

Some Aspects Of Translating Spanish Newspaper Headlines

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Abstract

This article focuses on some aspects of translating newspaper headlines on the economic and sports topics of the Spanish press. The relevance of the topic chosen for our study is determined by the necessity for in-depth study of the specifics of newspaper headlines of modern Spanish press, since it is the factor that affects the peculiarities of the translation of headlines from Spanish into Russian. The present research is intended to describe the lexical and grammatical features of the headlines of the Spanish press, which can facilitate the process of instructing translators. The linguistic analysis of empirical material and the survey methods have been implemented. The research, based on the survey conducted among the students of the Kazan Federal University, Russia, has shown that the translation of such components as neologisms and colloquial vocabulary causes the greatest problems for students. Meanwhile, they had the least difficulties translating proper names and terms using transliteration or calquing.

Key words: communication, language, translation, Spanish, Russian, linguistics, foreign language.

Introduction

Communication is an integral part of human nature. After the first newspapers appeared, the liberal revolutions gave rise to a new era in the development of the press (Langa-Nuño, 2010), which allows individuals to establish relationships with society and remain an integral part of it. The media affect people, their behavior and way of thinking, determine their world view.

The media communication system includes three main groups: print media (newspapers, magazines), audio-visual media (radio, television), information services (news agencies, press services). It acts as the source of the so-called mass culture that makes the social structure of society more homogeneous. Mass media generates new social trends: from political relations to norms and values. It serves as an indispensable tool for the development of business and the economy, promotes the exchange of ideas, stimulates the learning of other cultures and realia (Voronina, Ismagilova, 2016).

There is no doubt that the digital revolution is having an enormous impact on the media industry, as highlighted by John B. Thompson (Thompson, 2006). The constant development and change of the information society has been accompanied by the appearance of a new type of readers. Therefore, we chose newspaper headlines and their types of translation as the focus of our research.

The relevance of the topic chosen for our study is also determined by the need for an in-depth study of the specifics of newspaper headlines of modern Spanish press, since it is the factor that influences the features of the translation of headlines from Spanish to Russian. The objective of this work is to identify the main challenges of the translating newspaper headlines in the area of economics and sport. This will help us understand how we can influence the improvement of translation quality in order to contribute to the improvement of international communication between Russia and Spain.

Methods

The study is based on the following methods: a theoretical analysis of literary sources, a method of generalization, a method of structural and comparative analysis, analysis of empirical material and survey.

The empirical basis of the research are newspaper headlines of economic and sports articles of the leading Spanish newspapers, such as *El País*, *El Mundo*, *ABC*, *La Razón*, *Marca*, *AS* from 2015 to 2017. A total of 260 headlines were analyzed.

It should be noted that many scientific works are devoted to the problem of translation from Spanish into Russian. In Russian science, such linguists as N. D. Arutyunova, Y.V. Vereshchinskaya, V.S. Vinogradov, N.M. Firsova, E.D. Terentyeva, B.Y. Volkov and others work in this field, however, many questions still require special attention.

Spanish researchers have also addressed the issue of newspaper headlines. For example, in the study of the structure of journalistic language, one can note the research by Ángel López, who compares the work of a journalist with the work of a photographer: "Every linguistic message represents picture of the world. The journalist uses language in the same way as a photographer uses a camera. Given a certain real situation, the journalist adopts a certain point of view and fires the linguistic shutter: the result is a sentence that could be listed as a headline" (López García, 1996).

The topic of the newspaper headlines' functions was analyzed by Antonio López Hidalgo. A particularly interesting work of his in the field of communication is "El Titular. Manual de titulación periodística" (López Hidalgo, 2001). He explores the use of headlines and their adaptations for press, television, radio, and online media.

In our research we also studied Jan Chovanec's "Pragmatics of Tense and Time in News. From canonical headlines to online news texts". He investigates the phenomenon of temporality in news texts, how "the grammatical time is shifted first in the headline of the news, and then in the rest of the article, which is pragmatically motivated by the need to agree with the general temporal context" (Jan Chovanec, 2014).

