts to transform the SL into the TL, adaptation is comparable to equivalence. Assume the ST said something so obviously English that translating it into Arabic would be meaningless, or vice versa.

And there are other techniques including those by Peter Newmark which are:

#### a. Compensation

This technique compensates for being unable to translate a nuance or phrase in one specific place by expressing the information at another point in the document. This is said to occur when loss of meaning, sound-effect, metaphor or pragmatic effect in one part of a sentence. (Newmark 1988:90)

Example: While the English language only has one way of saying 'you', Arabic has أنت-انت انتما-انتم. By making specific word choices elsewhere in the text, the translator can compensate for the loss of nuance.

#### b. Reduction

When using reduction, the translator chooses to remove any words forming the original text which are considered redundant in the target language.

Example: The French 'sciences politiques' [literally; political sciences] can be rendered in English as just 'politics'.

#### c. Expansion

The opposite of reduction, this is when words are added in order to preserve meaning. This can be due to differences in sentence structure, grammar or terminology. For expansion, a not uncommon shift, often neglected, is SL adjective, English T L adverb plus past participle, or present participle plus object: cheveux igaux^ 'evenly cut hair1 ; belebend, life-giving'. (Newmark 1988:90)

Example: The reverse of reduction, 'politics' in English would be rendered as 'sciences politiques' in French. Since French also uses gender articles, expansion is natural when translating from English into French.

## 7. Difficulties of Media Translation:

Language exists to facilitate communication. If that fails, language becomes meaningless. A professional translator should be well-versed in the cultures, histories, and beliefs of the people who speak both languages. The translator's success is jeopardized if he or she is not fluent in both languages. Arabic and English are two very different languages, and each has its tools, concepts, culture, and style in sentence building. As a result, a translator faces a significant problem in the compromise of two languages and the appropriation of two modes of reading and understanding. The selection of terms or equivalents in Arabic requires tremendous attention and accuracy, For example the word rain in English can have different similarities in Arabic like:

(السحيفة, النفضة, الشأبيب, الودق, الرجيع, الولي, السحيفة, اليعلول ... الخ)

Some common challenges of Media translation:

- A. Language Structure:** The amount of accuracy and simplicity of the translation are strongly tied to the structure of the language. Every language has a distinct structure and the level of difficulty depends on how complex or simple the language is. A simple sentence in English has a subject, verb and object in that order, as in " i am hungry " But in other languages, such as Arabic , it is translated to one verb "جعت" the subject pronoun (i am) is a part of the verb: "جعت / جوت."
- B. Idioms and expressions:** Idioms are phrases that use examples or figures of speech to illustrate something. They are something that Google Translate will never be able to handle. Some idioms may appear transparent because they provide a fair literal interpretation, but their connotations are not always communicated in the surrounding language.
- C. Cultural aspect:** Many cultures saturate the field of translation, and many elements of life, customs and traditions are represented through translation. The challenge emerges when terms or words related to religious beliefs are utilized. As a result, while translating such statements or terms, a translator must use caution.

**D. Multiple Meanings:** Sometimes words have several meanings depending upon how they are used in a sentence. For example the word Leave as a verb: to go away from somewhere (Nessrine leaves for Jijel soon) as a verb: to remain (Tomato sauce will leave a stain on my shirt) as a verb: to deposit or deliver (The delivery man leaves Selsabil's parcels with her neighbor). As a noun: to be absent from work or duty Leila is at home on leave today. (She will not be attending the meeting).

Here are other important challenges and errors involved in translating media content between Arabic and English:

-The difference of languages in terms of their grammatical and morphological rules, semantics of their words and methods of drafting like using progressive tenses instead of simple tense *وزير المالية الكندي, يغادر مجلس الوزراء*, Canada Finance Minister is leaving Cabinet.

-Electronic translation and the reliance of the translators on it (The translator's lack of context where he chooses the first translated word).

-The great cultural dimension between the two languages and untranslatability: According to Newmark (1988, p.94), culture is "the way of life and its manifestation that are peculiar to a community that uses a particular language as its means of expression". Any attempt to literally translate a cultural word will almost certainly result in a loss of meaning if the translator is unfamiliar with the target culture and its worldview. In other words, the translator or journalist must detect any cultural aspects included in the source text and decide whether to borrow or change the source language cultural term in the target language, depending on the target language cultural context. (*عدة المرأة في الواقع الغربي و الأوروبي*), women's idda in Western and European reality ).

-Literal translation and the difficulty of conveying news with its meaning, especially with regard to the appropriate linguistic form and style *انها تمطر قطط و كلاب*, it is raining cats and dogs in New Jersey.

-Domestication and foreignization, some believe that foreignization gets readers to know new cultures and domestication makes readers feel culturally safe and accept and understand the headline and that is a good thing while others believe that it's not the translator's task to facilitate everything for the readers. ( It is only the tip of the iceberg , *وما خفي كان أعظم* ).



-Traduttori traditori “when the translator resorts to betrayal in order to convey the message of the original writer of the original text” (السلاح الفلسطيني لطرد المستوطن الإسرائيلي, Palestinian’s weapon to expel the Israeli settler).

-Not verifying the credibility of sources in transmitting news before translating them which leads to the circle of rumor mongers.

-Simultaneous translation and not having enough time to convey the news with complete clarity, they choose the closest meaning of the original text if the statement contains some ambiguous terms which leads to the false transmission of news. (إمام, Muslim priest).

-Fronting: Usually, a word, a phrase, or a clause can be placed at the beginning of a sentence. This type of fronting is done on purpose to achieve a stylistic function: emphasizing on the fronted word, or paying attention to its particular significance to the sentence's meaning. *من تركيا إسرائيل توافق على ميناء غزة*. under pressure from Turkey, Israel agrees to Gaza port.

-Religious terms and concepts: Some words in Arabic have no male/female or singular/plural distinction, the Arabic lexical item (الله ‘Allah’) is translated into English as 'God' with little change in meaning.

-Political terms: In Arabic, شهيد is a person who died for the sake of religion or the state, while the English version is 'martyr,' which may differ from the Arabic.

-Logical acceptability: The logical acceptability of a statement can have a big impact. For example, the logical translation of to eat one's words, is *يسحب كلامه* yet the Arabic term *يأكل كلامه* is incorrect because no one can eat words.

-Clichés, idioms and proverbs: There are some Arabic fixed expressions that don't have equivalences in English ( *يوجد في النهر ما لا يوجد في البحر, و لا تحقرن صغيرة* ) the meaning of these proverbs is that we should avoid underestimating people.

## **8. The Role of Media Translators:**

Translation and journalism are distinct professions, but they cannot be separated when it comes to journalistic or media translation, in which case we find that both translation and journalism are one entity that completes one another, which leads us to the professions of translators and journalists and their roles who can meet professionally to produce media translators, and here we can see the points of convergence between journalism and translation, primarily from the perspective of the translator.

A media translator is responsible of translating press and media fields such as press and media reports, news, event coverage, meetings, conferences, live broadcast texts, and all documents of a journalistic and media nature, from one language into another.

### **Skills required for the job of media translator:**

- Media translators should have some skills to provide proper news information, those skills are:
- Master language skills and use appropriate terminology.
- Have communication skills with different characters.
- Constantly following-up of various press and media work.
- Have the ability to edit and reformulate.
- Have journalistic skills.
- Have linguistic and technical competencies.
- Have the ability of controlling and investing in new technologies.
- Have the ability of making documentary and terminology search and investing its results in the translation process.
- Should be able to adapt to varied organizational systems of operation
- Have a TV and cinematographic culture.
- Have a bachelor's degree in translation.
- Study media field.
- Have practical experience and knowledge in media translation.

## **9. Tasks of Media Translators:**

Media translators are responsible of conveying the public with facts around the world. It is required to have the capabilities that make them eligible and competent to practice the following tasks in a professional and accurate way.

- Translate various news programs.
- Continuous following-up and translation of various newspapers, magazines and articles
- Supervise professional translation of documentaries.
- Make sure of translating news websites and specialized sites.
- Translating and editing of reports and press releases.
- Participating with the translation team and coordinate joint work.
- Reviewing and verifying the validity of the use of expressive terms.
- Translate presidential or ministerial decrees.
- Translate political party statements.
- Translate summaries of programs dedicated to journalism.

