Changing the "Body" of BBC News: a Study of News Headlines Translation Techniques

Alyda Normalita*, Raden Arief Nugroho

Universitas Dian Nuswantoro, Semarang, Jawa Tengah 50131, Indonesia
`311202002196@mhs.dinus.ac.id*`,
`arief.nugroho@dsn.dinus.ac.id`

Abstract. This research entitles features and translation techniques for translating news headlines "BBC NEWS." The researcher of this research focuses on and deeply discusses translation techniques of news headlines on BBC News. This research data is the news headline uploaded on BBC NEWS from October 2022 until December 2022. The data are news headlines uploaded by the author, and the data collection used in this research by reading and note-taking techniques and analyzing the data. The researcher used Molina and Albir (2002) to analyze the translation techniques. This research method uses a qualitative descriptive method in analyzing the data source text in English, and the target text is Indonesia in news headlines. This research shows that three features of news headlines are found in BBC News: lexical features, grammatical features, and rhetorical features. This research found sixteen types of translation techniques: amplification-addition, amplification-explicitation, amplification-paraphrase, borrowing-pure, borrowing-naturalized, calque, compensation, discursive creation, established equivalent, generalization, literal translation, modulation, particularization, transportation-rank shift, partial reduction. From this research, the researcher argues that the use of translation techniques will create theories of a harmonious translation of news headlines.

Keywords: communicative translation, news headlines, semantic translation, translation techniques.

1 Research Background

The translation transforms text from one language to another to preserve the original message and communication through the equivalent target-language text. Translation is the representation of messages from the Source Language (SL) into the Target Language (TL) in the closest and fairest way in terms of meaning and linguistic style. This means that the primary goal of translation is the "closest equivalent" in terms of meaning and structure. However, finding the closest equivalent is more complex.

In order to know how translation techniques work, it is necessary to translate text from small units of text, such as at the level of words and phrases. There are eighteen translation techniques, and they are Adaption, Amplification, Borrowing, Calque, Compensation, Description, Discursive creation Established Equivalent, Generalization, Linguistic amplification, Generalization, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution (Linguistic and Paralinguistic), Transposition, Variation2.

Translation plays a vital role in spreading information. One of the examples can be seen in written information such as news headlines. The language used in writing the news headlines is changed to make it understandable to the target readers. News headlines are the most critical thing in news because news headlines are at the very top and are the first thing readers see, so writing requires words that attract a lot of people's attention and get special attention. The dynamics of translation illustrate that the center of translation is the translator10. The translator should be able to understand several aspects, both from the source language and the target language, to deliver the message intended by the author in its source language text.

In translating news headlines from the researcher's point of view, Communicative Translation and Semantic Translation are needed to find efficient ways to transmit information accurately and retain as much of the characteristics of the original headline as possible. Communicative translation focuses on the comprehension and response of TL receptors, while Semantic Translation centers around the semantic content of the SL texts11. The language of news headlines has its characteristics at the lexical, grammatical, rhetorical, and cultural levels.

Many researchers research features and translation techniques in the news headline. The first researcher was Yonghong Wu (2017), entitled Features and Translation Strategies of English News Headlines16. The second researcher was Junining et al. (2020), entitled Translation Strategies For Translating A News Article9. In this research, the researcher likes to focus more on translation techniques for translating news headlines that the researcher found on BBC News.

In news translation, the audience or the reader is an essential participant and actor. In the translation process, the audience is the final user of the translation product. The purpose of conveying information is the audience. With an audience,

communication will retain all meaning. The public plays an essential role in conveying information. They not only receive news but also disseminate information. Therefore, in translating news headlines, the translator must take the audience as the center and understand the audience best. For the above reasons, the researcher finally became interested in translating news headlines to help the audience understand the headlines. However, audiences have different identities and diverse cultural backgrounds. Different cultural contexts will distort the understanding of the headlines.

2   Review of Related Literature

2.1   Translation Techniques

Translation techniques are classified and categorized by comparing source and target language items. Molina and Albir (2002) classify the translation techniques into 18 techniques below:

Adaptation	To Change A Source Language Culture Item With A Target Language Cultural Item.
Amplification	To Introduce Details That Are Not Formulated In Source Language By Adding Some Information.
Borrowing	To Take A Word Or Expression Straight From Another Language.
Calque	A Literal Translation Of A Foreign Word Or Phrase; It Can Be Lexical Or Structural.
Compensation	To Introduce A Source Language Stylistic Effect Element Of Information In Another Place In The Target Language Since It Cannot Be Reflected In The Same Place As In The Source Language
Description	To Shift A Term Or Expression With A Description Of Its Form Or And Function.
Discursive Creation	To Create A Temporary Equivalence That Is Out Of Context.
Established Equivalent	To Transfer A Source Language Item Into Its Natural Equivalent In The Target Language.
Generalization	To Find A General Equivalence Of A Source Language Item And This Is Done If The Target Language Does Not Have A Specific Concept Similar Or Equivalent To The Specific Item Of The Source Language, But The Target Language Does Have Its General Concept.
Linguistic Amplification	To Add Linguistic Elements In The Translation To Make The Message Clearer.
Linguistic Compression	To Simplify The Linguistic Element Of A Source Language In The Target Language To Make It Brief Due To