The importance of research of the features of the titles' translation is noted by many scientists; for example Tannenbaum, states that "two different headlines on the same news item seem to refer to two different events. This highlights the importance of the headlines, which may vary even if the text is the same"(Tannenbaum, 1953).

Results And Discussion

The press tries to approach its audience in a variety of ways, including the use of "sensational headlines". The media uses a variety of means to keep the audience active, because it is the readers who are the main actors, consumers and at the same time information providers.

Two of these means are dynamism and openness which are the fundamental features of the lexical system of any language (Alimova, 2013). This is vividly reflected in the media, which reacts particularly quickly to changes in public life and language. An example is the use of colloquial language and slang in the headlines of the Spanish press. "Iscoes un jugón" (Marca, 04/30/16) ("Isco - a great player"). In this example, we tried to find the closest translation of colloquial Spanish vocabulary, since there are no complete lexical matches for the highlighted word.

Spain's accession to the European Union was, in particular, reflected in word-building neologisms. Thus, in the modern Spanish press there are complex words that include the euro component: eurogrupo, eurodiputato, europarlamentario, eurocomisión, euromercado, eurovisión, erocomisaría. This component is found in the headlines of both sports and economic articles. "El Eurogrupopidemedidasadicionales a España para reducir el déficit" (El Mundo, 11/23/15) ("The Eurogroup believes that additional measures need to be taken to reduce deficit in Spain"). In this example, we use the calquing - the translation tracing method.

Currently, Spanish, as well as other languages, continues to expand its vocabulary through foreign language borrowings. Borrowings from English are widely represented in various areas of communication, in particular, in newspapers and advertising texts (Vinogradov, 2003), "Asiganó Gisela Pulidosudécimomundial de kitesurf!" (Marca, 12/25/15) - ("Gisela Pulido for the tenth time became world champion in kitesurfing"), "Messirepite hat-trick y ya es el Pichichi de la Champions" (Marca, 10/19/16) - ("Messi scores his second hat-trick in a row and becomes the top scorer in the Champions League"). In these examples, borrowings are translated using transliteration.

Borrowings from the Basque language are becoming more and more common in the newspapers in Spain. For example, "kale borroka" - street riots ("La kale borroka 'del deporte invade el fútbol" (AS, 10.12.16) - "Street riots invade football"). When translating the headline, we use calquing.

In Catalan language, the names of the authorities, parties, attributes of power (in particular, the flag), representatives of various government agencies are also borrowed words. When covering the internal political situation in the country, these phenomena are highly

present in the language of the newspaper (Generalitat, Estatut, Parlament, conseller, senyera, CaixaCatalunya, etc.). For example, “La Generalitat gasta más de 1 M€ en difundir el catalán en universidades extranjeras” - “Catalonian government (Generalitat de Catalunya) has spent more than 1 M€ in the popularization of Catalan language among foreign universities”. When translating such borrowings, we refer to the Catalan-Russian dictionary, and, if necessary, use the explanation, as an example, that Generalitat is the Catalan government.

The results of the analysis of the lexical component show a large percentage of proper names. The following data was obtained: out of the 132 sports headlines, 67% are sportsmen's names (Sánchez Flores, Antonio Peñalver, Luis Enrique), 18% are toponyms (Milan, Barcelona, Berlin), 15% are team names (Milan, Barcelona, Valls, Argentina, Aragón). Of the 128 economic headlines, 62% are organizations, banks, companies (Iberia Express, FMI, Banco Santander), 38% are toponyms.

Referring to the question of transferring proper names to the Russian language, linguist, theorist and teacher of translation, D.I. Yermolovich, believes that in newspaper the names of foreign business companies should be placed in the original latin alphabet (Yermolovich, 2001). We agree with the fact that such system is convenient - it does not generate erroneous transcription options and does not create such difficulties as those which may derive from the original company name in Russian. In addition, Yermolovich notes that the names of publishing companies, streets, squares, theaters and music groups are transcribed. The names of parties, international organizations and public services, as a rule, are translated.

In addition, our research indicates the wide use of such expressive means as:

Metonymy (based on the relationship of the author and his work). For example, “Vendieron un Picasso por 28 millones de dólares” (El País, 4.02.16) – (“Picasso was sold for 28 million dollars”). In this case, we translate the headline literally.