# **Press Headlines Translation**

## **CHAPTER TW**

## **Introduction**

It is well known that both media and translation form particular images of cultural identities, the media represents cultures either by written words, images, audiovisual media or the internet which are means of communication with both of local and global communities while translation does that by words only. Since the role of media is to provide the public with news and knowledge from around the world to make up their intellectual nourishment every day, and in order to achieve this in an accurate way, media translators have to go through certain problems and difficulties to provide us with appropriate news and media translation.

In this chapter, the aim of this study is focused on answering questions that deals with translation and what are headlines, their types, their functions and aspects and what is the effect of misinformation of headlines on readers.

### **1. Definition of Headlines:**

Too many question may arise about the definition of headlines, they consist of two parts: head (n) in sense “heading of a book or chapter” +line. They are usually defined as brief titles above articles that summarize its content to capture the attention of readers and draw them into the story .But as Ingrid Mardh (1980:14) points out in her exhaustive study of linguistic aspects of headlines, “No unambiguous definition of headline is known to exist. The word headline seems to be used intuitively”.

According to Oxford Word power Dictionary, headlines are “the tittles of a newspaper article printed in large letters above the story.” (2012, p 372) They are also defined as texts or tittles above articles that summarizes its content, present information briefly, accurately and quickly in no longer than one, two or even three lines. In 1908 it was defined as “important news”.

The headline, according to David Crystal (1987: 388) is a form of discourse specific to the written press. It is one of the most creative areas of journalistic

writing and in some aspects, comparable to poetry in that it borrows extensively from linguistic features generally associated with versification.

Given the field's textual, linguistic, and pragmatic complexity, it's perhaps understandable that attempts to define headlines have focused on their textual functions as "artefacts" Graddol, cited in (Bell & Garrett 2001: 3) or "visual marks on a page" (Kress & van Leeuwen 2001: 186), echoing the technical definition provided by the online Newspaper Designer's Handbook: "Large type running above or beside a story to summarize its content also called a head."

## 2.Types Of Headline:

Based on several criteria such as the use, purpose, and other factors that will be tackled in this chapter, headlines are classified in the following categories:

- A. Direct headlines:** Are headlines that make it easier for readers to know exactly what they are going to read and what the article will be about by being straight forward and summarizing the overall idea of it.

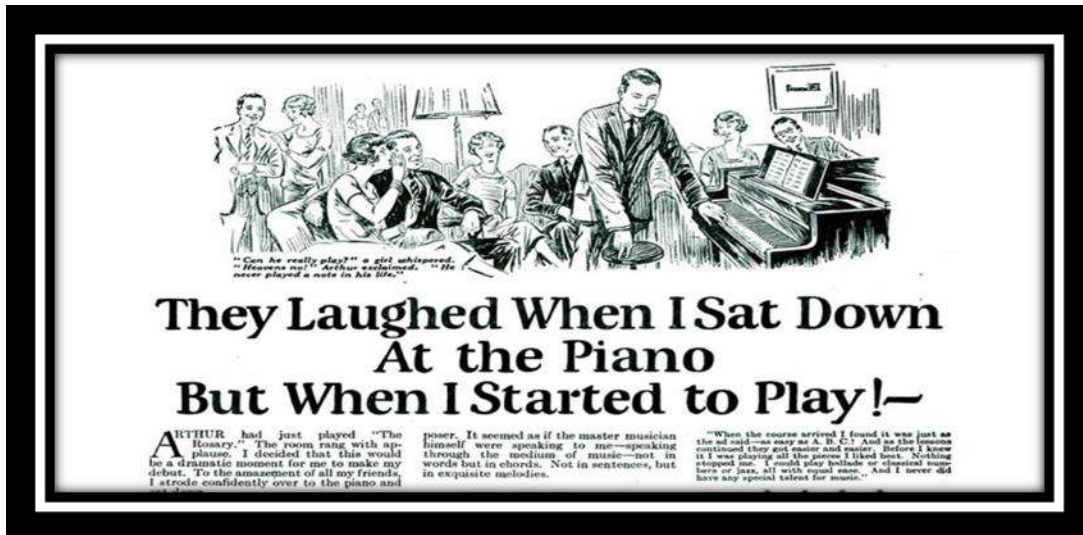
### Example:



The image shows a social media post with the headline "9 Things Managers Do That Make Good Employees Quit". The post features a photograph of a woman in a brown patterned jacket standing in a clothing store. A white callout bubble on the left indicates "18.7k Shares". Below the photo is a social sharing bar with icons for Facebook, Twitter, LinkedIn, and Pinterest. A small credit line reads "Image credit: Devil Wains Proda | Twentieth Century Fox". On the right side of the image, there is a vertical black bar with white text that reads "SWI SPARI" and a green button with the text "0000".

**B. Indirect headlines :** Are subtle headlines that generate the curiosity of the readers by giving hints of the main point of an article or offering a double meaning to make readers eager to discover what this article is about, in other words they are considered as link bait.

**Example:**



### 3. Newspaper headlines :

A- In terms of content :

**Informative headlines:** The ideal informative headline is characterized by a few words with a lot of connotations, and provides new information related to the basic news with complete neutrality. The perfect informative headline answers a number of basic questions in the news including: Who, why, when, where and how?

**Examples :**

Erdogan visits Saudi Arabia for new era in ties (who). (Source: France 24)

In Florida teen kills herself in school auditorium after asking to leave class (where). (Source: CBC news)

For insurance payout, man killed his son (why). (Source: the New York Times)

Starting from next week, the Ministry of Education announces the reopening of schools (when). (Source: SIBC)

In cold blood Murang'a woman was killed (how). (Source: Nation)

**Expressive headlines:** They are the closest to the informative headlines in terms of form, content and wording, they answer the most important questions in the news.

They add the newspaper's opinion or the evaluation of the editor while informative headlines remain devoid of opinion or evaluation.

**Examples :**

6 year old Sophie missing for 20 years probably dead! (Source: the New York Times).

Alkhadafi was found hiding in Aziziya tunnels with rats. (Source: الشروق)

**Quote headlines:** They are usually taken from the official's or the person with whom the dialogue is taking place's statement. There is no objection to the author's behavior in adjusting the title in a way that does not disturb the quotation. And there are three types of quoted headlines.

**A. Direct quoted headlines:**

They consist of three parts: the speaker's name, two points and the quoted phrase.

**Example :**

Barack Obama: The strongest weapon against hate speech is more speech.

(Source: the newyorker).

**B. Indirect quoted headlines:**

They occur when the editor creates a link between the speaker and the quote by adding a verb to replace the two points.

**Example :**

Donald Trump says his movement 'just beginning' in farewell remarks. (Source: Financial times)

**C. Quotes preceded by headlines:**

A consultative or introductory title precedes the quoted title, which includes the name of the speaker's recipe as well as some information.



**Example :**

Prime Minister at Inauguration of Make in India Week in Mumbai (India has improved its UNCTAD ranking of investment attractiveness, from fifteenth, to ninth). (Source: Ministry of external affairs).

**Comparative headlines:** They are based on a trade-off between ideas and viewpoints, emphasize aspects of detail, and are dependent on the interview element including two or more news-related facts.

**Example :**

Libya denies and Israel confirms (source: Andalou Agency).

**Descriptive headlines :** Are built on a detailed image of the subject in the reader's head, attracting him to read the subject, and the title utilizes strong words that entice the reader to read.

**Example :**

The horrific crimes of killer clown and the candy man (source: sky news).

**Rhetorical “metaphorical” headlines:** Rhetorical headlines are based on the presentation of an imaginary picture of a real event with the goal of confirming, emphasizing, demonstrating, or exposing its risks, and analogy and metaphor play an important role in the formulation of such titles.

**Example :**

International storm of anger hits Iran (source: صحيفة الشرق الأوسط).

**Sarcastic headlines :** They are concerned with the humorous aspect of the story, they use sarcasm in order to pique the interest of readers and entice them to read further.

**Example :**

Scientists kill ducks to see why they are dying ( source: the Northwest).

**Proverb headlines:** The content of it shall be an example or wisdom known to the masses that corresponds to the nature of the content carried by the news text.

