

Features of English News Headlines and Their Translation Construction

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ABSTRACT

In the news release process, news headlines are an important part of expressing news content. In the process of translation of English news headlines, you need to master the main features of English news headlines in order to grasp the translation points of English news headlines. Thereby improving the translation level of English news headlines and promoting information exchange and transmission.

Keywords: *English News Headlines; Feature Analysis; Translation Methods*

1. INTRODUCCION

In general, the main function of news headlines is to summarize news content. We can use concise text to name the most valuable content in news reports and increase the speed at which people get information. When translating English news headlines, news translators must accurately grasp the main characteristics of English news headlines, and make full use of various translation skills, so as to improve the accuracy of English news headline translation.

2. FEATURES OF ENGLISH NEWS HEADLINE TRANSLATION

When translating foreign news, English news translation accounts for a large proportion. Translating English news headlines is an important part of improving English news translation. There are large differences between Chinese culture and the culture of English-speaking countries, and these differences will be concentrated in the language expression process. If you do not grasp the characteristics of English news headlines when translating English news headlines, it may lead to inaccurate translation results and low readability, which will affect the dissemination of English news. Therefore, it is necessary to understand the characteristics of English news headlines in order to translate based on the characteristics of English news in the translation process and improve the level of translation of English news headlines. The characteristics of English news headlines are mainly reflected in the following aspects:

2.1. Outstanding Simplicity

Generally, news headlines are relatively simple and clear. In the process of translating English news headlines, in order to improve the effect of conciseness and clarity, abbreviations need to be fully applied. Many news translators pay more attention to the length and

information content of sentences when translating English news, so that they can effectively deal with the sentence structure of English news headlines and ensure simple and compact sentences. In the information age, people's fragmented reading trend is more obvious. In order to increase readers' attention to English news, when translating English news headlines, we must display as much key information as possible in short sentences. Only in this way can we enable readers to obtain the main content of the entire report after reading the title. This also helps to arouse readers' interest in reading and improve the dissemination of English news.

2.2. Value Background Translation

The headline itself is an important content that attracts readers to read quickly. In general, the headline highlights the key information of the news content. The translation level of the translator will directly determine the reader's interest in reading the news content. When translating English news headlines, in addition to ensuring the accuracy of the translated content, the language style, sentence structure, and vocabulary collocation should be appropriately changed according to the timeliness, accuracy, and simplicity of the news. Only in this way can the reader be presented with clear and unambiguous translation results. One of the main features of English news headlines is that the background is relatively prominent. Many headlines will imply political positions and national conditions. When translating this type of English news headline, news translators need to highlight the implicit background, and to a certain extent show the political position of the news content, and improve the subjective characteristics of the news headline. This requires news translators to understand the national conditions and culture hidden behind the headlines [1].

2.3. Use Clear and Accurate Words

The way of spreading news is relatively wide, and the speed of spreading is relatively fast. During the translation

of English news headlines, if there are errors in the translation results, false news will be generated and the spread of false news will be relatively fast in the new media era. Therefore, it is necessary to strengthen the review of the translation results of English news headlines. This shows one of the main features of English news translation-the relatively high requirements for the clarity and accuracy of the words. Unlike ordinary article translation, we have to proofread again and again when translating English news headlines, and we must accurately translate the news headlines according to the actual content of the news. At the same time, we also need to review the translation results before making them public. What we need to pay attention to is that in the process of translating English news headlines, the words used in the headlines may have certain specialities. News headlines will use some words or sentences that are more commonly used in work and daily life, but in certain news reports, these words or sentences may imply other meanings. Ambiguity may arise if you directly translate common words or sentences. Therefore, in the translation process of English news headlines, the translator needs to grasp the content of the news report and combine the content to translate some common words and sentences to improve the accuracy of the translation results of the English news headlines.

3. CONSTRUCTION OF ENGLISH NEWS TITLE TRANSLATION METHOD

In the process of translating English news headlines, we must accurately understand the connotation of news headlines, at the same time we must grasp the characteristics of English news headlines, improve the level of translation, enhance the readability of English news translations, and attract readers' attention. Therefore, news translators need to strengthen their understanding and mastery of the history, culture, and background of English-speaking countries. Translators need to fully consider the differences between English and Chinese while mastering translation skills, and make reasonable choices of translation methods based on the differences in expression habits of the two languages. Only in this way can the accuracy and readability of English news headline translation be improved [1].

3.1. Add Necessary Words

When translating English news, the translator can add some indispensable sentences or words to the translation, which can make the language's expression habits more in line with the reader's reading habits. For example, in the process of translating the title "Older, Wiser, Calmer", we have to understand that the content of the news is to pay attention to the aging society, and the wisdom that the old man shows a calm state of mind when he handles various problems after retirement. If the translation according to the original meaning of English is directly translated into

"older, wiser, and calmer", readers will be faced with unclear news headlines, unable to express the content of the news, and will increase the reader's reading difficulty, resulting in readers In the face of this piece of news, there was an incomprehensible situation. Therefore, the translator can translate it into "the older the person, the higher the wisdom, the calmer the mind". In this way, the translator can not only express the meaning of the news content more accurately, but also make the sentence pattern more neat and more in line with the reading habits of Chinese readers.

3.2. Less Cumbersome Words

When translating English news headlines, in addition to adding some indispensable sentence components or words, the translator also needs to subtract as many meaningless words or secondary information in the English news headlines as possible. Only by this the rationality of the translation of English news headlines will be improved. Under normal circumstances, the translator needs to subtract the pronouns, copula and function words in the English news headlines to ensure the language is concise and clear. In addition, according to the news content, the secondary information contained in the headline should be omitted appropriately, which can make the key information more prominent and more conducive to readers to read. For example, when translating the headline "My Husband Is A Man In A Woman's World", if it is translated as "My Husband Is A Man In A Woman's World", it seems a bit strange, which is not conducive to the readers to read. Translating it into "Man Soaking in a Woman's Pile" is more in line with Chinese expression habits, which can also improve the readability of news headlines [3].

3.3. Reproduce the Original Rhetoric

In English news headlines, there will be some rhetorical skills to convey some hidden information. The application of rhetorical techniques can bring language aesthetics to the audience in addition to transmitting information. In response to these English news headlines, news translators should also reproduce the rhetorical skills of the original text as much as possible. For example, when translating "This High-Tech Marriage Is Working", you should understand that this news report is mainly about the merger of Sony and Ericsson, and the news headline regards the merger of two high-tech companies as a marriage, using rhetorical skills . Therefore, in the translation process, it can be translated into "high-tech marriage", which is more in line with the rhetorical skills of the original news headline, and has a certain sense of language beauty, but also implies the alliance between Sony and Ericsson.

4. CONCLUSION

All in all, in the process of social development, in order to be able to accurately grasp the changes in the international situation, we need to pay attention to the translation of English news. Only in this way can the corresponding information abroad be obtained in time. When selecting information, the news headline is an important reference. The news headline can reflect the news content to a great extent, and improve the convenience and speed of information acquisition. When translating English news headlines, it is necessary to ensure that the information can be accurately transmitted and at the same time to attract the reader's attention. Therefore, when translating English news headlines, it is necessary to grasp the characteristics of English news headlines, and to have a deep understanding of the original content, and to analyze the characteristics of English and Chinese news headlines. Only in this way can we master proper translation methods, improve the accuracy of English news headline translation, and improve the spread of English news.

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