Headlines of Online News Articles: Degree of Equivalence in Translation

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Abstract. Equivalence is the leading subject in translation studies; accordingly, many different theories on equivalence have been discussed in detail within this field over the past few decades. Equivalence in translation is affected by many different aspects, i.e., aspects of meaning between words and expressions, grammar and participants in various communicative situations, semantics, pragmatics, etc. The concept of equivalence with the focus on equivalence degrees is provided; the overview and characterization of the main features as well as specifics of translation of media language (headlines in particular) are presented in the article as well. The paper focuses on the equivalence in translation of headlines of on-line news articles, since headlines are considered as crucial and the most important part of news articles. One hundred English headlines and their Lithuanian translations have been selected for the analysis which is performed according to the degrees of equivalence: optimum translation, partial equivalence, zero equivalence. Partial equivalence is divided into two narrower subtypes which are: near-optimum and weak translation.

Key words: *online news articles, translation, headlines, equivalence, optimum translation, partial equivalence, zero equivalence.*

Introduction

Although the question of media translation is not widely discussed or analysed in Lithuanian scientific research, the increased amount of it requires the analysis of the quality, particularly in the area of media language. Since cultural diversity and identity are the issues of modern cultures and societies, online media texts need to be analysed, especially from the perspective of translation.

However, no comprehensive studies concerning equivalence have been performed on translation of media texts, specifically headlines of online articles; therefore, **the object** of the paper is headlines of online news articles in two (English and Lithuanian) languages.

As equivalence is one of the most significant dimensions in the translation studies, it needs to be widely analysed during the study of news articles translation. Therefore, **the aim** of this paper is to compare and analyse both English headlines of online news articles and their Lithuanian translations taking into consideration nuances of equivalence.

The **objectives** of the paper are:

- to overview and characterise the main features as well as specifics of translation of media language and headlines in particular;
- to present the concept of equivalence with the focus on equivalence degrees;
- to identify equivalence degree in the translated headlines (from English to Lithuanian) and the problems of translation equivalence.

The **methods** of comparative and descriptive analysis are applied in the research. Since headlines can be referred to as the most important part of news articles (Rich, 2010, p.259), the paper focuses on the equivalence in the translation of English headlines into Lithuanian, while articles themselves could be a more comprehensive part of further study.

For the analysis, one hundred Lithuanian headlines have been selected from six most common Lithuanian news websites. Then the original articles, and thus the headlines, have been found in forty English websites (see the list of selected websites at the end).

All the headlines are to be analysed according to the degrees of equivalence introduced by Bayar (2007, pp.213–223):

- optimum translation (headline pairs which meet both extralinguistic and intralinguistic criteria; semantic, formal, stylistic and dynamic / pragmatic equivalence is maintained);
- partial equivalence (when one or more criteria are satisfied, but headlines do not meet all the requirements for absolute equivalence);
- zero equivalence (headline pairs exhibit no or rather poor equivalence).

Furthermore, partial equivalence appears to be too broad, so it is divided into two narrower subtypes which are: near-optimum and weak translation.

Language of Online Headlines

Nowadays online news articles might be said to be the basis of communication as they are the main source which delivers most up-to-date news on social life, culture, politics, etc. to the audience. The language of this type of media (news articles) is characterised by publicistic register (also referred to as publicist(ic), newspaper or journalistic style) which is different from other registers both in writing strategies and functions. Publicistic register, therefore, is considered to be the means of mass communication. The common functions of the publicistic register are to inform, persuade, reflect the state of the society and form people's attitudes. The register has two main requirements to be followed: novelty and relevance (Biber and Conrad, 2009, p.113; Bitinienė, 2007, p.11) as well as winning over readers (Chloupek and Nekvapil, 1993, p.71). It means that

information in publicistic articles has to be up-to-date, precise and, of course, informative.

The most common features of publicistic register are: clarity and accuracy of the language, generally known terms, periphrastic expressions and journalistic clichés, whereas the emphasis is on situational and cultural context. Linguistically, this register is characterised by positive or negative evaluative adjectives (which work for persuasive function), impersonal expressions, emotionally marked language, euphemisms, metaphors, phraseological units, metonymic, short sentences, active voice, present tense, etc. (Bitinienė, 2007; McNair, 2009, p.75). Publicistic language is nowadays characterised by commentaries and by imposing personal opinion. What concerns online articles, the requirements for them are, in fact, similar to those of newspaper articles.

However, the language of online texts has been affected by readers' fast lives, consequently, the text and the language has been transformed by the content of the articles which are extremely simplified and rather shallow with the main objective to provide information, advertise; some deeper analysis, however, is left overboard. As a result, the role of headlines of online news articles is transformed: they have to actually "attack" the reader, not just to attract their attention (Marcinkevičienė, 2010). Online texts are created on the basis of *inverted pyramid style* which ensures that the most important and relevant information is delivered to the reader at the very beginning, by the headline in particular (Rich, 2010, p.47, pp.188–189; Craig, 2004). This writing method is valued since the reader can leave the text at any point and still understand it, which is extremely relevant with modern-day online readers, or skimmers.

