

# Peculiarities of Translation of Newspaper Style

Linguistic and Stylistic Aspects





**1. Definition of Newspaper Style**

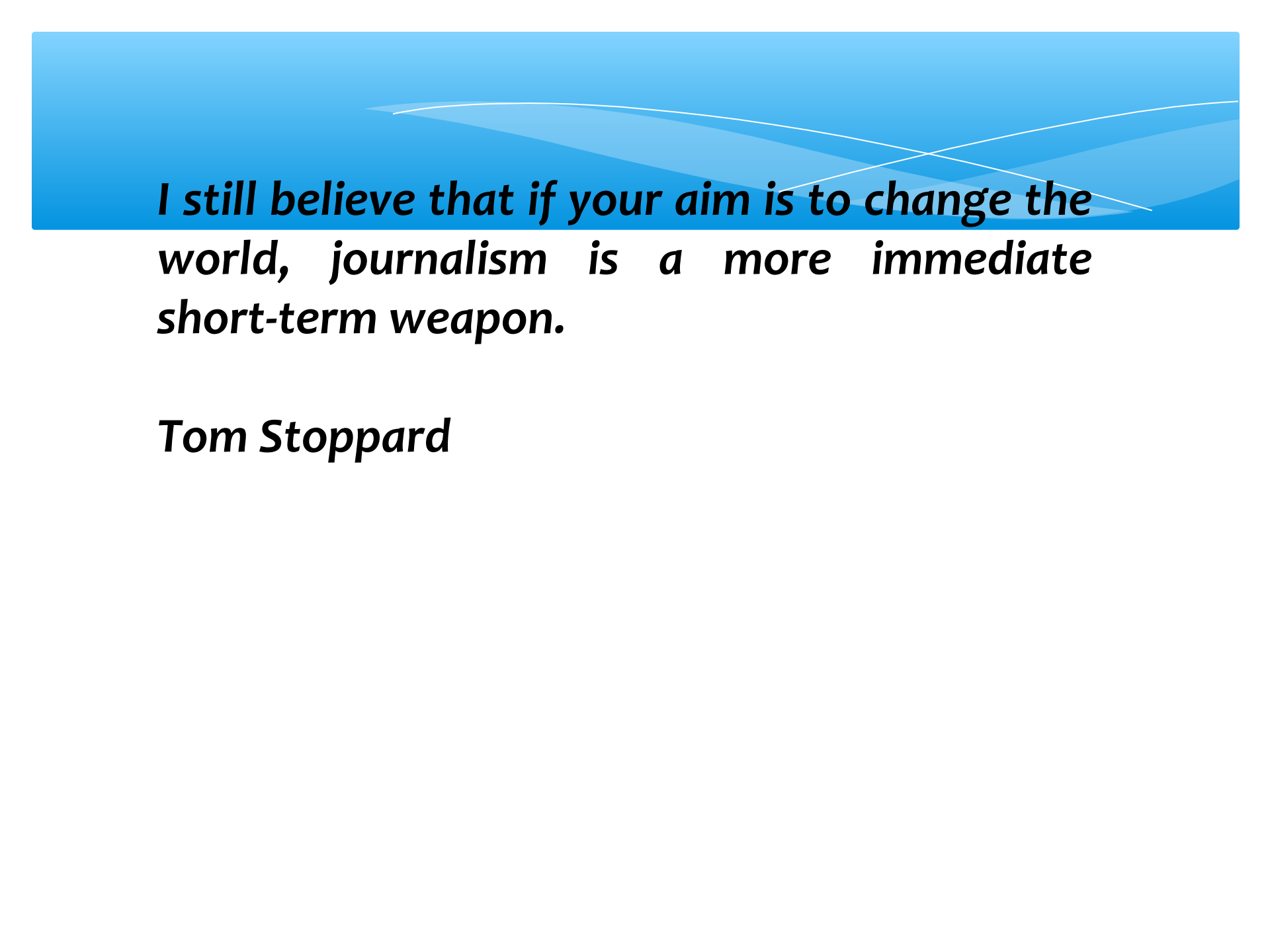
**2. The Structure of Newspaper Article**

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***I still believe that if your aim is to change the world, journalism is a more immediate short-term weapon.***

***Tom Stoppard***

# Definition of Newspaper Style

- \* **The main goal** of the newspaper style is **to inform** the reader on the socially important affairs. Newspaper materials deal with a lot of facts and events, but their subject matter is restricted by some criteria: social importance of the information, public interest in it, ethic and aesthetic norms adopted in some society as to the set of problems that can be discussed in press. The style of writing for newspapers, colloquially called **journalese**, is a system of interrelated lexical, phraseological and grammatical methods commonly used for the purpose of informing and influencing readers in a manner that is sharp, succinct and easy to read.

