

---

# Publicistic Headline and Music Press Translation Problems

---

*Tanirbergenova Nadira Rasbergen kizi*

*Master's student, Faculty of Foreign Languages*

---

**Abstract:** Analysis and translation of practical material suggests that nowadays there is an intense process of democratization and liberalization of the media, resulting in a violation of literary-linguistic norms, which is becoming less standard and mandatory. Headlines most forthrightly reflect events that occur in modern society. Headline is known as the name of literature, scientific or musical produce. This research on publicistic headline will study a lot of its definition. We shall notice similarity between them as well.

**Keywords:** Headline, liberalization, democratization, mandatory, modern society, publicistic headline.

---

Modern society cannot be imagined without the media. Their role is so great that the media often call it the “fourth estate”. One of the oldest forms of mass media is the press. It is independent, potentially capable of acting as an independent force. The press occupies an important place in the cultural and political life of the country, helping a person to navigate the surrounding reality.

An integral part of newspaper publications is the headline. A good headline greatly enhances the competitiveness of a periodical. In the press, the headline occupies the strongest position. It is to him that the reader pays attention in the first place. Therefore, the image of a newspaper or magazine largely depends on the nature and design of the headings, as well as the impact of a particular publication on the reader: a meaningful article with an incorrectly chosen heading is not noticed, while even the most mediocre article can gain popularity due to its bright, expressive title. Thus, the title is the organic first element of a text post.

Of great interest is the translation of newspaper headlines. The peculiarities of the development of the press in the UK had a significant impact on the formation of newspaper headlines, the translation of which is often associated with a number of difficulties. To develop a correct understanding and translation of newspaper headlines in the English media, it is not enough to know the theory of translation. For the correct and effective translation of newspaper headlines, it is necessary to highlight their features, as well as the difficulties that may arise in the translation process.

The second half of the 20th century has seen the in-depth study of translation, which is sometimes called Theory of Translation, Science of Translation, Translation Linguistics, or even Translatology.

It has been claimed abroad that translation studies began in 1972 with Holmes’s paper presented at the Third International Congress of Applied Linguistics, “The Name and Nature of Translation Studies”.<sup>1</sup> However, unfortunately, European and American scholars seemed to have been unaware of the achievements of the Russian school of translation studies. Works by V. Komissarov, A. Shveitser, A. Fedorov and many others confirmed the status of translation studies as a discipline of its own even in the 1950s.[2, p.507]

The main concern of translation theory is to determine appropriate translation methods for the

widest possible range of texts and to give insight into the translation process, into the relations between thought and language, culture and speech.

We should also differentiate the terms translating and rendering. When we translate, we express in another language not only what is conveyed in the source text but also how it is done. In rendering, we only convey the ideas (the what) of the source text. Several approaches are used for defining translation: in Newspaper Style with pragmatic value of publicistic headlines and difficulties of their translation it is grammatical features in English and Russian Headlines. [3, p.45-52] On the difficulties in translation the publicistic headlines

Often enough headings of newspapers or news on the Internet in English are difficult enough for understanding. First, they have the grammatical nuances. Secondly, in headlines use the words which are not so often used in colloquial speech. In this post we will stop on grammatical features of headlines. [4]

1) As a rule, headlines represent incomplete sentences, that is, they consist only of keywords, without articles, auxiliary verbs etc.

-4 found guilty in London bomb plot – то есть - four people have been found guilty in London bomb plot (четыре человек объявили виновными в подготовке взрывов в Лондоне);

-Heavy fighting at Lebanese camp ( горячий бой произошел в ливанском лагере)

Steegmans too strong for Boonen - Steegmans is too strong for Boonen (Стигменс слишком силен для Бунена) [5]

2) In headlines simple times are used: Present Simple used, when event has already occurred or occurs. It can sometimes be used Present Continuous to underline process or change of the present situation. But, besides, it will be used without an auxiliary verb. If in headline says that will occur in future, may be it is the infinitive will be used. (A verb + a participle to) [6]

➤ Pakistani soldiers storm mosque (солдаты Пакистана взяли штурмом мечеть);

➤ Strong earthquake strikes Mexico - Strong earthquake has struck Mexico (сильное землетрясение обрушилось на Мексику);