## Examples:

The impossible has already happened: what corona virus can teach us about hope. (source: the long read).

“It is always the impossible that happens” is a french proverb.

**Denial and affirmation headlines :** They are headlines that negate rumors or confirm statements proof to organizations.

## Example :

The governor of the Bank of Lebanon negates the statements that were attributed to him. (source: صحيفة الشرق الأوسط)

**B-** In terms of importance ( format) :

**Main headlines :** Are the biggest headlines in an article and they usually come in different colores with other headlines, if the main headline is on the first page then it is called “ mainsheet” and if it is on the inside pages, it is called a “broad headline.”.

## Example :



**Extended headlines:** They cover more than one column and do not exceed eight columns, and its width is greater than one column and less than the width of the total columns on the page.

**Example :**



**Introductory headlines:** Are headlines that precede and pave the way for the main headline. The breadth of the introductory headline is less than that of the main one.

**Example :**



**Sub-headlines:** They are used when the main headlines cannot carry out the required news tasks, and they come below the main headlines and differ from them, they are usually used in: composite news, Press investigations and news stories.

Example :



**Vertical headlines:** Are headlines that occupy the width of one column in the newspaper and are published on: first pages, news pages and death pages.

Example :



**Vertical vs. horizontal headlines:**

**Vertical:** the reports are usually long, which makes readers bored therefore, vertical layouts are used on Edit pages in newspaper design to capture the attention of readers and to add seriousness to the page.

**Horizontal:** horizontal sections of a newspaper are more common because they make extensive news stories appear less intimidating.

4. “How to” headlines:

They are headlines that start with “ **How to**” followed by the skills and action that readers want to learn, they offer you an article on how to do something, and benefit readers by adjusting and teaching them new skills or how to solve problems by stating a list of steps and solutions .

### **Examples:**

How to write an essay (source: your dictionary).

How to make money online (source: next advisor).

How to set up a PayPal account (source: Wiki How).



## **5. Question headlines**

This category of headlines asks a question that catches the attention of the readers and they can relate to, with offering the answer of that question in the article.

### **Examples:**

What is the secret to winning a brand safety strategy in 2020? (Source: the drum).

Who is fighting to save the internet now? (Source: the verge).



## **6.Command headlines:**

They are headlines that come in a form of orders to tell readers what to do to learn a certain skill, they start with a strong verb demanding action. This type of headline is best used when the information, product or service you are writing

about eliminates the need for some equipment, a difficult task, or a big expense, they are usually used by companies when creating an advertisement.

**Examples:**

write now! How to write that novel today.(source: Amazon kindle edition).

don't miss the next big thing in field service management solutions.(source:utiliko)



**7. “Reason why” headlines :**

Are headlines in a form of a list of the reason that something is good or bad, readers usually fancy this type of headlines because they are easier to skim.

**Examples:**



- 12 reasons why gold is better than Bitcoin (source: forbes).

**8. Emotional headlines:**

Emotional headlines target either a positive or negative feeling to push an audience to read an article. Writers use dominant terms such as affordable or stressed.

**Examples:**

Affordable ways to take care of your mental health.(source: mint life blog).

Actual ways to decorate with zero cash(source: poshpennies.com).

Reasonable prices for yard sale items(source: wiki how).

### **9. Brand name headlines:**

Brand name headlines are used by well-known organizations to compare a company's business or products to its competitors. This can be beneficial for new companies trying to participate in a similar market as a more established company.

#### **Examples:**

Pepsi won the challenge for being lighter in sting and sweeter in taste than Coca-Cola's signature vanilla and raisin flavor (source: juice box interactive).

Apple iphone vs. Samsung galaxy mobile phones find out which flagship mobile is worth your money (source: technology editorial team).

Gucci fall 2018 ready-to-wear collection! (Source: vogue).

### **10. “Best” headlines:**

They are headlines that start with best, and they are used to classify some items over others, this kind of headlines usually attracts people who are interested in finding places or products that have higher rating.

#### **Examples:**

10 best ways to learn languages (Source: goAboard.com).

The best online clothing stores (Source: teen vogue).

### **11. Two- part headlines:**

Two-part headlines capture the reader's attention with using punctuation marks (parentheses, column...etc) to combine between two ideas.

#### **Example:**



## 12. Relational headlines:

Relational headlines use second-person language to grab the reader's attention and connect them to the topic of an article to help them become interested in discovering how this article can help them.

### Examples:

This is how you can make money from youtube.

here's why you probably don't need to rely on a vpn anymore (source: NBC news).

This is how to download minecraft (source: techradar).

## 13. location-specific headlines:

Location-specific headlines create a center of attention on things that the readers who are in a particular area share in common.

### Examples:

10 places in Italy to visit.

5 facts about illegal immigration anyone who lives in mexico know.

12 Factors to Consider before Moving to Seattle, Washington (source: homeiA).



#### **14. Challenging belief headlines:**

A challenging belief headlines begin with, "You won't believe" to make readers curious about whether the article will actually surprise them and to convince them to read it.

##### **Examples:**

20 men you won't believe actually exist around the world (source: pintrest).

Moments you won't believe were caught on camera (source: Noxinfluencer).

13 Random Things you won't believe you didn't know (source: do you remember).

#### **15. Confrontational headlines:**

They are convincing, they catch the reader's attention to read the article and find out whether it changed their minds and they are convinced with it or they still have opposing opinions.

##### **Examples:**

Incredible facts that will change your mind about online shopping.

This article won't change your mind (the facts on why facts only can't fight false belief).(source: the Atlantic ).

#### **16. Testimonial headlines:**

A testimonial headline uses a testimonial quote to lead the reader into certain content. We can find this headline type on an ad or landing page, a testimonial headline brings in the audience by providing the opinion of another customer they can relate to.

##### **Examples:**

"I don't think any other solo web app can even begin to compete with Freeagent"  
(source: cosheduele blog).

"The service immendiately struck a chord with me because I am a free agent"  
(source: cosheduele blog).

#### **17. The "backed by science" headlines:**

Are headlines based on scientific evidences and experiences, to attract readers that are interested in articles that include researches on a particular idea.

**Example:**

10 Science-Based Facts That Will Change the Way You Think (source: mine café).  
scientists say covid-19 booster shots aren't needed yet—here's why (source: national geographic).

**18. Background headlines:**

Background headlines are usually two-part headlines that begin with contextual information, the first part is usually for providing background and the second part is for explaining the significance or the reason behind the first statement.

**Examples:**

Men walk on moon astronauts land on plain; collect rocks, plant flag.

Keep it together: tips for nurturing team culture when offices close.



**19. TV headlines (News ticker):** a news ticker is a horizontal or vertical (depending on a language's writing system) text-based display that occupies the lower third of the screen space and is dedicated to presenting headlines or minor items of news, each individual headline is shown for a few seconds before transitioning to the next.

## Example:



It could also refer to a long, narrow scoreboard-style display found in front of some workplaces or government buildings.

## Example:



## Types of news tickers :

**A. One-tier lower thirds :** they normally display the headline of the news story that the anchor is now presenting. They are also in order to display the name of the anchor or correspondent.

**B. Two-tier lower thirds:** they are lower thirds with two lines. The title of the news story delivered by the anchor appears in the first, while a subheadline appears

in the second to provide extra information about the news story. The anchor or correspondent's name (in the first line) and affiliation can alternatively be displayed using two-tier lower thirds (in the second line).

**Example:**



Another example to show two-tier lower thirds news ticker with the name of the anchor and the correspondent in it:



**C. Three-tier lower thirds:** three-tier lower thirds show the headline of the news story being presented by the anchor in the first line; a subhead is added in the second line to elaborate on the main headline; and, finally, the location and/or time the news report was originally broadcast in the third line.

## Example:



### 3. Function of Headlines:

The current trend in headlines is towards simplicity. Most newspapers today use headlines that deliver the most important information in the fewest words feasible. A good headline conveys the story's news as well as the significance and meaning of the content. It should never infer more – or say less – than what is actually expressed in the story. It makes no deceptive suggestions and creates no false impressions.