Articles are characterized by **the brevity of expression** and **careful paragraphing**. They usually consist of coherent sentences which cannot be omitted without damaging the logical structure and sense of the whole paragraph. Thus the translator should avoid excessive words in translation and be careful with long syntactic structures, every idea should be clearly organized. The text is divided into very short paragraphs, even every sentence may start from a new line. There is usually **a subtitle** under **the main headline** the purpose of which is to attract the reader's attention.

## **The introductory paragraph (the lead, the leading/intro**

**passage)** is a very important part of English articles and it should meet a number of requirements. It declares the crucial events and phenomena the article will be talking about. It consists of main facts: **WHO, WHEN, WHERE, WHY, WHAT, HOW?**



# The Pittsburgh Press

Vol. 106, No. 253 Twenty Five Cents

WEDNESDAY, MARCH 7, 1980

Latent Books 3-7

**A4**

The Pittsb

## *Bills target Lake Erie mussels*

**By Lee Bowman**

**The Pittsburgh Press**

WASHINGTON — A prolific breed of mussel from Eastern Europe is causing environmental havoc in the Great Lakes, prompting a group of lawmakers to propose a \$40 million counterattack.

To meet the threat of inch-long mollusks known as zebra mussels for the stripes on their shells, Pennsylvania Republican Sens. John Heinz and Arlen Specter, and Sen. John Glenn, D-Ohio, yesterday

home, and with a single female able to produce 40,000 eggs a year, the mussels are crowding out other aquatic life and clogging water intake pipes on Lake Erie.

The U.S. Fish and Wildlife Service estimates the mussels could cost the commercial and sport fishing industries on Erie Lake alone \$2 billion during the next decade; economic and environmental damage to the entire Great Lakes basin could exceed \$5 billion.

The legislation introduced yesterday would set up regional commissions working under the Interior

Newspaper title

Publication date

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Author

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# News Article Structure





The most important information needs to go at the top, because your audience could stop reading at any point.



# Translation of Headlines

- \* The main function of English and Ukrainian **headlines** is to inform the reader briefly of what the news that follows is about. They are usually written in a sensational way in order to arouse the reader's curiosity. This sublanguage is characterized by a number of peculiarities which do not fully coincide in English and Ukrainian.
- \* English headlines are often structurally verbal whereas in Ukrainian nominative sentences prevail. This discrepancy often leads to grammatical transformation or replacement in translation.
- \* *Royal Family Quits – Вихід королівської родини,*
- \* *Fighting Inflation – Боротьба з інфляцією.*

- 
- Verbal headlines are less frequent in Ukrainian and incorporate the Present, the Past and the Future tenses : ***Меру міняються, а стиль залишається.***
  - While in English the idea of the future is usually expressed through infinitives: ***Melrose to raise 5.8 m via London flotation***
  - and that of the past through present simple: ***Shell confirms China stakes.***



Hence one of the main tasks in translation of headlines is to identify the implied grammatical meaning of its structural elements and make it explicit by TL methods:

- the infinitive is usually rendered with the help of the Future tense or the verb збиратися: **President to Visit Ukraine - Президент збирається відвідати/відвідає Україну.**
- Ukrainian verbs in the Past tense are regular equivalents to the English verbs in the Present Tense forms: **President vetoes bill – Президент наклав вето на законопроект.**

English headline vocabulary is characterized by broad and somewhat blurred semantics. These are predominately short, space-saving words like ***bid, rap*** which need to be contextually specified in Ukrainian translation.

Thus the headline ***Not a rap*** depending on the subject-matter of the article may be translated as ***Ні копійки/ Ані шеляга, Жодної критики.***

English headlines often contain elements which are considered to be redundant from the point of Ukrainian journalese. They are usually omitted in translation leading to compression of the TL headline: ***Mayor's proposal rejected and repudiated*** – ***Пропозицію мера відкинуто.***

# Grammatical Peculiarities of Newspaper Style

- \* The grammatical structure of sentences has some peculiarities. The adverbial modifier of time is placed not at the beginning or at the end of the statement; it often comes between the subject and the predicate. The adverbial modifier itself loses its importance as newspaper articles usually deal with events from the previous day. **The modifier of place** has more importance, it may consist of several words and be placed **at the very end or it may be printed in capital letters before the lead**. As a rule these words introduce the theme of the sentence, that is why **in translation they are used in the initial position**.