Headline writing, thus, is the craft which makes news articles or even newspapers or magazines (in this case websites) either successful among the audience or not. Headline writers, however, very often are not those who write articles (Marcinkevičienė, 2008, p.176). The popularity and readability of the article quite often depends on the headline which is a representative part of the article and can, therefore, be considered as the most important part of publicistic articles (Rich, 2010, p.259). It is possible to say that headlines are the "medium" which communicates and interacts between the author and the reader (Bitinienė, 2007, p.62). Headlines have very specific thematic functions: they usually express the most important topic of the news items (Dijk, 1985, p.69). In other words, headlines represent the main ideas of the articles in a condensed form, thus, very often "a forcible and informative element" is included so that the headline could intrigue the reader (Bitinienė, 2007, p.65) and capture his/ her attention (Rich, 2010, p.259). Hence, two types of headlines could be identified (Marcinkevičienė, 2008, p.176):

- subject headline (the one which defines the subject of the article),

- thesis headline (the one which includes the main thesis of the article and, therefore, allows to present a subjective opinion).

Moreover, there are other types of headlines, e.g., *commentative headlines* (when comments are reflected in the headline of the article), *label headlines* (there is a subject which dominates and the predicate is omitted), *descriptive headlines* (the main information with a comment is presented), etc. One of the most common types of headlines of online articles is a descriptive one (Saxena, 2004, p.45). Moreover, various headlines have different visual appearance (font size, style, etc.) and various linguistic structures but these aspects are not to be analysed in the paper as only linguistic aspects should be taken into consideration.

Headline writers and translators should not forget the rules how to make headlines eye catching and intriguing. First of all, headlines have to be neither too long nor too short as they are usually characterised by maximum of information on minimum of space; they should also include some specific keywords. According to Saxena (2006, p.48), headlines are typically characterised by the 5 "Ws" (who, what, where, when and why) and an "H" (how) principle. Therefore, as headlines have to be space saving, the most essential aspects have to be revealed in them. A noun and a verb are quite important, while other parts of speech make the headline attractive to the reader.

Linguistic structures used in headlines are specific (Saxena, 2004, pp.44–50; Rolnicki et al., 2007):

- simple and specific words are the most important requirement in headlines;

- active verbs give some meaning and weight to headlines (while finite verb forms are very often omitted);

- auxiliary verbs help to save space;

- articles are usually omitted (unless the sense is lost);

- widely known abbreviations should/ may be used;

- attributions of those whose statements or comments are presented in articles should be used in headlines;

- present tense is most common (compared to other past tenses, the past simple tense is also appropriate);

- infinitive is often used instead of future tenses;

- numbers should be written as numerals in order to save space;

- punctuation should be avoided;

- question headlines have to be replaced by direct sentences as questions refer to some uncertainty, thus, if the topic is interesting enough, question headlines might be used;

- long words have to be replaced by short ones;

- the most important words should be put in the beginning, etc.

Furthermore, factual errors should never occur in headlines (as well as in articles) as the website may soon loose the

audience; such mistakes could, therefore, cause worse side-effects (such as enmity among cultures, etc.).

Therefore, as headline writers make their efforts to write headlines, the translators have to do the same when adapting both the information and the headline for the target reader. Moreover, there are specific rules for headlines and they are to be followed so that headlines could satisfy the requirements of publicistic register. Furthermore, headlines have to be both eye catching and linguistically correct as the majority of readers are known to be skimmers of websites.

Translation of News Articles and Headlines

Translation is the means which helps people to communicate internationally and still maintain cultural and linguistic identity. Considerable number of online news articles is written in English, but there is a need to adapt these products (texts) to the target cultures, which are called target markets of international business. Therefore, an instant demand of news is increasing every day in the world and the aim of news translation is to make news articles available to the greater audience. Thus, one of the important areas of media translation is the translation of news articles and headlines.

When it comes to headline translation, one of the difficulties is the lack of context, i.e., whilst headlines present only a very condensed idea of articles, there is no additional information and various associations might appear in the minds of readers. Some other problems could be faced as well:

- complicated structures of headlines (when they are not correct grammatically and are difficult to understand for the translators who are native speakers of the target language);

- differences of syntactic structures of headlines in different languages;

- problems of absence of equivalent terms/ words in the target language;

- culturally non-acceptable or non-understandable words used in the source headlines (unusual or not widely known abbreviations, acronyms, names, titles, and others), etc.

What concerns translation from English to Lithuanian, same headlines might highly differ in the two languages as both the requirements for publicistic register and the language itself are quite different. Besides, writing traditions of news websites in various cultures might be quite diverse. Moreover, "the way in which narratives of global media events are constructed for local audiences is mediated by translation" (Bielsa et al., 2009, p.72). Therefore, as every language is determined by certain cultural aspects, sometimes the source language (SL) message can be misinterpreted in the target language (TL).