	The Consideration Of Time And Space.
Literal Translation	To Translate Words, Terms, Or Expressions Word For Word.
Modulation	To Create An Equivalence Of The Source Language Item In The Target Language That Is Different In Point Of View But Contain The Same Meaning.
Particularization	To Find A Specific, Particular Equivalence Of The Source Language Item In The Target Language.
Reduction	To Eliminate A Part Of The Source Language Item In The Target Language.
Substitution	To Change Linguistic Elements For Paralinguistics, Or Vice Versa, And It Is Used In Fil Translation.
Transposition	To Change The Grammatical Syntax Of The Source In The Target Language.
Variation	To Change Linguistic Or Paralinguistic Elements (Intonations, Gestures) That Affect The Linguistic Variation, Such As Style, Changes Of Textual Tone, Social And Geographical Dialect, Etc.

Translation techniques applied to produce information can be considered either literal or modified translation, the latter related to what was previously defined as trans-editing. Literal translation includes techniques such as borrowing, calque, or word-for-word translation (rarely the case) and adapting the translation. The latter will include changes made due to the characteristics of the target language (linguistic adjustments) or changes made at the discretion of the translator, editor, or role-playing journalist. The translator's function is to evolve the textual content to the reader (adjust the discourse). Nida's "techniques of adjustment" in translation are additions, subtractions, and alterations2. As we mentioned before, in the case of multilingual information, we are dealing with transformation, which includes similar "techniques of adjustment," not only at the lexical and grammatical level but also at the textual, structural, and contextual levels. Therefore, we have supplemented and defined some specific techniques for information generation that we will later call trans-editing techniques.

According to Van Dijk (in Eriyanto, 2001, pp. 225-226), the textual dimension is made up of three structures. First is the macrostructure. Macrostructure is a text's overall or general meaning that can be observed by looking at the topic or themes

highlighted in the news. The second is the superstructure. The superstructure is the structure of a text that includes an introduction, content, conclusion, and concluding scheme (how a part of the sequence of the whole text is permeated) and statistics (how to select words used in the text). Third is the microstructure. Microstructure is the meaning of the discourse observed from the smallest part of the text, namely words, sentences, clauses, clauses, and images.

3   Research Method

This research used qualitative descriptive methods. Biklen (1982) states that qualitative research is descriptive, in which the data is collected in words or pictures rather than numbers. Data in the form of quotes from documents, song lyrics, YouTube, social media, novels, films, interviews, or excerpts from videotapes, audiotapes, or electronic media are used to present the study findings. The qualitative descriptive method describes a population, situation, or phenomenon. This research will analyze the translation technique of news headlines on BBC News.

This research data is the news headline uploaded on BBC NEWS from October 2022 until December 2022. The data are news headlines uploaded by the author, and the data collection is used in this research by reading and note-taking techniques and data analysis. Then, to analyze it, use Molina and Albir's (2002) translation technique.

4   Result and Discussion

This part will discuss the result of research on translation techniques in news headlines in the BBC NEWS from October 2022 until December 2022. The result will be analyzed using Molina and Albir's (2002) translation technique. There were many news headlines, but the researcher has chosen 15 news headlines based on BBC NEWS from October 2022 until December 2022.

4.1   Translation Technique

Table 1. Distributions of Translation Technique

No.	Translation Technique	Quantity	Percentage
1.	Amplification-Addition	3	5%
2.	Amplification-Explicitation	4	7%
3.	Amplification-Paraphrase	2	3%
4.	Borrowing-Pure	4	7%

5.	Borrowing-Naturalized	1	2%
6.	Calque	1	2%
7.	Compensation	3	5%
8.	Discursive Creation	3	5%
9.	Establish Equivalent	17	28%
10.	Generalization	1	2%
11.	Literal Translation	5	8%
12.	Modulation	5	8%
13.	Particularization	4	7%
14.	Transportation-Rank Shift	2	3%
15.	Partial Reduction	5	8%
	TOTAL	60	100%

Based on Table 1 above, to translate 15 news headlines, the translator applied amplification-addition on 3 data (5%), amplification-explication on 4 data (7%), amplification-paraphrase on 2 data (3%), borrowing-pure on 4 data (7%), borrowing-naturalized on 1 data (2%), calque on 1 data (2%), compensation on 3 data (5%), discursive creation on 3 data (5%), establish equivalent on 17 data (28%), generalization on 1 data (2%, literal translation on 5 data (8%), modulation on 5 data (8%), particularization on 4 data (7%), transportation-rank shift on 2 data (3%), partial reduction on 5 data (8%). Below is an example of the translation techniques used to translate news headlines in the BBC News.