- One in ten Scottish families has an alcoholic member, a regional conference on alcoholism was told at **Dundee University yesterday.** - **Вчора в університеті Данді** відкрилась конференція з проблем алкоголізму. У виступах було зазначено, що у кожній десятій шотландській родині є людина, яка страждає від алкоголізму.
- Britons were among the participants in a mining-safety conference opened in **Luxembourg yesterday.** - **Вчора в Люксембурзі** відкрилась конференція з питань безпеки праці на підприємствах гірськорудної промисловості. Серед інших учасників на конференції присутня делегація Великобританії.

- Other grammatical peculiarities of English texts include
- special forms of introducing direct speech, converting it into reported speech,
  - the use of impersonal sentences,
  - attributive word groups,
  - compound sentences.

- More similarities are to be found in brief English and Ukrainian news items which are characterized by
- the absence of any individuality of presenting the material,
  - stereotyped forms of expression
  - lack of emotional colouring.

As for the Ukrainian newspaper grammar, its syntax is rather bookish; compound sentences are also often used as well as participial constructions. There are many

- complex prepositions (*у сфері, у відношенні, з метою, у відповідності*),
- conjunctions (*у зв'язку з тим, що; з огледу на те, що; з тим, щоб*),
- passive constructions (*відкрита нова лікарня, зібрано великий врожай*),
- indefinite-personal sentences (*повідомляють, інформують, передають*).



However, various syntactic transformations in the translation of brief news items are caused by discrepancies in the conventional way of presenting information in English and Ukrainian. Reference to the source of information is usually indicated at the beginning of a sentence in Ukrainian (Як повідомляє речник...), whereas in English it could finalize the sentence (...it was announced by the spokesman.) In these cases permutation – syntactic reshuffle of the elements – is a regular technique employed by translators.

When the source is indicated we render it in the following way:

***Як повідомив X — X reported/said;***

***За повідомленням/ словами X — according to X;***

***З X повідомляють — it is reported from X.***

Alien to Ukrainians is a typical English way of using personal pronouns to introduce the doer of the action in subordinate clauses initiating the sentence making translators resort to permutation and/or omission and integration:

***When he made a speech, Blair...- У своїй мові Блер намагався...***

# Lexical Peculiarities of Newspaper Style

- \* English and Ukrainian newspaper styles share basic vocabulary features, namely an abundance of **special political and economic terms**: *back-bencher* — рядовий член партії в парламенті, *benchmark* — контрольний показник, стандарт, *domestic policy* — внутрішня політика;
- \* **cliches**: *well-informed forces* - достовірні джерела, *overwhelming majority* — переважна більшість, *a crucial ally* — важливий союзник;

- **abbreviations:** GOP (Grand Old Party) – Republican Party, UN – ООН;
- Many abbreviations are explained in the first sentence or paragraph.

*E.g. Inside the Breakdown at the SEC. The US securities and Exchange Commission was created during the depression to bolster confidence in financial markets and root out fraud.*

- **neologisms:** islamophobia – ісламофобія, call-in talk show – ток-шоу за участю телеглядачів; event horizon — поворотний пункт, момент; poverty effect — зменшення витрат споживачів, спричинене падінням цін на акції та нерухомість
- **famous journalists' catchphrases and keywords:** 360-degree feedback — відгуки від усіх типів клієнтів, співробітників тощо, наскрізний зворотний зв'язок.

**Match the following journalistic cliches to their definitions and translate them into Ukrainian.**

a) Ivory tower

1. competitive and stressful business

b) party faithful

2. any location attracting a particular group

c) jet set

3. the upper floors of skyscrapers where the CEO's offices are located

d) brain drain

4. exodus of academics and highly-skilled workers

e) culture vulture

5. someone who indiscriminately "consumes" culture

f) Mecca

6. leisured class which travels frequently

g) rat race


7. loyal workers and voters for a political party

**Journalese** is a broadly accepted and socially understood form that forces translators to change considerably the structural elements of the original message, in order to meet the stylistic requirements employed by journealese in the TL. English language of mass media is characterized by the frequent use of

- colloquialisms,
- slang,
- stylistic devices containing explicit and implicit vulgar elements which are either reproduced in a less expressive way or even omitted in translation.
- Hence **the pun** of the newspaper headline “***Two Fingers to Churchill***” - “***Черчілля на макулатуру***” as to describe the removal of Churchill from the school history syllabus is not reproduced in translation to avoid infringement upon the accepted norms of the Ukrainian newspaper style.