Headlines can serve a variety of functions, which can be summarized in the following points:

**Attract the audience attention:** A good headline's most important function is to pique the reader's attention. An intriguing title on a topic should persuade the reader to read an article or articles on the issue. This may be envisioned when the reader discovers something new or something he was looking for. The headline, on the other hand, must not lead the reader astray. It happens when the reader does not receive what he expects from the story in the next paragraphs.

**Convey clear messages:** Most individuals only read the headlines of news stories or articles. As a result, a headline must strike a delicate balance between crispness and informativeness. A headline should not be unclear or lacking information. It must be informative and comprehensive. An ambiguous headline, on the other hand, may work if it is supported by graphics or pictures.

**Determine readers:** If the article is of public interest and the headline is presented in an appealing manner, a headline must be able to persuade potential readers who are drawn to it.

**Encourage readers to read the entire article:** the headline uses humor and surprise to pique the reader's interest. This is usually accomplished by using a question or a catchy phrase as the main headline.

**Reflect the character of the newspaper:** Reflecting the newspaper's unique character and specific style of producing headlines makes it easier for the readers to recognize them right away. (Source: العناوين المحاضرة التاسعة ص 1)

#### 4 .Features of News Headline:

##### 1. English news headlines features:

English news headlines have certain characteristics that set them apart from conventional English. The intricacy of headlines lies in their syntactic, lexical, and stylistic characteristics, which are colloquially known as headlineese.

##### **Syntactic features:**

Sometimes, the structure of a news headline includes only nouns, therefore they are incomplete sentences. (Source: on translating Arabic and English media texts p: 15)

##### **Example:**

Mustang Referral Customer Complaint: شكوى زبون فورد مستنج من برنامج الإحالة

When translating news headlines between English and Arabic, additions can be made to clarify information with which target readers may not be familiar.( in the previous example, ford was added to let Arab readers know that mustang was made by Ford, and program was added to the Arabic headline to indicate that referral refers to a referral program.)

Headlines should not include articles or any form of the verb to be.

Are used Suspect arrested for kidnapping a woman: اعتقال مشتبه به باختطاف امرأة

Generally simple tenses are used rather than continuous or perfect tenses in news headlines.

**Example:**

Erdoğan discusses cooperation with EU delegation: اردوغان يناقش التعاون مع وفد الإتحاد الأوروبي

In this context, the headline above employed simple present tense, which corresponds to present perfect tense in common English. The verbs are translated into the present tense in Arabic.

The infinitive is to denote future events.

**Example:**

Libya to send 30 doctors to help Italy fight Corona virus (Libya Herald): ليبيا سترسل 30 طبيبا لمساعدة إيطاليا في محاربة فيروس كورونا

To express future events, English news headlines use to + infinitive. This combination corresponds to (will) + simple present, which expresses a future tense in Arabic, س as a result سترسل correspond to send.

The verb be does not appear in passive structures.

**Example:**

Stolen vehicle recovered, suspect arrested (Ceres Courier): إستعادة سيارة مسروقة: وإعتقال مشتبه به.

The passive form above is produced without the verb "be," and translated into Arabic as verbal noun.

When employing the present progressive to depict changes, the verb to be is removed.

**Example:**

1 million doses of anti-malaria drug heading to Florida (ABC Action): مليون جرعة مضاد مالاريا تتجه إلى فلوريدا.

In news headlines, the present progressive tense is used without the verb to be, this construction is translated into Arabic in the present simple tense.

Commas replace “and” in news headlines.

**Example:**

Hadi Government, UAE Trade Accusations (Euro news): حكومة هادي والإمارات

تتبادلان الاتهامات

News headlines do not end in a period.

**Lexical features:**

Short terms that are uncommon in daily English are frequently used in news headlines (Source: on translating Arabic and English media texts p: 18)

Example: Egypt forces kill 40 suspected militants following bus blast (Euro news). Blast: explosion.

To draw attention, headlines utilize dramatic words.

Example: Firefighters tackle blaze at block of flats in Bedworth (source: Coventry Live).

Blaze: fire.

**2. Arabic news headlines features:**

**Syntactic features:**

Arabic news headlines do not begin with a verb, which is a common feature of Arabic verbal sentences. (Source: on translating Arabic and English media texts p: 20)

**Example:**

Egypt's Sisi السياسي يدين بأقوى العبارات حادث مسجدني نيوزيلندا الإرهابي (اليوم السابع) condemns with strongest words New Zealand mosques terrorist attack.

The use of a large number of nouns in news headlines.

**Example:**

اجتماع لمناقشة مساهمة الثقافة في عملية إدماج المهاجرين : Discussing culture role in integrating immigrants.



Arabic news headlines use present simple.

**Example:**

The President of the House of Representatives returns to Al-Qahra after a successful African tour. : رئيس مجلس النواب يعود إلى القاهرة بعد جولة إفريقية ناجحة (بوابة الأهرام)

Arabic news headlines use active voice.

**Example:**

China sends 71 tons of medical aid to Venezuela. (France 24) : الصين ترسل 71 طنا من المساعدات الطبية إلى فنزويلا

Verbal nouns are substituted for known or unknown agents that are omitted.

**Example:**

Funding activities to address climate changes discussed. : مناقشة استراتيجيات تمويل أنشطة التعامل مع التغيرات المناخية

Some Arabic media remove ascribed nouns in order to highlight the bad characteristics of political groups or armed militias.

**Example:**

Blood and fire militias ... get to know Libya terrorist brigades : ميليشيات الدم والنار.. تعرف على كتائب ليبيا الإرهابية (اليوم السابع)

To not mention the Libyan militias' names, blood, fire and terrorist were used to refer to them.

## **5. Effects of Misinformation in Headlines on Readers:**

Headlines aim to summarize the general idea of articles without changing the idea to be delivered to the public, however, there are often some headlines that misrepresent the story they are meant to help tell.

The effects of mismatches between headlines and news stories might be troubling when put into context, the research of the political scientists Stephan Lewandowsky, Ullrich Eker and their colleagues ( about burglary and fatality rates, where the headline only mentioned that the burglary and fatality rate have increased recently, however in the full news stories, they were described as spiking

in the short term, but decreasing in the long term. people who read the headline and news story did not remember the long term decreasing trend mentioned in the news article).and the study of Mathew Hindman who is an associate professor of media and public affairs at George Washington University proved that mismatched headlines not only can influence the memory of readers but also can hurt news brands (Source: the current state of news headlines p: 6)

Also according to Blake Andrew in a study of Canadian headlines, full articles and headlines constantly emphasized diverse types of content, readers are likely to be misled by the headlines they are skimming online if the information presented in a news article and a news headline do not consistently match (Source: the current state of news headlines p: 6)

### **Examples:**

A 2012 BBC news story confused many when it led with the headline “Girl found alive in France murders car.” To help you understand what actually happened here, let’s look at a CNN headline about the same story: “France shootings: Girl hid under bodies in car.” What happened here is that a woman was found alive among deceased bodies inside a car that was connected to a string of murders in France (source: grammar guy newspaper headlines obscure writers’ views).

The headline of a 2012 New York Times editorial column read, "Israel Ducks on Human Rights." It wasn't about Israeli ducks and their views on human rights (as opposed to duck rights). In fact, the essay regretted that the Israeli government had a history of avoiding involvement in cases involving alleged human rights violations by foreign countries (source : grammar guy newspaper headlines obscure writers’ views).

# Conclusion

After defining headlines, their various types and TV headlines and all the other types that were discussed above and by explaining the multiple features of headlines, their functions, and the effect of misinformation of headlines, it will be evident by the end of this chapter to understand that any small error in translation can lead to changing the whole meaning, and to recognize that press headlines play an important role in luring and attracting readers to read a whole article or in alienating them.

# **DATA ANALYSIS OF PRESS HEADLINES IN THE ALGERIAN PRESS**

## **CHAPTER THREE**

## **Introduction:**

In the third chapter and the last one is the practical part of this dissertation. It features the analyses and translations of news tickers headlines in the Algerian press.

Otherwise, it aims to investigate the problems that may face the translator while translating press headlines and attempts to resolve them by applying some translation methods. On the other hand, we collected some press headlines from the canal Algérie news channel.