Also, with the need for a good product, both the journalist and the translator should work on the issue; the journalist should be responsible for the text to correspond to the "market" and attract the highest number of readers, while the translator should be responsible for the translated text to correspond both the original text and the TL the best. Yet, as urgency is one of many requirements for news articles, there is often a problem of quality of translation work and many inaccuracies might appear.

Equivalence in Translation

One of the most important aspects of translation process is finding appropriate equivalents in the TL; thus, translation equivalence in an important area in the translation studies as well. Equivalence is mostly based on word, sentence or text level; therefore, it is related to units of equivalence which could be morphemes, words, phrases, clauses, idioms, proverbs, etc., i.e., equivalence level and units of equivalence are highly connected. In the production and analysis of translations not only linguistic equivalence is to be taken into consideration; cultural equivalence is an important criterion as well.

Although, there are many scholars who have worked on the theories of equivalence, two main approaches are most common: *linguistic* approach and *pragmatic* approach. The majority of translation procedures are based on translation transformations with equivalence among them; for example, Vinay and Darbelnet have introduced seven procedures for translation (1995, pp.30–40):

- borrowing (when words are taken directly from the SL so that the semantic shift could be avoided);

- calque (a source expression is transferred to the TL but some semantic deviations might appear);

- literal translation (word-for-word translation);

- transposition (one part of speech is replaced by another with the sense maintained);

- modulation (deviation from literal translation as some clarification is introduced);

- equivalence;

- adaptation (texts are adapted to target cultures and absolutely different wording might be involved).

The scholars actually regard translation as equivalence-oriented study, when the message of the source text (ST) is translated in absolutely different words of the TL, but the stylistic impact is maintained. The goal of translation process is to substitute a SL statement with a TL statement which accounts for the same situation, although there is no formal or semantic correspondence. Semantic level, therefore, is much more important than lexical one. According to Munday (2001, p.58), equivalence for Vinay and Darbelnet is an ideal method when dealing with proverb, idiom, cliché, nominal or adjectival phrases translation. This type of equivalence might be compared with localization process, i.e., when fixed expressions are translated, the equivalents with the same effect but different wording of the TL have to be introduced since, if translated literaly, they may loose the equal meaning and effect.

Jakobson (1959, pp.232–234 in Leonardi, 2007, pp.81–83) introduces *equivalence in difference* which is assumed to be the most important problem in different languages. He

suggests three kinds of equivalence: *intralingual* (rewording or paraphrasing within one language), *interlingual* (between two languages) and *intersemiotic* (between sign systems). According to him, in interlingual translation there are no absolute equivalents as languages differ; however, there are no untranslatable texts. When there is no best equivalent to a unit of the SL, there is a possibility to use loanwords, neologisms, semantic shifts and circumlocutions. Thus, he claims that the biggest problem in equivalence is terminology and the structure of languages, but not the ability to convey a message.

Moreover, Nida (1964, p.126 in Venuti, 2000:129) claims that it is not possible to have absolutely exact translations as there are no identical languages. Nida and Taber (2003) define two types of equivalence: *formal* and *dynamic* (or *functional*) equivalence. Formal equivalence is based on the form and content of the message. For example, there might be "poetry to poetry, sentence to sentence and concept to concept equivalence" (Nida, 1964, p.159 in Venuti, 2000, p.129). This type of equivalence is possible when the item of the target text (TT) is almost the same as the one in the SL. Moreover, formal equivalence is associated with grammatical units, consistency in word usage and meanings in terms of the source context. It is related to cultural values, whereas dynamic equivalence is more associated with the equivalent relation between the receiver and the target message and the relation between the receiver and the source message. Thus, dynamic equivalence is based on the principle of the effect being equivalent and the TT being as natural as the ST. With this type of equivalence translators may face difficulties when cultures are rather similar but languages differ greatly and vice versa.

Catford's theories on translation equivalence are linguistically based and rather influential. He defines various levels of equivalence and factors affecting equivalence (i.e., linguistic and cultural); moreover, he also differentiates two types of translation equivalence: *textual* and *formal* (Catford, 1965, pp.27–34 In Steiner et al., 2001, p.252). Catford describes shifts within languages which are based on the diversity between formal and textual equivalence and are associated with non-equivalence problems as well. Moreover, he divides the shifts across languages into *level* shifts and *category* shifts. Category shifts are based on structure (grammatical structure, e.g., word order), class (part of speech), unit (linguistic unit such as sentence, clause, phrase or word), and intra-system (articles, quantity, etc.) shifts. Level shifts, however, appear when SL unit in one linguistic level appears in another level of the TL (tense, gender, etc.), i.e., the transformations are involved in the process of translation.