Hyperbola. For example, “Precios por las nubes en comida y medicamentos” (El País, 02/23/16) – (“Skyrocketing prices for food and medicine”). In this example, when translating, we use the method of calquing.

Personifications. For example, “Los precios caen un 0.3% en agosto en Aragón respecto al mes anterior” (El ABC, 11.09.15) – (“Prices fall by 0.3% in August in Aragon”). In this case, we resorted to calquing and grammatical transformations, namely, we replaced parts of speech, the verb “caen” (“fall”) with the noun “fall”.

Epithets. For example, “Hazard: Nunca sere un goleador nato como Messi o Cristiano” (Marca, 2/9/2015) - (“I will never become such a natural-born striker like Messi or Cristiano”), “La despedida gloriosa de Dan Carter” (El País, 10/31/15) (“Glorious farewell to Dan Carter”). In this case, when translating the phrase “ungoleador nato”, we use calquing. When translating the phrase “despedida gloriosa”, we change the word order.

Antonomasia - renaming. For example, in sports journalism, Federico Martín Bahamontes was constantly called the “Eagle of Toledo” (Rojas Torrijos, 2014). “El día en que el Águila de Toledo voló sobre París” (ABC, 07/18/15) – (“The day when the Eagle from Toledo flew over Paris”). In both cases, when translating Antonomasia, we use calquing.

The analysis revealed a wide use of terms in the headlines in both economic and sports articles. Here are some examples: el portero - goalkeeper (“El portero debe ser el jugador más inteligente” (El País, 12/16/16)), el gol - goal (“Resumen y goles partido Galaxy vs. FC Barcelona”), el goleador - scorer, forward (“Nunca seré un goleador nato como Messi o Cristiano”), el PIB - GDP (“El PIB creció un 0.8% en el primer trimestre” (El País, 09/27/16)). In most cases, when translating terms, we use equivalents in Russian.

In Spanish and Russian, there are words with the same or similar sound, which in many cases have the same etymological origin. However, such words do not fully coincide in their meaning. In translation theory, they are called "false friends" of a translator, because an inexperienced translator often makes semantic errors due to outward similarity of words. For example, the headline “Leopoldo Boado (Oracle): “Eldatoes el capital de la economía digital”(El Mundo, 3.11.16) (“Leopoldo Boado: Data is the capital of the digital economy”) shows us two more examples of false translator friends. “Dato” is “dannye” (data) – “data” (fecha- eng:date), “el capital” is “kapital” (eng:capital), but if “la capital” is «stolitsa» (eng:capital).

Headings are often incomplete sentences, some words are omitted, but despite this, they are still translated, otherwise the heading in Russian will not make sense. For example, “Millones de personas en el mundo sin agua potable” (ABC, 10/20/15) - (“Millions of people on Earth live without drinking water”). Incomplete proposals are found in 22% of the economic headlines and in 48% of the sports headlines.

A characteristic feature of the headlines is the location of the adverbial of place, which is usually at the beginning of the sentence: “En Barcelona, se abrirá otra Natura Siberica” (ABC, 04.20.16) (“The second store of the Natura Siberica brand will be opened in Barcelona”). When translated into Russian, the adjunct of the place is also more often at the beginning of the sentence.

The nominative forms of headlines are typical (nominative headings make up 21% and 34%, respectively), compared to the dynamic presentation of the events of the verbal headings, they express a static perspective in the most typical ways of a newspaper text: briefly and concisely. For example, “Novedades fiscales que afectan a la vivienda” (El País, 03/15/15) (“Innovations in housing taxation”).

Analysis of grammatical features in the field of morphology showed that:

Most often, the verb is used in the present tense of the indicative mood (Presente de Indicativo) (in the headings of economic subjects - 71%, in the headings of sports subjects - 67%), although the facts that they state usually refer to the past tense. This technique is used to fulfill one of the main goals of the journalist - the actualization of the event. Such headings are translated into Russian in the present or past tense: “Carolina Marín se proclamacampeona del mundo” (Marca, 05/02/16) – (“Spanish Carolina Marin became the badminton world champion”), “Cuatroempresaspujanpor el nuevo 'macropedido' de trenespara el AVE”(ABC, 04.19.16) – (“Four companies are fighting for the right to build trains for AVE”).