## **Introduction to the corpus:**

The TV channel canal Algérie was launched live in 1994 by the Algerian Public Media Corporation, which targets Algerians inside and outside the country from scattered communities to seek community cohesion and includes the Algerian Television Public Foundation (Algerian TV), which now broadcasts more than four satellite channels on terrestrial television and via satellites such as Nilesat, Arab sat, and Hot bird. And it is considered the second television channel in the history of the State of Algeria, which was classified as the first channel in the Arab world and the sixth in the state of France in terms of viewership. The channel is part of the EPTV Group, which also comprises TV1, TV3, TV4, TV5, TV6, TV7, and TV8. The station distributes its programs 24 hours a day, seven days a week on many platforms around the world. The station was the first of the news agencies to begin airing English news in Algeria in 2021, which was considered a fresh addition to the Algerian media and news channels, which solely broadcast Arabic and French. As a result, they can attract a new group of people interested in foreign languages from both inside and beyond the country.

## ANALYSIS:

### Sample 1:

مواقف أعضاء مجلس الأمن حول الصحراء الغربية فضحت الحلول المشبوهة لدولة  
الاحتلال.

Stances of security councils member on Western Sahara unveil doubtful  
solutions of MORROCO.

**Analysis:** It is an informative headline, Belongs to the category of international events of a political nature. It is noticed in this headline that the translator resorted to use calque by preserving the same structure of the sentence, then using adaptation at the end of the sentence where he changed the word "احتلال", in the original text and translate it into "Morocco" in the target text which is an occupied country of Western Sahara, we notice that the translator didn't respect the original text intention, in this case we think that maybe under certain circumstances the translator didn't respect the procedures of translation and convey the original text's meaning We think that the translator maybe Moroccan, and the country's policy may prevent bias towards Western Sahara. Or he didn't want to be biased towards any side, so he preferred to replace the word occupation by "Morocco", contrary to the original text that shows clear support for Western Sahara .

### Sample2 :

رئيس الجمهورية السيد عبد المجيد تبون يتلقى مكالمة هاتفية من أخيه الفاضل المحترم السيد  
اليامين زروال ومن أخيه صاحب السمو الشيخ تميم بن محمد آل ثان أمير دولة قطر الشقيقة  
بمناسب عيد الفطر المبارك .

The president of the republic ABDELMAJID TEBBOUNE recives a phone call  
from the former Algeria president YEMIN ZERWELL on the occasion of Eid  
elfiter Feast the president of the republic also receives a phone call from his  
highness sheikh TAMIM BEN MOHAMMEDAL THANI

Analysis: A reported headline belongs to the category of international events of a political nature. The elements in the sentence من أخيه الفاضل المحترم السيد اليمين زروال have been deleted and it was compensated to from the former Algeria president YEMIN ZERWELL, The translator used reduction by deleting some of the elements of the original headline, And as for the last sentence he used literal translation for Mohammed al thani, he also used reduction and delete the sentence أمير دولة قطر الشقيقة بمناسبة عيد الفطر المبارك Which has caused a clear lack of information in the translated address and the target reader will be in complete obscurity. In such case we think that the translator respect the language structure and rules of the target language, since the target language is English and the original one is in Arabic as we know that Arabic is a descriptive language unlike English so the translator resorted to delete these elements which its omission doesn't affect the general meaning of the original headline

### Sample 3:

رئيس الجمهورية عبد المجيد تبون يجدد الإلتزام بحماية حقوق العمال والعزم على الاستمرار في الإصغاء لانشغالاتهم و يؤكد مواصلة البحث عن أنجع المقاربات لتعزيز المكاسب المحققة في اقل من سنتين في عشية اليوم العالمي لشغل .

On the occasion of the international workers day the president of the republic abdelmajid Tebboune sent a message to the algerian workers a message read on his behalf by the minister of labor employment and social security YUSUF SHURFA

Analysis: A TV headlines (News ticker) belongs to the category of regional news. as we can see that the original headline is completely different from the target, In this Headline, we note that the translator resorted to free translation and has eliminated the restrictions of the original text and kept a small part of the original meaning of the text, he also used the Expansion technique by adding new and stingy information to the target text. as for the overall meaning, the translator deleted parts of the original news headline and left the general message of the news, which is "the president of the republic highlighting the concerns of the workers", but the orientation of the text the goal is completely different from the

orientation of the original text in terms, phrases and information, In this case we think that the translator should have adhered to the context of the original text In order to maintain the overall meaning of the text to convey the meaning to the target reader, Because adding new elements to the target might lead to the ambiguity in the text.

#### Sample 4:

جريمة اغتيال الصحفية والمراسلة الفلسطينية شيرين ابو عاقلة امس من قبل الاحتلال الصهيوني اثناء تغطيتها لإقتحام مدينة جنين بالضفة الغربية لقيت ردود فعل منددة و مستنكرة لجرائم الإحتلال في حق الشعب الفلسطيني

The assassination of the palestinian journalist SHIRIN ABU AKLA by the Zionist forces is still arousing a terrible wave of contamination.

Analysis: A Reported headline ,News ticker Belongs to the category of international events of a political nature We notice in this headline the reduction technique where the translator deleted the following words , أثناء تغطيتها لإقتحام مدينة , جنين بالضفة الغربية /امس /ومستنكرة لجرائم الاحتلال في حق الشعب الفلسطيني and kept the main elements of the news, in this case the original headline is more detailed and clear unlike the target one in which we notes a clear lack of information in this case the translator did not deliver the message adequately to the target reader, in this case we he had to keep all elements of the news because the political news headlines are very sensitive we also notice that the target one is mysterious.



#### Sample 5:

رئيس الجمهورية السيد عبد المجيد تبون يتلقى أمس إتصالا هاتفيا من أخيه فخامة رئيس الجمهورية التونسية قيس سعيد تطرقا فيه إلى العلاقات المتينة بين الشعبين الشقيقين و طرق تعزيزها.



The president of the republic Abdel Madjid Teboun received on Thursday a phone call from his brother president of the Tunisian republic Qaies Saïd during which they discussed the strong bilateral relations between the two countries.

**Analysis:** This is an informative expressive political direct headline which answers the questions who ( Abdel Madjid Teboun and Qaies Saïd) and why (to discuss the strong bilateral relations between the two countries) and when ( on Thursday). the first thing to be noticed in this translation is the intervention of the translator in adding Thursday instead of yesterday as mentioned in the original headline, and the literal translation in keeping “his brother” that means in Arabic that the Tunisian president is close to the Algerian president, while in English it gave the impression that both presidents are siblings, which led to prejudicing the content of the news and misinformation. In our humble opinion, we think that the translator in this headline should have kept the date of this event as it was in the original headline, and not use literal translation The president of the republic Abdel Madjid Teboun received yesterday a phone call from Qaies Saïd president of the Tunisian republic in which they discussed the strong bilateral relations between the two countries and how to enhance it.

#### Sample 6:

إثر رحيل المخرجة السينمائية يمينة بشير شويخ عن عمر يناهز 68 عاما يتقدم رئيس الجمهورية السيد عبد المجيد تبون بأصدق التعازي و أخلص المواساة لعائلة الفقيدة، إنا لالله وإنا إليه راجعون.

Following the death of the film director Yamina Bashir Shwikh at the age of 68, the president of the republic Abdel Madjid Teboun extended his sincere condolences to the family of the late, To Allah we belong and to him we shall return.

**Analysis:** This is an informative death announcement headline of a cultural nature, we notice that the original headline is directed to a specific and limited audience according to the translator’s use of transposition in (To Allah we belong and to him we shall return) in order to give audience of the target language the closest meaning to the source text, with keeping faithfulness to the original headline meaning and respecting the methods, the cultural character and grammatical rules of the target language. We believe that the translator is faithful for he had to translate إنا لالله وإنا إليه راجعون instead of just omitting it and just

going with: The president of republic Abdel Madjid Teboun sends his sincere condolences to the family of the film director Yamina Bashir Shwikh who died at the age of 68.

#### Sample 7:

جثمان المجاهد الفقيد علي أمغود يوارى الثرى بقرية آيت وارث ببلدية تيميزار بولاية تيزي وزو .

The mujahid Ali Amrod was buried on Wednesday in the village of Aiet Wareth in Tizi Ouazou province.