Moreover, Baker introduces new approaches and new types of translation equivalence. She analyses equivalence at various levels (Baker, 1992):

- *equivalence at word level;*

- *equivalence above word level*;

- *grammatical equivalence*;

- *textual equivalence* (information and cohesion);

- *pragmatic equivalence.*

According to Baker, during the process of translation the attention is given to the meaning of a separate word (or morpheme) when it is spoken about the meaning of a word (Baker, 1992, p.11) and the difficulty is faced when that word has more than one meaning or even has no equivalent with the same meaning in the TL. Moreover, she also discusses equivalence above word level, i.e., translation of word combinations such as fixed phrases, idioms and collocations. What concerns grammatical equivalence, she notices that grammatical systems (time, number, gender, etc.) of languages differ a lot and absolute grammatical equivalence is almost impossible. Textual equivalence includes lexical cohesion (conjunctions, etc.), whereas pragmatic equivalence is based on coherence (logical connection or consistency) of the text.

Koller, however, has introduced four levels of equivalence: *denotative, connotative*, *textual*, and *pragmatic* (Koller, 1979, pp.188–189 in Byrne, 2006, pp.26–27). Moreover, he suggests that the types of equivalence should be associated with the levels of equivalence. Under such circumstances he has also generalized the main types of translation equivalence, which are (*Ibid.*):

- denotative or referential equivalence (one common object or concept is referred to in one text; it is related to equivalence of the extralinguistic content of a text);

- connotative equivalence (connotative meaning is maintained in both the original text and its translation; it is related to the lexical choices, especially between near-synonyms);

- textual equivalence (typical text features are maintained; it is related to different text types and their behaviour in different ways);

- pragmatic or communicative equivalence (it is related to the form of the text, includes word plays and the individual stylistic features of the ST; focus on the expectations of the reader);

- formal equivalence.

The typology suggested by Koller is quite similar to that offered by Baker and Saldanha (2008, p.97) and appears to be most detailed and precise. Thus, the analytical part of the paper is partially based on it.

Moreover, translation equivalence is associated not only with its typology, but also with various degrees of equivalence, i.e., equivalents are analysed on the basis of how the units of equivalence in translations correspond to the units in source texts. Bayar (2007, pp.213–223), for instance, suggests seven types of equivalence degrees:

- optimum translation (the text looks semantically and grammatically well-formed, with sentences that cohere to each other to provide the message of the ST and preserve its content; also the TT is readable and easily understood);

- near-optimum translation (the message of the ST is rendered to the TT cohesively and coherently,

however, the readability of the optimal degree from a textual point of view is not achieved);

- partial translation (the message is translated partially);

- weaker and stronger translation (the message of the ST is reproduced and conveyed in weaker or stronger words so that the effect of the text is either weaker or stronger);

- poor translation (the main problem is readability; the main idea is also hardly transferred);

- mistranslation (TT is unreadable);

- zero equivalence/ non-translation (no one-to-one equivalence between the ST and the TT).

However, optimum or absolute equivalence is claimed to be impossible to reach as structures of languages differ.

Equivalence in translation is, therefore, one of the most important directions in translation studies, which is often regarded in the analysis of translations. Thus, it is an essential part and the basis of the paper; various types, levels and degrees of equivalence have been introduced and are to be respected in the research of the paper.

Degrees of Equivalence in the Translation of Headlines

Optimum translation is characterised by equivalence at all the levels, i.e., Lithuanian headlines may correspond to English headlines at these levels:

- equivalence on the semantic level;

- equivalence on the stylistic level;

- equivalence on the pragmatic/ dynamic level.

Semantic equivalence is maintained when there is both connotative and denotative equivalence between words and phrases both in Lithuanian and English headlines. Denotative equivalence is transferred when the lexical meaning of words in both the original and the translation is maintained the same; whereas, connotative equivalence is pertained to readers by the same associations. Stylistic equivalence is, therefore, maintained when the source headline sounds natural in the TL and culture.

Since optimum translation appears as soon as equivalence is maintained at all the levels mentioned above and no variations or uncertainties are possible in this case, i.e., headlines of optimum translation may be characterised by one-to-one correspondence. Thus, only eight headlines out of one hundred correspond to these requirements and may, therefore, be labelled as headlines with absolute correspondence, i.e., of optimum translation, consider:

1. *Extinction threat to one fifth of world's plants* (G);

Penktadaliui pasaulio augalų gresia išnykimas (LR);

It is possible to see that the Lithuanian headline corresponds to the English one at both linguistic and extralinguistic levels greatly (example 1), i.e., the Lithuanian headline is equivalent to the original headline stylistically and semantically, and the information is maintained the same. All the words of the English headline are transferred into

the Lithuanian headline and all of them are semantically equal. For instance, a noun *threat* is translated to Lithuanian as a verb *gresia*, which allows making a proper and logic structure of the Lithuanian headline; besides they both exhibit the same semantic meaning. Although the place of a subject in both headlines differs, neither the message nor the form of it is distorted.