The verbs in Pretérito Perfecto (in the headings of economic topics - 1%, in the headlines of sports topics - 2%) are most often (though not always) translated into Russian with verbs in the perfective aspect: “Club de fútbol” Barcelona”ha encabezado la clasificación mundial de patrocinio”(AS, 11/17/16) – (“Barça topped the world sponsorship rating”).

A simple conditional (Condicional / Potencial Simple) in Spanish means a possible and probable action in the present, past or future tenses. This grammatical form is translated into Russian, often with a “бы”¹ particle, a verb in the future tense. In the examples of the headings we have analyzed, the conditional mood is used to express the probable action in the future (in the headings of economic subjects - 2%, in the headings of sports subjects - 3%). For example, “El colapso de Schengen le costaría más de € 1.4 mil millones a la UE” (ABC, 04/20/16), (“In the case of Schengen’s dissolution, the EU will lose more than 1.4 million euros”), “Cuánto dinero costarían unas nuevas elecciones?” (ABC, 04/12/16) – (“How much will re-election in Spain cost?”).

Verbs in Pretérito Indefinido (in the headlines of economic subjects - 7%, in the headlines of sports subjects - 8%) are often translated into Russian with verbs in the perfective aspect, but not always: “Carlo Silva retomó al control” (El País, 05/10/15) – (“Carlos Silva has resumed control.”).

Verbs in the form of an active voice predominate in the headings of sports articles, as these are all actions, in most cases, performed by someone. Verbs in the form of a passive voice, compared with the active voice, are much less common. An example in a passive voice: “Carlo Ancelotti fue despedido como entrenador del Real Madrid” (Marca, 05/25/15) – (“Carlo Ancelotti was dismissed from his post as Real Madrid FC coach»). Headline in active voice: “El Barça y Nike sellan un acuerdo de 155 millones al año” (Marca, 05/21/16) (“Barça and Nike contracted for 155 million”).

To sum up, it should be noted that the grammar of Spanish and Russian is significantly different. When translating headlines from Spanish into Russian, various grammatical transformations are used, namely the replacement of a grammatical category, of parts of speech or part of a sentence. In order to adequately translate newspaper headlines, you need to know well not only the rules for writing headlines in Russian newspapers, but also grammatical differences in the structure of the original language and the target language.

Summary

Thus, 260 examples of Spanish headlines have been analyzed and translated. We described the main lexical and grammatical features of the headings of articles on sports and economic topics, and also identified the problems that a translator might encounter while translating, and suggested ways to solve them.

Furthermore, in order to find out what difficulties students-translators face in practice, we conducted a survey in which more than 100 students of the Higher School of Foreign Languages and Translation of KFU took part. According to the analysis of the answers, the main difficulty for the respondents is translating neologisms and colloquial vocabulary, since language undergoes constant processes of change, and it is not always possible to find a full lexical equivalent in Russian; in this case, most often you have to refer to a descriptive translation or tracing (Solnyshkina, Ismagilova, 2015). At the same time, the translation of proper names and terms is one of the easiest aspects when translating headlines from Spanish into Russian.

¹«бы» («by») is a particle that is used in the formation of the subjunctive mood, also it is used to designate a hypothetical or conditionally hypothetical possibility of action.

Conclusions

The headline is a complete sentence that plays a special role, since readers usually read the article only after taking a look at the headline. Journalists create the headlines in order to draw the reader's attention. With this aim, editors make extensive use of various methods of literary techniques, highlighting the headlines, and identifying the author's attitude towards the text.

According to the editor of the headlines of "Profile" magazine D. Tolkacheva "the title should reflect the meaning of the article. Reflect, yet not fully transmit" (Gordey, 2005). This is one of the basic rules that must be followed when translating headlines. In conclusion, it should be emphasized that language is a social phenomenon, since human civilization is constantly developing and the language itself is forced to improve. For this reason, in the future, it is possible to continue our research, study more material, as well as consider not only the lexical and grammatical features of the Spanish press headlines, but also study the questions of word formation and the national-cultural specificity of the Spanish newspaper headline.

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