**Analysis:** This headline is informative ,in this headline the translator used borrowing when keeping the word mujahid instead of combatant or warring to broadcast via and strengthen its position in front of the target audience for influence and persuasion, the translator also added the date of the burying of the mujahid which is something that was not mentioned in the original headline, we can also notice the use of unit shifting from يوارى الثرى to was buried, and the omission of جثمان and الفقيد. We think that the translator had to add Wednesday to give the target audience the exact correct date of the burying instead of translating the news ticker like: The corpse of the warrior Ali Amrod was buried in the village of Aiet Wareth in Tizi Ouazou province.

#### Sample 8:

افتتاحية الجيش في عددها الأخير المعنون بمعركة الجيش الأخطر على الإطلاق سلطت الضوء على المسعى النبيل الذي انتهجته القيادة العليا للبلاد.

In its latest edition, the army magazine Al-jaish entitled the battle of consciousness certainly the hardest battle, recalls the various challenges with which Algeria is currently confronted thanks to the wise orientation of the president of the republic.

**Analysis:** The translation procedures used in this Informative direct political headline are; modulation in (المسعى النبيل- wise orientation) and (president of the republic- القيادة العليا للبلاد) and expansion in adding the word magazine to let the target audience understand that Al-jaish refers to the name of a magazine, since the original headline is dedicated to a specific audience that already have a background

about what افتتاحية الجيش means it was not a necessity to the word مجلة الجيش, And( the various challenges with which Algeria is currently confronted)to further explanation about the meaning of المسعى النبيل. We believe that the translator had to explain to the target audience when he replaced القيادة العلية للبلاد with the president of the republic instead of going with literal translation as: The army magazine Al-jaish entitled The Most Dangerous Battle of the Army, highlighted the noble endeavor of the the high command of the country in its latest edition.

#### Sample 9:

من أعظم الفضائل و القروبوات بعد عيد الفطر المبارك صيام ستة أيام من شهر شوال أو ما يعرف بأيام الصابرين امتثالا لحديث رسول الله عليه الصلاة و السلام: " من صام رمضان ثم اتبعه ستا من شوال كان كصيام الدهر كله"

Many Muslims are keen to fast for six days after Ramadan in the month of Shawal according to the prophet Mohammed peace be upon him the reward of this fast is equivalent to that of a lifetime.

**Analysis:** This is an indirect quoted informative headline that belongs to the category of international events of a religious nature. we can't help but notice the clear use of reduction in omitting (الصابرين أيام) because the target audience is not familiar with this term, therefore, the translator had to replace it with six days of the month shawal, and we notice the use of indirect translation technique in translating the prophet's hadih by changing the structural and conceptual elements of the sentence from "من صام رمضان ثم اتبعه ستا من شوال كان كصيام الدهر كله" into the reward of this fast is equivalent to that of a lifetime, in order to preserve the meaning of the original headline and explain to the target audience that it is something related to Muslims only, we can also notice the use of equivalence in replacing عليه الصلاة و السلام with (peace upon him) which is the closest equivalent in English to the source language, furthermore, we notice the replacement of من أعظم الفضائل و القروبوات with Muslims are keen to fast for six days after Ramadan in the month of Shawal, to make it easier for the target audience to understand who (Muslims) what (fast six days) when (on the month of shawal) and why(into the reward of this fast is equivalent to that of a lifetime). In this news ticker we think that the translator should have kept his faithfulness and translated the expression أيام الصابرين and referred to it as days of

patients with a further explanation of the expression to the target audience as the following: Fasting the six days of the month Shawal which Algerian muslims call “the days of the patients” is considered one of the greatest virtues and kindness after Eid al-Adha according to the prophet Mohammed’s saying peace be upon him: “the reward of this fast is equivalent to that of a lifetime”.

#### Sample 10:

انطلاق الاحتفالات الخاصة بالمائة يوم عن انطلاق ألعاب البحر الأبيض المتوسط.

We have been talking for months about the Mediterranean games in Oran, it is finally the countdown and the province has celebrated the event with colorful festivities.

**Analysis:** This descriptive reported headline belongs to the category of sport events news. The first thing to be noticed, is the obvious difference in length when comparing between the original headline and the translated one which implies to the intervention and conduction of the translator by adding few words for further explanation, to the target audience to let them have the full idea about how important the event of the Mediterranean games is when saying (we have been talking for months about the Mediterranean games in Oran), we can notice as well the use of expansion in adding the location of the festival “Oran” and countdown which is something not mentioned in the original headline, another thing to be noticed is the use of reduction in omitting مئة يوم عن انطلاق ألعاب البحر الأبيض المتوسط and replacing it with one word which is countdown, we can also see the intervention of the translator and adding their opinion in using colorful festivities to instead of special celebrations refer to: احتفالات خاصة. We think in this news ticker that the translator should have kept things simple and just translated it as the following: The celebrations of 100 days before the beginning of the Mediterranean games, kicks off.

#### Sample 11:

سليم اباطشة: " الحل السلمي نعتبره في الانتخابات الرئيسية التي تعطي كل الشعب الجزائري الحق في اختيار رئيسه و ممثليه و حكومته ، الجزائر اليوم تعيش تحولات عميقة هذه التحولات

ستؤدي حتما إلى بناء جزائر الغد، جزائر الديمقراطية ، جزائر الحرية، جزائر العدالة، جزائر العدالة الاجتماعية، جزائر القوة الاقتصادية".

Salim Laabatcha states that the December 12 potential election will give the people the right to choose a future president, their representatives and their government, Algeria he said is living a deep democratic mutation that will contribute to shaping a new Algeria, a democratic Algeria, a free Algeria the Algeria of justice and social justice which will be an economic power.

**Analysis:** This is an indirect quoted headline that belongs to the category of political events. we notice that the translator turned the direct speech in the original headline into a reported indirect speech by adding (states that...etc) and (he said...etc) , and the use of expansion in adding the date of the presidential election (December 12) which was not mentioned in the original headline, we can notice as well the omission of the word انتخابات رئيضية and referring to it as potential election instead of potential presidential election, we can also see the use of intra-system shift in changing the plural form of the original headline from انتخابات into a singular form election instead of elections, we can also see the use of expansion in adding democratic mutation instead of just keeping it deep mutation as mentioned in the original Arabic speech, we can notice as well that the translator decided to choose free translation in referring to جزائر الغد as new Algeria and another use of reduction or omission to be noticed in omitting the word Algerian people as mentioned in the original speech الشعب الجزائري and the word Algeria in (Algeria of justice and social justice )instead of (the Algeria of justice, the Algeria of social justice) as it was repeated in the original headline جزائر العدالة، جزائر العدالة الاجتماعية. We think that the translator did a great job in translating this news ticker where he changed the structure of the speech and used different terms but managed to convey the message.

#### Sample 12:

يواجه نظام المخزن المحتل احتجاجات شعبية واسعة ومظاهرات عارمة طالت مختلف المدن المغربية تنديدا بسياسات نظام المخزن.

In Morocco the Makhzan regime is facing a first in its kind social crisis and the authorities are facing it with repression and violence.

**Analysis:** This is an informative descriptive headline that belongs to the political events, the first thing we notice in this headline is that the translator substituted **المحتل** with Morocco instead of the conqueror or the occupier Moroccan Makhzan regime to refer to **محتل** as it is mentioned in the original headline to convey the meaning as it is for the target audience, instead he only referred to it as the makhzan, he also decided to use free translation or adaptation in describing the popular protests a first in its kinds and referring to **احتجاجات شعبية** as social crisis which literally means **أزمة اجتماعية**, the translator decided to use reduction when he omitted the expression **تنديدا بسياسات نظام المخزن** and the translator decided to use expansion when he added the expression the authorities are facing it with repression and violence which is an information that was not mentioned in the original Arabic headline, we can also notice that the translator changed the grammatical structure of the original headline which was a verbal phrase that starts with a verb **يواجه** into a nominal phrase that starts with a preposition “in”. We think that the translator should have kept his faithfulness and translated the expression **مد نل** to clarify to the target audience the conflict between Algeria and Morocco.

## CONCLUSION

After the in-depth analysis and attempting to analyze the news headlines in this chapter, we conclude that the translator can manipulate the text by a set of translation techniques but he doesn't succeed every time delivering the message of the original text and this might render a failure translation.