2. *Only children happier than those with siblings* (TEL);

Vienturčiai vaikai yra laimingesni nei turintys brolių ar seserų (D);

Although the visual form of the two headlines differs (example 2), the requirements of optimum translation are satisfied as Lithuanian is often characterised by verbiage. The translation corresponds to the original as the phrase *vienturčiai vaikai* is supposed to be a proper Lithuanian equivalent (both denotative and connotative) to the English *only children* and a single word *siblings* with the only denotation in the language is translated without any problems into the phrase *broliai ar seserys*. Moreover, there is a tendency to introduce *yra* into Lithuanian translation especially when translating from English (however, it is not always grammatically correct and, thus, could be omitted). The Lithuanian headline is stylistically conveyed rather well and sounds natural for TL users.

3. *Top 5 Crazy Government Experiments* (SH);

Penki beprotiškiausi vyriausybių eksperimentai (A);

Although there is some visual discrepancy (example 3) in the headlines since the number is numeral in the original while it is translated into a word *penki*, the meaning of the headline is not changed and the information is not distorted. Furthermore, there is a tendency to write small numbers in words in Lithuanian. The word *top* in English means the "highest degree", thus the phrase *top crazy* is translated into the adjective of superlative degree *beprotiškiausi*, hence, the information is conveyed appropriately. Moreover, the noun *government* is singular in the original, but plural in the translation; however, it might be adapted to the idea of the article that a single government is referred to (yet, this aspect is not to be discussed further as the content of articles is not a part of the study). Hence, this example might also be labelled as of optimum translation because the English headline is translated literally and the semantic meaning is maintained.

4. *Smoking, drinking and poor diet 'doubles oral cancer cases among young adults'* (DM);

Rūkymas, alkoholis ir prasta mityba „dvigubina jaunų žmonių sergamumą burnos vėžiu" (D);

The length of the two headlines (example 4) differs; thus, the majority of words in the English headline are translated properly semantically. The denotation of the two words — *drinking* and *alkoholis* — remotely differs, but the connotation is the same as both words have some negative meaning associated with alcohol consumption both in Lithuanian and English languages. *Prasta mityba* is also a common colloquial Lithuanian expression which is semantically rather equal to *poor diet*. Moreover, the

quotation marks are localised in the translation. The style of the English headline is conveyed in the translation as well.

As there are only eight headlines labelled as examples of optimum translation (with optimum equivalence), it might be suggested that it is difficult to achieve optimum translation; thus, absolute equivalence is not that common in the translation of headlines of news articles.

Partial Translation (partial equivalence) is divided into two subtypes: near-optimum translation and weak translation.

Near-optimum translation is exhibited when headlines:

- do not correspond stylistically;

- the form is rendered in a different way;

- the semantic equivalence is conveyed (but very insignificant or nonessential inaccuracy might appear at semantic level);

- the same information is maintained.

Near-optimum translation is quite close to optimum translation as only some insignificant uncertainties are exhibited in the translated headlines of this degree, while the main idea and the information (especially at the semantic level which is very important in maintaining the meaning and the same effect of the whole headline) is conveyed.

> 5. *Having faith 'helps patients live longer', study suggests* (TEL);
>
> *Tikėjimas Dievu padeda gyventi ilgiau* (D) ;

The headlines (example 5) are quite equivalent in form, function and meaning. There is a denotative equivalence between the two fixed phrases: *tikėjimas Dievu* and *having faith*, as *faith* possesses the meaning *belief in God or in the doctrines or teachings of religion*. Only the word *patients* and a reference to the *study* are excluded from the translation which probably would not make any difference in the effect on the news reader. Still, the Lithuanian headline is not absolutely equivalent to the English one. Moreover, the quotation marks are omitted.

> 6. *Prehistoric man ate flatbread 30,000 years ago: study* (PH);
>
> *Mokslininkai tikina, kad žmonės galėjo valgyti duoną dar prieš 30 tūkst. metų* (LR);

Example 6 differs from example 5 since the reference to the *study* is translated; though it is changed into *mokslininkai*, which makes the Lithuanian headline more stylistically and grammatically acceptable. Thus, the object of the two headlines is different, i.e., the *prehistoric man* is the object in the original, whereas *scientists* is the object in the translation; therefore, the main focus of the headlines differs. Moreover, the phrase with a singular noun *prehistoric man* is translated into the plural and more abstract noun *žmonės*; and the style is slightly changed as prehistoric is not introduced in the translation. In the Lithuanian version there is also a reference to the probability as the verb *galėjo* which expresses some modality and uncertainty is introduced. The number *30,000* could be translated as both

a numeral and a word; thus, it is translated into a word which is abbreviated in order to save space. Also, the Lithuanian word *dar* is introduced before the number to give some emotional and subjective evaluation for the headline. Yet, there are no influential changes made and the main idea is, therefore, conveyed.

> 7. *Earliest human remains found in Israel* (PMS);
>
> *Izraelyje rastos seniausios Homo sapiens liekanos?* (T) ;

There is a stylistic change in the translated headline (example 7). Semantically *Homo sapiens* and *human* are equal but the first one possesses some sophisticated nuances and is probably introduced in the Lithuanian headline with the aim to attract more readers. Moreover, the same intention is exhibited further, as the headline is converted into a question, despite the fact that question headlines are supposed to be inaccurate (q.v. the qualities of headlines).