Source Text	Target Text	Analysis
/Niagara falls/ : Ice from US stroms Iconic Falls into Water Spectacle.	Air Terjun Niagara Sarat Es dan Salju Akibat Badai Musim Dingin AS.	/Partial Reduction/ Discursive Creation/

The data in BBC News Headline was posted on December 29, 2022, to translate Source Text to Target Text using two kinds of translation techniques. "Niagara Falls" from the Source Text can be used as a translation technique for Partial Reduction because it is eliminated in the Target Text.

The sentence "Ice from US storms Iconic Falls into Water Spectacle" from the Source Text, While in the Target Text "Air Terjun Niagara Sarat Es dan Salju Akibat Badai Musim Dingin AS" can be the translation technique belongs to Discursive Creation because showing the equivalent of a term that is unexpected or out of context to enhance the interest of the news headline.

The translation technique widely deployed in translation is the variation technique. In this result and discussion, the translator uses this technique in word choice. There is little impact on the meaning once translated into the target language. This technique also produces a good translation. Modulation techniques have been used to get different perspectives, but the message conveyed in the news headlines is the same. However, this technique results in a readable translation. Although, most translation techniques have a positive rather than negative impact on translation quality. The application of discursive creation does not result in an excellent, accurate translation, but it is still acceptable. Indeed, displaying the equivalent of an unexpected or out-of-context term strengthens the interest of the news headline. Besides discourse creation, established equivalence terminology is widely used to translate news headlines from source to target text.

5   Conclusion

Based on the analysis, the researcher found that 15 techniques are applied in news headline translating in the BBC NEWS: amplification-addition, amplification-explication, amplification-paraphrase, borrowing-pure, borrowing-naturalized, calque, compensation, discursive creation, established equivalent, generalization, literal translation, modulation, particularization, transportation-rank shift, partial reduction. Established equivalent, the most dominant used to translate news headlines from the source text can convey well into the target text. This translation technique makes an accurate translation to the target reader. Apart from that, applying the translation technique of discursive creation does not result in a good translation in the aspect of accuracy but is still acceptable. This is because showing the equivalent of a term that is unexpected or out of context enhances the interest of the news headline.

References

1. Newmark.   (1981).   Open   Learn.   Retrieved   from https://www.open.edu/openlearn/languages/learning-languages/translation-career/content-section-4.2.
2. Albirs, M. a. (2002). Retrieved from library.uns.ac.id .
3. Anderson, Douglas A., & ltule, Bruce D. (1984). Contemporary News Reporting. New York: Random House.
4. BBC NEWS INDONESIA. (n.d.). Retrieved from https://www.bbc.com/indonesia.
5. BBC NEWS. (n.d.). Retrieved from https://www.bbc.com/.

6. Biklen, B. a. (1982). Retrieved from http://repo.iain-tulungagung.ac.id/2416/4/CHAPTER%20III.pdf
7. Eriyanto. (2001). Analisis Wacana Pengantar Analisis Teks Media. LKIS.
8. Eriyanto. 2001. Analisis Wacana: Pengantar Analisis Teks Media. Yogyakarta. LKIS.
9. Esti junining, V. A. (2020). translation strategies for translating a news article. LINGUA, 1693-4725.
10. Newmark. (1988). Research Gate. Retrieved from https://www.researchgate.net/figure/Newmarks-Dynamics-of-Translation_fig1_342668888.
11. Newmark. (2001). Retrieved from https://www.academypublication.com/issues/past/tpls/vol04/06/16.pdf.
12. Nugroho, A. B. (2019). Translation as an Alternative to a Language Based Vocational Course ar the Undergraduate Level. 1st Vocational Education International Conference (VEIC 2019). Atlantis Press.
13. Shi, X. (2014). Advertaisement Translation on Communicative Translatiom and Semantic Translation Theory. Theory and Practice in Language Studies, 1214-1218.
14. Taber, N. a. (1969). Retrieved from library.uns.ac.id.
15. Wibawati. (2019). Retrieved from p://repository.unpas.ac.id/41756/3/3.%20CHAPTER%20II.pdf.
16. Wu, Y. (2017). Features and Translation Strategies of English News Headlines. 7th International Conference on Social Network, Communication and Education, 230-234.