In this study the News headlines were divided into several sections according to their type and the technique used, in some of them we can notes that the translator in each headline used a set of translation techniques that we mentioned earlier but the headlines translations did not mimic the original meaning and we noticed each time either the omission of some of the elements or adding them which affects the general meaning of The news headlines.

However, we tried to analyze those headlines and we divide each to a several types, and then tried to figure out the techniques used by the translator each time.

## الملخص

في هذه الدراسة المعنونة ب " التحقيق في ترجمة العناوين الإخبارية في الإعلام الجزائري " التي أردنا من خلالها التحقق والتعمق واكتشاف الأخطاء التي يرتكبها بعض من المترجمين الجزائريين خصوصا، السبب الرئيسي لاختيارنا لهذه الدراسة تحديدا هو اتجاه القنوات الجزائرية نحو إضافة اللغة الانجليزية كلغة أجنبية إلى جانب اللغة الفرنسية والتي تعتبر اللغة الأجنبية الأكثر استخداما في الجزائر نظرا للخلفية الاستعمارية للبلد وهذا ما أثر على الصحافة و الإعلام و عدة مجالات أخرى، إذ أذيعت أول النشرات الإخبارية باللغة الفرنسية، عمدنا أولا إلى ذكر بعض من الدراسات السابقة التي تطرقت إلى الترجمة وعلاقتها بوسائل الإعلام و الترجمة الإعلامية تحديدا على مر السنوات وكان لكل من الباحثين رأيه الخاص و قد اعتمدنا في دراستنا على آراء بعض من المؤطرين والمنظرين و الباحثين .

في البداية استهلينا المذكرة بمقدمة بسيطة تعرض في فحواها لمحة عن شكل المذكرة و سيرها و أهم العناصر التي سوف نتطرق إليها بالإضافة إلى طرح الإشكالية والتي تعد التساؤل الذي تسيّر عليه المذكرة "ماهي التحديات التي يواجهها المترجم أثناء عملية ترجمة العناوين الإخبارية من اللغة العربية إلى الإنجليزية" بعدها طرحنا أسئلة فرعية مرتبطة بالإشكالية لنجيب عليها لاحقا، ثم قمنا بوضع بعض من الفرضيات بالإضافة الى عرض أهداف الدراسة، أهميتها، شكل سير المذكرة و قد حددنا شكل المذكرة في كونها معنية فقط بالتحقيق في العناوين الإخبارية الجزائرية بقنوات التلفزيون الجزائري العمومي وبالخصوص قناة "كانال ألبيري" التي تعد القناة الوحيدة في الجزائر التي تبث أخبارها باللغة الإنجليزية والتي اتخذناها كعينة لأطروحتنا هذه وتكمن أهمية هذه الدراسة في كونها تهتم بمجالين أساسيين " الترجمة والإعلام " و يعد كل منهما أحد أهم الوسائل التي تساعد في التطور سواء الفكري أو العلمي .

فيما يخص الفصل الأول المعنون ب " الترجمة الإعلامية" والذي خصصناه لتعريف بالعلاقة بين الاعلام و الترجمة من منظور كونهما وسيلتان أساسيتان لتواصل ومشاركة المعلومات والآراء وعرفنا كل منهما على هاذا الأساس، ومن خلال التعاون الذي بينهما و تطور المجالين ليجتاج كل منهما الى الآخر فالإعلام مثلا لم يكن ليتخطى الحدود الدولية لولا



وجود الترجمة وهذا التداخل الحاصل بينهما أدى الى خلق مصطلح " الترجمة الإعلامية" وقد خصصنا جزء لتعريف بها و ماهيتها و دعمناها بمختلف آراء بعض من المنظرين لنتوجه فيما يلي ال ذكر أنواعها بشكل بسيط لنتطرق بعدها الى مجموعة من الأساليب و التقنيات المستعملة خلالها والتي تعد من اساليب الترجمة التي يستخدمها المترجمون في مجال الترجمة الإعلامية .

بالإضافة الى هاذا تطرقنا الى صعوبات الترجمة الإعلامية التي قد يواجهها المترجم خلال قيامه بعملية الترجمة والتي يمكن ان تتسبب في أخطاء فادحة منها الأخطاء اللغوية ,النحوية ,والاختلافات الثقافية و العديد غيره التي قد تؤدي الى أخطاء جسيمة في النص الهدف واختلاف تام في سياق او حتى تركيبية النص الاصل وهاذا قد يؤدي الى فشل عملية الترجمة .

وفي الأخير اختتمنا الفصل الاول بالتطرق الى الخلفية التاريخية للإعلام في المغرب العربي والجزائر تحديدا وسبب وراء ذلك كون البلدان الثلاثة تشترك في الخلفية الاستعمارية وقد عرفت البلدان تباطأ في نشأة الإعلام بسبب الاستعمار الفرنسي الذي حال دون ذلك , لتبدأ الدول الثلاثة في انتفاضات و مقاومات توجهها بالإعلام لإيصال صوت الشعب و نضاله والتي استخدم فيها العديد من وسائل التواصل والاعلام قديما كالجرائد المطبوعة التي ذكرناه سلفا , والعديد غيرها, وكان للجزائر دور هام في المجالس الدولية والعالمية لإيصال صوت الشعوب المضطهدة من قبل الاستعمار الفرنسي, لتتمكن بعد ذلك من تحقيق مآلها, تمتلك الجزائر في اليوم الحاضر ما يفوق الثلاثين قناة إخبارية, إذاعية, دينية وترفيهية... الخ منها قنوات تعدت الحدود الدولية لتصل الى الجماهير العالمية .

أتمنا هذا الفصل بالاعتماد على تحليل العديد من أقوال المؤطرين والباحثين الذي أولو للمجالين اهمية بارزة وقد حاولنا قد المستطاع تبسيط العلاقة الجوهرية بين الترجمة والاعلام و الترجمة الاعلامية التي تعد محور اساسي في هذه المذكرة.

أما بالنسبة للفصل الثاني فقد تمحورت دراسته النظرية حول ترجمة العناوين الصحفية، من المعروف جيدا أن كلا وسائل الإعلام والترجمة تشكلان صورا معينة للهويات الثقافية ، حيث تقوم وسائل الإعلام بتمثيل الثقافات إما بالكلمات المكتوبة أو الصور أو الوسائط السمعية

البصرية أو الإنترنت التي تعتبر وسيلة اتصال مع كل من المجتمعات المحلية والعالمية بينما الترجمة تقوم بذلك من خلال الكلمات فقط . بما أن دور وسائل الإعلام هو تزويد الجمهور بالأخبار والمعلومات من جميع أنحاء العالم لتغذيتهم الفكرية كل يوم، ومن أجل تحقيق ذلك بطريقة دقيقة، يتعين على مترجمي وسائل الإعلام أو المترجمين الصحفيين المرور ببعض المشاكل والصعوبات من أجل تزويدنا بترجمة إخبارية وإعلامية مناسبة و باحترافية تامة. و من أجل توضيح أكثر لهذا الموضوع و التعمق فيه تمحورت دراسة الفصل الثاني حول الإجابة عن كل الأسئلة التي تتعلق بالترجمة الإعلامية و العناوين الصحفية مثل ما هو دور المترجم الإعلامي الذي يعتبر مسئول عن ترجمة المجالات الصحفية والإعلامية مثل التقارير الصحفية، و يمثل دوره في تغطية الأحداث والاجتماعات والمؤتمرات ونصوص البث المباشر وجميع الوثائق ذات الطبيعة الصحفية والإعلامية من لغة إلى أخرى ، وما هي مهامه المتعددة التي من أهمها: ترجمة القرارات الرئاسية أو الوزارية، ترجمة بيانات الأحزاب السياسية ، مراجعة والتحقق من صحة استخدام المصطلحات التعبيرية و ترجمة ملخصات البرامج المخصصة للصحافة.و ما هي المهارات المطلوبة لوظيفة مترجم إعلامي التي من بينها ضرورة امتلاك مهارات صحفية وإعلامية، مهارات التواصل مع شخصيات مختلفة ، الدقة والقدرة على التحرير وإعادة الصياغة، إتقان المهارات اللغوية واستخدام المصطلحات المناسبة و المتابعة المستمرة لمختلف الأعمال الصحفية والإعلامية . كما يهدف هذا الفصل إلى التعريف أكثر بالعناوين الصحفية التي تعرف بأنها نصوص فوق المقالات التي تلخص محتواها ، وتقدم المعلومات بشكل موجز، و من أجل التعريف بالعناوين الصحفية بشكل أعمق و أدق فقد قمنا بمناقشة أنواعها المختلفة مع إعطاء أمثلة خاصة بكل نوع، فالعناوين الصحفية تنقسم إلى ثلاثة أقسام:عناوين صحفية خاصة بالجرائد و هذه الأخيرة تختلف من حيث الشكل فهناك عناوين رئيسية التي عادة ما تكون مختلفة عن باقي العناوين من حيث حجم الخط و اللون فهي تكتب بخط عريض و بلون مختلف عن لون المقال، و عناوين فرعية التي تأتي أسفل العناوين الرئيسية ويتم استخدامها عندما لا تستطيع العناوين الرئيسية تنفيذ المهام الإخبارية المطلوبة ، و العناوين الموسعة التي تغطي أكثر من عمود واحد على الصفحة، إضافة إلى ذلك العناوين التمهيدية و هي العناوين التي تسبق العنوان الرئيسي وتمهد الطريق له ، أما من ناحية المعنى فتنقسم العناوين الصحفية الخاصة بالجرائد إلى: عناوين إخبارية أو خبرية التي تميز بوضع