> 8. *China to create largest mega city in the world with 42 million people* (TEL);
>
> *Kinai planuoja sukurti 42 mln. gyventojų super miestą* (T) ;

There are some stylistic deviations in example 8 as well: a long phrase *largest mega city in the world* is translated into a short phrase *super miestą*; thus, the hyperbole and the effect of it is lost in the translation. Linguistically, the metonymy of the English headline is also omitted and *China* is changed into the plural name of the nation *kinai*. The infinitive is translated into a present tense verb *planuoja* which exhibits a plan and a reference to the future. Moreover, the word with a number is also abbreviated. Yet, the effect and the idea of the English headline are conveyed in the translation.

> 9. *Saturn Moon Rhea's Surprise: Oxygen-Rich Atmosphere* (S);
>
> *Saturno mėnulio atmosferoje apstu deguonies* (T);

There is a lack of some linguistic aesthetics in the translation (example 9), what reduces the conveyance of style. The word *surprise* which gives some unexpectedness is omitted; and the name of the moon is not introduced in the Lithuanian version as well. What concerns the omission of names or titles, there is the possibility that unknown or not widely known words are omitted because readers are used to reject and not read the articles with "mysterious" titles. Thus, there is the tendency to simplify the wording of headlines.

Almost a half of all the analysed headlines are of near-optimum translation, i.e., the headlines of this type of equivalence, when there is semantic equivalence maintained but the style or form differs, constitute 48 %. Thus, the results of the research indicate that this type of equivalence is quite common in the translation of headlines.

Weak Translation refers to weak degree of equivalence maintained in the headline translation. The translation is considered weak when there is:

- not enough equivalence or even there is no equivalence at semantic level;

- the form and the style is maintained;

- the information is conveyed;

- additional information is added or some information is omitted. Consider:

10. Apple faces $600m damages claim (BBC);

„Apple" gali sumokėti konkurentams rekordinę kompensaciją (LR);

The English headline (example 10) possesses a strong connotative meaning since the verb *face* means *to confront impudently*, i.e., inevitably, moreover, the word *damage* adds more strength to the headline. While in the translation a neutral verb *gali* is used, which does not give any specific meaning and precision to the Lithuanian headline. Therefore, it might be concluded that the Lithuanian headline is not equivalent connotatively. Moreover, some information is omitted and some is added in the translation, i.e., the amount of 600 million dollars is not indicated, only an abstract word *kompensacija* is chosen with an adjective *rekordinė* which makes an allusion to how big it might be. Besides, the Lithuanian version is supplemented with the hint (*konkurentams*) to whom "Apple" might pay the money, while there is no such reference in the original.

11. Scientists Use Quantum Mechanics to Show That Glass Should Melt Near Absolute Zero (SD);

Kvantinio pasaulio ypatumai: stiklas lydosi ne tik kaitinamas, bet ir šaldomas (T);

First of all, there might be an impression that the headlines (example 11) completely differ and only such words as *quantum* and *glass* unify them. In fact, the form and the linguistic structure of the headlines differ. The subject of the original is *scientists*, whereas *quantum mechanics* is used as the main aspect in the translation. In addition, there is a difference between *quantum mechanics* and *kvantinis pasaulis*, as *mechanics* is *a branch of science* and *pasaulis* is an abstract word, but rather intensively used in such area of science. Moreover, the original does not exhibit precision as *should* is introduced in the text, while the translation is characterised by accuracy with the use a present simple tense. Also, additional information about heating glass is provided in the translation while there is no indication of *heating* in the original. Therefore, the *absolute zero* means the temperature of 0^0C, which is neither major nor minor, but in the Lithuanian version there is a connotative hint that the temperature might be either bellow or above zero.

12. Cinnamon Could Replace Harsh Chemicals To Produce Gold Nanoparticles, Researchers Say (P);

Cinamonas gali būti pritaikytas aukso nanodalelėms gaminti (T) ;

The translation (example 12) lacks a reference into a study and the noun *researchers* omitted, which is a tendency as the results of the research indicate. Moreover, the form of the two headlines varies, as there is no reference to the way

gold nanoparticles are currently produced, i.e., *harsh chemicals* are omitted in the translation.

13. A pill to block out the bad memories: Experts make breakthrough to help people forget traumatic past events (DM);

Mokslininkai išrado vaistus, ištrinančius skaudžius prisiminimus (D);

The idea of the headline (example 13) is conveyed, but the information in the result of the translation is more abstract. There are only a few words which are transferred from the English headline to the Lithuanian, and these are: *pill, experts, bad/ traumatic, memories*. A singular noun *pill* is translated into a plural one *vaistai*. The word *experts* is translated into a word with a narrower meaning *mokslininkai*. *Bad memories* and *traumatic events* are contracted into a single figurative expression *skaudžius prisiminimus*. The Lithuanian translation is simplified into one sentence, while the original is made of a statement and an explanation. Although the idea is conveyed, different wording is used in the translation which, therefore, differs semantically and stylistically from the original.