# Stylistic Peculiarities of Newspaper Style

- \* Another essential feature of this style is wide use of **evaluative epithets and metaphors**: *чи не найсильніша футбольна команда світу — arguably the strongest soccer team in the world; вибухонебезпечний регіон — highly explosive region.*
- \* There are cases when the translator cannot find an appropriate metaphor in the TL, then s\he conveys the meaning of the sentence with the help of other language means: *Одеський Припортовий не дістався нікому. - Odessa Port-Side Plant not Sold.*



**Allusion** is the next stylistic device often used in newspaper articles, especially in headlines. Allusion is an example of intertextuality. It is used to link concepts that the reader already has knowledge of, with concepts discussed in the article. A current event may bring to mind some previous happenings, historic facts, examples from literature, quotations. Allusion is an economical device, a figure of speech that draws upon the ready stock of ideas or emotions already associated with the topic in a relatively short space.



Thus, **an allusion** is understandable only to those with

background knowledge of the covert reference in question. The translator must be careful not to overlook the allusion and find out what linguistic form the alluded text has in the TL.

E.g. ***Denmark's Wind of Change***. - This is an allusion to the song “Wind of Change” by “Scorpions”

***To Sue or Not to Sue*** — based on Hamlet's “to be or not to be”.

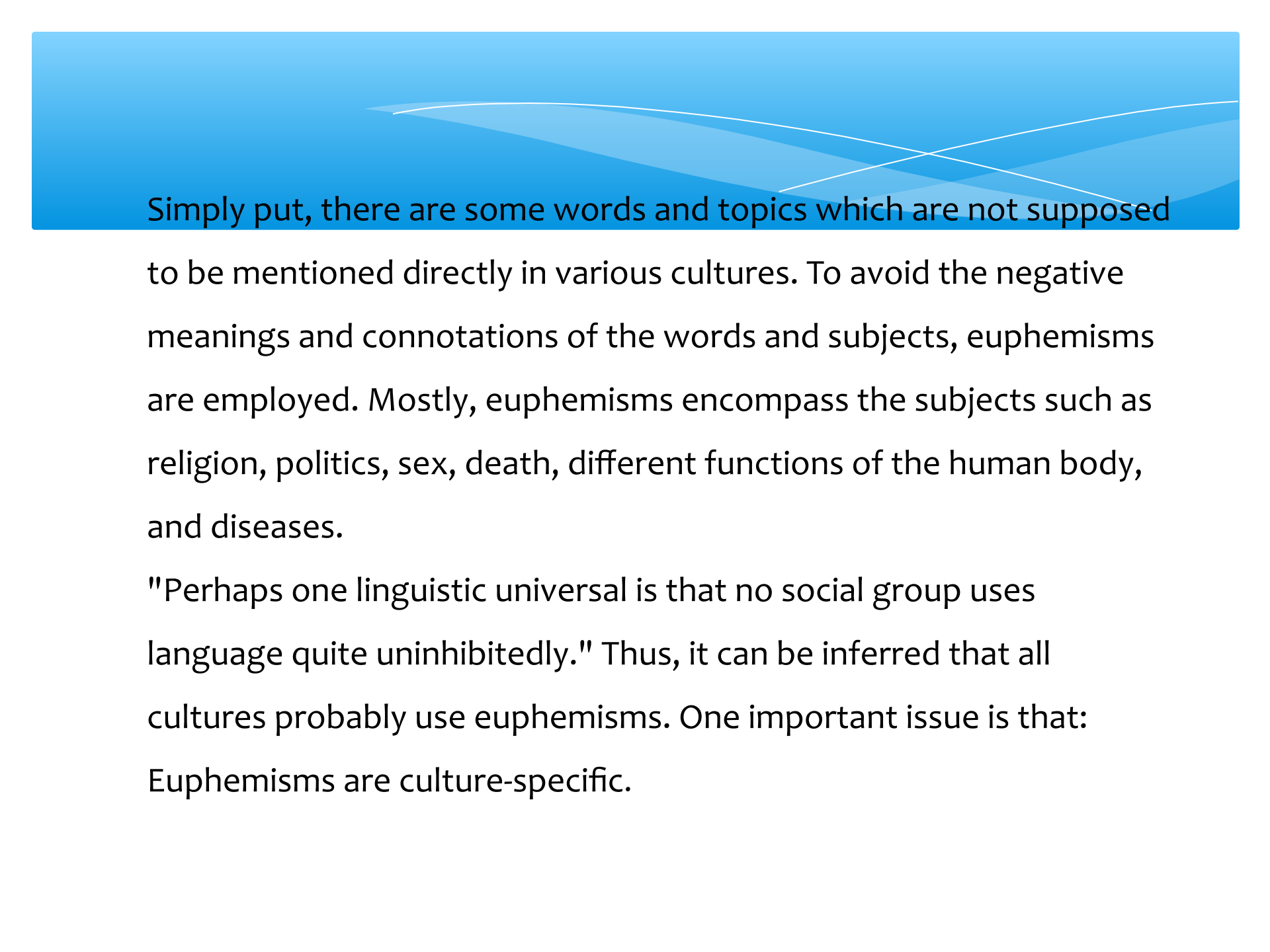
Судитися чи не судитися.