كلمات مع الكثير من الدلالات ،يجيب العنوان الإخباري المثالي على مجموعة من الأسئلة الأساسية في الأخبار بما في ذلك من ولماذا ومتى وأين وكيف ،ثم العناوين التعبيرية و هي الأقرب إلى العناوين الإخبارية من حيث الشكل والمضمون والصياغة، فهي تجيب على أهم الأسئلة في الأخبار و تختلف عنها من حيث إضافة رأي الصحيفة أو تقييم المحرر بينما تظل العناوين الإعلامية خالية من التقييم ،ثم العناوين المقتبسة المأخوذة من بيان لمسئولين أو أشخاص الذين يجري معهم الحوار ، العناوين المقارنة التي تقوم على المفاضلة بين الأفكار ووجهات النظر ، وتعتمد على عنصر المقابلة بما في ذلك حقيقتان أو أكثر متعلقتان بالأخبار ، ثم العناوين الوصفية التي تعطي صورة مفصلة للموضوع في رأس القارئ و تقوم بجذبه لقراءة الموضوع و ذلك من خلال استخدام كلمات قوية من اجل لفت انتباه القارئ للموضوع، العناوين البلاغية أو المجازية التي تستند على تقديم صورة خيالية لحدث حقيقي بهدف تأكيد مخاطره أو التأكيد عليها أو إظهارها أو كشفها، و ثعب الاستعارة دورا مهما في صياغة مثل هذه العناوين، عناوين الإنكار والتأكيد هي عناوين تنفي الشائعات أو تؤكد إثبات البيانات للمنظمات ، العناوين الساخرة و هي العناوين التي تهتم بالجانب الفكاهي من القصة و تستخدم أسلوب السخرية و التهكم من أجل إثارة اهتمام القراء ، أخيرا العنوان المثل أو العنوان الحكمة ويكون محتواه على شكل مثال أو حكمة معروفة للجماهير تتوافق مع طبيعة المحتوى الذي يحمله النص الإخباري،و فيما يتعلق بالعناوين الصحفية الخاصة بالمقالات فقد قمنا بتقسيمها إلى 19 نوع و سنذكر في هذا الملخص بعض منها: العناوين المباشرة هي العناوين التي تسهل على القراء معرفة ما سيقروونه وما سيكون عليه المقال ، عناوين غير المباشرة و هي عناوين خفية تولد فضول القراء من خلال إعطاء تلميحات عن النقطة الرئيسية للمقال من اجل جذب انتباههم و استدراجهم، عناوين إنها عناوين تبدأ ب "كيف" تليها المهارات والإجراءات التي يريد القراء تعلمها ، عناوين الأسئلة أو العناوين التي تكون على شكل أسئلة مع تقديم الإجابة في المقال، العنوان الأمر يأتي في شكل أوامر لإخبار القراء بما يجب عليهم فعله لتعلم مهارة معينة ، العناوين التي تبدأ "بالسبب خلف" و هي عناوين في شكل قائمة بأسباب كون شيء ما جيدا أو سيئا، العناوين العاطفية التي تستخدم مصطلحات مهيمنة لدفع الجمهور إلى قراءة مقال ، أما العناوين الصحفية المتعلقة بالتلفاز فهي ثلاثة أنواع: عناوين التي تظهر في الثلثان السفليان من المستوى الواحد و تعرض عنوان القصة الإخبارية بالتزامن مع الوقت الذي يقوم المذيع

بتقديمها فيه، العناوين التي تظهر في الثلثان السفليان من مستويين حيث يظهر عنوان القصة الإخبارية التي قدمها المذيع في الأول ، بينما يظهر عنوان فرعي في الثاني لتوفير معلومات إضافية حول القصة الإخبارية ، و أخيرا العناوين التي تظهر في الثلث السفلي من ثلاثة مستويات و تعرض عنوان القصة الإخبارية التي يقدمها المذيع في السطر الأول و عنوان فرعي في السطر الثاني للتوسع في العنوان الرئيسي؛ و في السطر الثالث الموقع أو الوقت الذي تم فيه بث التقرير الإخباري ، و قد قمنا بذكر أمثلة لكل نوع من أنواع العناوين الصحفية سواء العناوين المكتوبة في المقالات أو الجرائد أو العناوين التي يتم بثها عبر شاشة التلفاز ، كما حاولنا توضيح كل نوع بصورة مرفقة له.

و من اجل تقديم بحث أكثر دقة و تفصيلا حول العناوين الصحفية قمنا بمناقشة الوظائف المتعددة للعناوين الصحفية و التي من بين أهم وظائفها جذب انتباه القارئ و تشجيعه على قراءة المقال كاملا فالعناوين قادرة على جذب القارئ أو تنفيره، كما ذكرنا مميزات العنوان الصحفي العديدة و الاختلافات بين مميزات العناوين الصحفية العربية و مميزات العناوين الصحفية الانجليزية من حيث تراكيب الجمل و المعاجم ، و أخيرا اختتمنا دراسة الفصل الثاني بعرض دراسات سابقة لأكثر من باحث في مجال العناوين الصحفية حول تأثير العناوين الصحفية المضللة للقراء مع ذكر بعض من تجاربهم مع بعض من الأمثلة عن عناوين صحفية مضللة للقراء من جرائد مختلفة من اجل التوضيح أكثر.

اما بالنسبة للجزء الثالث والآخر من هذه الأطروحة والذي يعد الجزء التطبيقي الذي خصصناه تحديدا لطرح مجموعة من الأمثلة من عناوين إخبارية التي سبق و قمنا بجمعها من مختلف الأخبار التي تبث بقناة " كانال الجيري" الجزائرية، و سنحاول تطبيق وإسقاط ما سبق وذكرناه في الفصلين السابقين من تقنيات واساليب في تحليل كل عنوان على حدى، استهلينا بداية الفصل بمقدمة بسيطة بالإضافة الى ذكر مجموعة من الأخطاء و التحديات التي تواجه المترجم اثناء ترجمة العناوين الإخبارية وقد قمنا بجمع مختلف العناوين الإخبارية باللغة العربية وترجماتها باللغة الانجليزية مع الاشارة الى نوع العنوان والقيام بعد ذلك بتحليلها مع ذكر الهفوات التي وقع فيها المترجم سواء عن عمد او عن غير ذلك.

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وزارة التعليم العالي والبحث العلمي

كلية الآداب و اللغات الاجنبية جامعة قاصدي مرباح – ورقلة -

قسم اللغة الانجليزية و آدابها

# التحقيق في ترجمة العناوين الإخبارية في الإعلام الجزائري

« التلفزيون الجزائري العمومي كحالة دراسة »

أنجز من طرف:

مرابط بتول

بن الذيب نسرين

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