14. Physicists Conjure the First Super-Photon, Creating a Whole New Kind of Light Source (P);

Fizikai sukūrė „superfotoną" (T);

The translation is also simplified in the example 14; thus, a large amount of information is lost, i.e., only the first part of the English headline is conveyed in the translation and the rest of it is lost. The translated part of the headline is not fully translated as well, since there is no reference to the word *first*. Moreover, there is no information which explains the advantages of the *Super-Photon* conveyed in the Lithuanian version. It is possible that the Lithuanian headline is translated in such a way to intrigue the readers make them read the article. Thus, the length of both headlines differs greatly, and it is obvious that the Lithuanian headline lacks some information.

15. Super-fast internet planned across UK (BBC);

Britanijos vyriausybė žada visiems itin spartų plačiajuostį internetą 2015 metais (T);

The form of the headlines (example 15) differs a lot as there is additional information in the translation, e.g., the date, the government and the type of the Internet are provided. The object, therefore, is also different: *the Internet* in the original and *the government* in the translation; although, there is neither a reference to the government nor to the type of the Internet in the English version. Moreover, *super-fast* is translated as the adverb *itin*, with the loss of some effect on the readers. Thus, the idea of the headline is conveyed in a weak manner and the effect is not maintained.

Similarly to the near-optimum translation, weak translation is also rather frequent in headline translation, i.e., 32 % of all the headlines are of weak translation. 32 translated headlines do not exhibit semantic equivalence. Moreover, information is usually added or omitted in headlines of weak translation.

Thus, partial translation, both near-optimum and weak, is identified in the major part of online news articles headlines translation. Most of the translated headlines are characterised by stylistic, formal, semantic or other insignificant deviations.

Zero Equivalence is characterised by:

- absolutely different wording;
- a reference to the main idea of the original (however, the information is different as the semantics of the translated headline as a whole is not maintained);
- different style;
- different form.

In other words, the translated headlines with zero equivalence do not exhibit any equivalence at any level. There is, of course, some common and unifying idea which is expressed differently, as demonstrated in the examples 16–19:

16. *UK sonar blamed for 33 whale deaths in Donegal* (BL);

   Prie Airijos krantų į sausumą išplaukė ir nugaišo 33 banginiai (LR);

The headlines (example 16) exhibit non-equivalence as the idea is similar, but the effect and the means of the language used are different. There is only one word *whale* which is equivalent semantically and is translated as *banginiai*. There is also a reference to the location of the event; however, it is presented quite differently. This article is obviously targeted at the British audience who is aware of *Donegal*, while for the majority of Lithuanians this information might be unknown, thus, the headline is localised and the place is generalised so that the target culture could understand the whole headline better. There is also the cause which has provoked the deaths of the whales revealed in the original, while such information is omitted in the translation; moreover, only the result is provided.

17. *Can we transport food like Internet data? Foodtubes says yes* (AT);

   D. Britanijoje ketinama įrengti maisto vamzdynų tinklą (T);

The original headline (example 17) is composed of two sentences: a question and an answer, whereas the translation is made of one simple sentence. There is even a simile in the original headline which makes the headline influential and eye catching, i.e., food is compared to internet data which can be easily transported. Consequently, the Lithuanian headline is rendered as a simple technical and emotionless sentence which does not appear to be as attractive as the original headline. In general, the form of the two headlines varies; some information is added, while another is omitted. As a result, the general information is changed so that the effect of the translation is not equivalent to that of the original headline. Moreover, there is no reference to any intention to introduce foodtubes in Great Britain, while such information is provided in the

Lithuanian headline. Therefore, there is almost no equivalence in the two headlines.

18. *Saturn's Rings May Be Remains of Ripped-Apart Moon* (S);

   Žavingasis Saturnas – nuožmus grobuonis, pasidabinęs žiedais iš surytų palydovų? (T);

Example 18 is different from the previous one, as the Lithuanian version is linguistically more figurative, with a few metaphors and the original headline is stylistically almost neutral as it is a simple sentence with no semantically magnified expressions. Thus, neither stylistic nor semantic equivalence is maintained in these headlines, although the main idea remains the same. The effect of both headlines is, therefore, highly different. As the majority of scholars working on translation studies and translation equivalence emphasize the same effect of the translation and the original, it is noticeable that the effect of both headlines differs greatly. Consequently, the Lithuanian headline may be labelled as of zero equivalence.

19. *Solar reactor for the two-step thermochemical production of fuels from water and carbon dioxide* (GCG);

   Saulė pagamins pigių degalų? (T);

The last example (19) demonstrates that translated headlines might be as simplified as possible and all the "unnecessary" information may be omitted. The main stress of the translation is on cheap fuel, while the original conveys the main and important idea: how the sun is useful for a simple production of fuel. Moreover, the style of the Lithuanian headline exhibits some uncertainty because the sun cannot produce any product, especially fuel: only humans can produce something with the energy from the sun; besides, relevant original information regarding *solar reactor* is omitted as well. Thus, both the style and the semantics are not conveyed in the translation. Thus, this example may be labelled as of zero equivalence as well.