➤ NASA robot to dig on Mars ( робот НАСА будет раскапывать почву Марса);

Actress Collette expecting child – Actress Collette is expecting child (актриса Колетт ждет ребенка) [5]

3) the translation must retain the same communicative function as the source text. The description and enumeration of speech functions can be found in the work by R. Jakobson, who pointed out the following:

➤ informative function, i.e. conveying information: Лавры моего конкурента не дают мне спать. – I am green with envy because of the success of my competitor.

emotive function, i.e. expressing the speaker's emotions: На кой леший мне такой друг?  
– What on earth do I need such a friend for? poetic function, i.e. aesthetic impact:

-Tiger, Tiger, burning bright,

In the forests of the night;

What immortal hand or eye,

Could frame thy fearful symmetry? (W.Blake)

Тигр, Тигр, в лесу ночном

Мрачный взгляд горит огнем.

Чья бессмертная рука

Жизнь влила в твои бока? (Пер. К.Филатовой) [7, p.59-70]

These sentences have only one thing in common: general intent of communication, communication aim, or function. At first glance, the source and target texts have no obvious logical connection; they usually designate different situations, have no common semes (i.e. smallest components of meaning), and have different grammar structures. [8]

Publicistic style is also characterized by brevity of expression. Galperin states that the publicistic style became discernible as a separate style in the middle of the 18th century. The basic aim of the publicistic style is to exert an influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or speaker is correct and to make them accept his or her views through logical argumentation and emotional appeal. The style of newspaper headlines studied as a restricted language. Headline is the title of a newspaper article printed in letters especially at the top of the front page. The general definition of headline is a short summary of the most important items of news read at the beginning of a news programme on the radio or television. Headlines very often contain emotionally colored words and phrases. The characteristic features of headlines are the most condensed piece of information on minimum of space. Headline is the most basic text – organizing tool used to invite the reader to become involved with the publication. English headlines are short and catching.

Thus, this research has given us the idea of headlines. Headline is a dependent form of news paper writing. It is in fact a part of a larger whole. The specific functional and linguistic features of the headline provide sufficient ground for isolating and analyzing it as a specific “genre” of journalism.

## REFERENCES

1. Bliskovsky Z.D. Torments of the title. Mq., 1981. - 135 p.
2. Suvorov S.P. Features of the style of English headings. // Language and Style.-M., 1965. - 195 p.
3. Bessonov A. Newspaper headline.-M., 1958. -140 p.
4. Tolomasova O.S. Structural and functional features of English newspaper headlines in comparison with newspaper informational text.-Dissertation Work - M., 1981. -181s.
5. Podchasov A.S. Disorienting headlines in modern newspapers. // Russian speech, No. 3. - M., 2000. - 13 p.
6. Putin A.A. On one feature of newspaper headlines. //Foreign languages at school.№6. – M., 1971.– 19 p.
7. Vompersky V.A. To the study of the syntactic structures of a newspaper headline. // the art of publishing. M., 1966. -15 p.
8. Garst R.E., Bernstein T.M. Headlines and deadlines. - N.Y., 1963.147p.
9. Kachaev D.A. Socio-cultural and intertextual components in newspaper headlines (based on the Russian press 2000-2006). cand. philol. Sciences.-RD., 2007. -25 p.
10. Komissarov V.N. Translation theory (linguistic aspects). //Graduate School. -M., 1990. - 253 p.
11. Kostomarov V.G. Language taste of the era. From observations on the speech practice of mass media. - St. Petersburg, Zlatoust, 1999. 319 p.

12. Kukhareno V.A. Text interpretation. - L., Enlightenment, 1979. - 328 s
13. Ганиева, М. ЛИНГВИСТИЧЕСКИЕ ВЗГЛЯДЫ АБДУРАУФА ФИТРАТА. СЪЗ  
САНЪАТИ ЖУРНАЛИ JOURNAL OF WORD ART ЖУРНАЛ ИСКУССТВО  
СЛОВА, 12
14. Kizi, G. M. A., & Kizi, B. L. A. (2018). The diversities in terminology of relationship.  
Достижения науки и образования, (9 (31)), 22-23.