***Bread-and-butter business*** — бізнес, що годує

***bread-and-low-cholesterol margarine business*** — дієтичний


бізнес

- Merriam-Webster Online Dictionary defines **euphemism** in this way: "the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant."
- Leech defines **euphemism** as "the practice of referring to something offensive or delicate in terms that make it sound more pleasant.«
- It is also stated that euphemism "can be used as a way of being vague and unclear, or to cover up the truth or reality of a situation."



Simply put, there are some words and topics which are not supposed to be mentioned directly in various cultures. To avoid the negative meanings and connotations of the words and subjects, euphemisms are employed. Mostly, euphemisms encompass the subjects such as religion, politics, sex, death, different functions of the human body, and diseases.

"Perhaps one linguistic universal is that no social group uses language quite uninhibitedly." Thus, it can be inferred that all cultures probably use euphemisms. One important issue is that: Euphemisms are culture-specific.



No doubt, every language can demonstrate the culture of the people who use it. As mentioned before, it should not be ignored that the use of euphemisms varies from culture to culture because of different history, social customs, values, religions, and moral standards. Cultural differences will lead to dissimilar form and content of euphemistic expressions in various languages. Depending on Source culture and Target culture, the amount of euphemisms could change.

## 1. Profession euphemisms:

In western countries, **mental work** is considered to be **the high job** whereas **physical labor** is recognized as **humble work**, besides there is a great difference in the remuneration. Thus, most of the people hold that people with different occupations have different status in society. Some lowly paid or indecent jobs are often used in English culture just for saving face and expressing politeness. Many previously unwelcome professions have now taken more appealing names.

For example, in profession euphemisms, people always use

- cleaning operative for road sweeper or dustman,
- sanitation engineer for garbage man,
- meat technologist for butcher,
- and hairdresser has turned into beautician, etc.

## 2. Disease euphemisms:

In the disease euphemisms, people always use

- long illness replaces for cancer,
- social disease replaces for syphilis and AIDS,
- also they use lung trouble substitutes for tuberculosis and so on.

And if someone with a mental illness, we cannot say psychosis directly, we should say he or she is a little confused, meanwhile, we should use hard of hearing in stand of deaf.

- Senior moments – хвороба Альцгеймера

3.



### 3. Death euphemisms:

In many societies, because death is feared, so people tend to avoid mentioning death directly and talk about it in a euphemistic way. They try to employ pleasant terms to express the ideas. So death has hundreds of soft, decent, and better-sounding names, such as *breathe one's last, fall asleep, go west, join the majority, lay down one's life, pass away, pay the debt of nature, reach a better world, to be at peace, to return to the dust, or he worked until he breathed his last.*

#### 4. Crime euphemisms:

In the field of crime euphemism: *five-fingers, gentleman of the road, hero of the underground, the candy man* are often used to substitute for pickpocket, robber, heroin, and drug pusher.

#### 5. Political euphemisms:

Since the function of euphemism can reduce the unpleasantness of a term or notion, it is natural that announcements of governments will often resort them to understate the facts:

- student unrest can be used to replace student strike;
- police action – search and clear,
- war games are used to substitute for aggression,
- massacre – war exercise.



## **David Cameron quits as MP to 'avoid being a distraction' to May**

***David Cameron has stepped down as an MP after 15 years saying that he does not want his presence on the Conservative backbenches to serve as a “distraction” to Theresa May.***

The previous Conservative leader, who has ended his career in Westminster politics just two months after leaving Downing Street, hinted that he did not want people to pore over any differences in opinion between himself and his prime ministerial successor. His departure will trigger a byelection in his Witney constituency in Oxfordshire.

Asked about whether his decision opened up the possibility that he was “snubbing” May, Cameron said he thought she had got off to a “cracking start”, before conceding: “Obviously I have my own views about certain issues. People know that. That’s really the point. As a former PM it’s very difficult to sit as a backbencher and not be an enormous diversion and distraction from what the government is doing. I don’t want to be that distraction.”