Headlines with zero equivalence, therefore, make only the minority (12 %) of the analysed translated headlines. Therefore, headlines of this type are slightly more common compared with the headlines of optimum translation (8 %). The distribution of equivalence degrees in the translation of headlines is presented in the figure No.1.
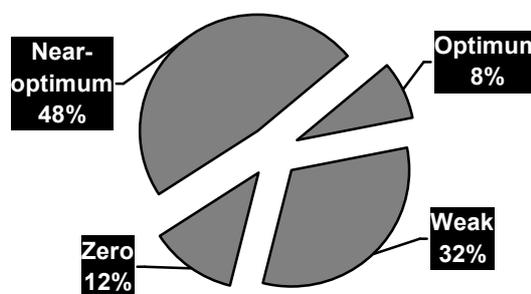

Figure 1. Distribution of Equivalence Degrees in the Translation of Headlines.

The chart reflects that one-to-one correspondence is quite rare in the translation of news articles headlines;

accordingly, headlines with some deviations, e.g., stylistic, formal, semantic and informational non-correspondence are quite frequent.

Since online texts are created on the basis of inverted pyramid method, it may be assumed that this may be one of the factors of the non-equivalence in headline translation, considering that readers of different cultures and societies are attracted to headlines differently.

The analysis has also revealed that in addition to stylistic and formal equivalence, connotative, denotative and pragmatic equivalence is important in conveying the key sense of the original English headlines. Since the latter three types of equivalence are considered of more relevance in conveying the sense in translation, the headlines exhibiting no equivalence at semantic (denotative and connotative) and pragmatic levels have been labelled as those of weak translation. Consequently, the degree of near optimum translation includes translated headlines with slight deviations in the meaning, while the headlines of weak translation exhibit significant deviations in the meaning.

Conclusions

- Although equivalence is one of the key aspects in translation studies, the results of the analysis indicate that absolute equivalence is quite hard to be achieved in the translation of headlines of online news articles.

- Online news articles are characterised by publicistic style and the main features of it are accuracy and clarity. Headlines are the most important part of online news articles, they have to capture readers' attention, intrigue and at the same time provide the reader with a considerable amount of information.

- The results of the analysis demonstrate that in translation from English to Lithuanian, there is a tendency to simplify headlines: quite often some information is omitted, complicated words are not translated, modifications in style and structure of headlines are performed and/ or completely different wording is used.

- The most frequent degree of equivalence in the translation of headlines has been identified: the majority of the headlines are of partial equivalence which, therefore, constitutes 80 % (48 % of the headlines are of near-optimum translation and 32 % of the headlines are of weak translation) out of one hundred analysed headlines; whereas the minority of the headlines are of optimum (8 %) and zero (12 %) translation.

Thus, the analysis has revealed that in order to make a more comprehensive study on the translation of media language (headlines in particular), there is a need to analyse not only the headlines, but the articles as well, although such a study may be performed with respect to some other perspectives and nuances of translation studies, i.e., not only equivalence but also other criteria of translation studies could be the aspects of more importance.

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Saulė Petronienė, Indrė Žvirblytė

Interneto straipsnių antraštės: ekvivalentiškumo laipsnis vertime

Santrauka

Žiniasklaida – naujienų ir žinių šaltinis šiuolaikinėje visuomenėje, o interneto žiniasklaida, arba interneto straipsniai, dažnai ne tik informuoja, bet ir formuoja visuomenės požiūrį į tai, kas vyksta pasaulyje. Be to, dėl pastaruoju metu vis labiau augančio naudojimosi interneto naujienų svetainėmis, laikraščiai tampa mažiau populiarūs. Antraštė – viena svarbiausių skaitytojo dėmesį patraukiančių straipsnio dalių. Taigi, pagrindinė straipsnio tyrimo tema – interneto straipsnių antraščių vertimo ekvivalentiškumas. Taip pat išsamiai aprašoma ekvivalentiškumo problema, pateikiamos įvairių mokslininkų teorijos, apžvelgiami pagrindiniai medijų kalbos (publicistinio stiliaus) ir straipsnių antraščių bruožai bei ypatumai. Darbe analizuojamos antraštės ir jų vertimai, o didžiausias dėmesys skiriamas ekvivalentiškumui, kuris dažnai laikomas viena iš esminių vertimo studijų krypčių. Tiriama šimtas angliškų antraščių ir jų vertimų į lietuvių kalbą. Antraštės buvo renkamos iš populiarių Lietuvos interneto svetainių, o angliškos antraštės rinktos iš svetainių anglų kalba. Antraštės analizuojamos pagal ekvivalentiškumo laipsnius: optimalus vertimas, dalinis ekvivalentiškumas, nulinis ekvivalentiškumas.

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