Adab Al-Rafidain

Problems of Maintaining News Writing Objectives in the Translation of Arabic Journalistic Texts into English

Fahad Mohammed Dakheel Sultan

M.AStudent / Translation Dept./ College of Art/ University of Mosul

Abdul Rahman Ahmed Abdul Rahman

Prof./ Translation Dept./ College of Art/University of Mosul

Article information	Abstract
  Correspondence: Fahad Mohammed Dakheel Sultan fahaddakheel1989@gmail.com	The current study examines and investigates multiple translations of Arabic journalistic texts into English, performed by MA translation students. The texts that are taken from a pan-Arab daily newspaper offer some translation challenges related to news writing conventions. The analysis of the translations is based on the news writing objectives or (goals) discussed by Cotter (2010), which include a well-formed lead, the accuracy of the information, precision, and clarity of writing, and standardization of lexis, syntax, and style. The study hypothesizes that news writing objectives are difficult to maintain in translation and reveals that most translations collapse when they attempt to maintain the ST-intended news writing objectives or conform with the TL ones due to the translators' lack of knowledge of the said objectives, the multifaceted nature of news texts and their overall inclination to employ literal translation strategy.

<div dir="rtl">

مشكلات الابقاء على أهداف كتابة الأخبار في ترجمة النصوص الصحفية العربية إلى اللغة الإنجليزية

فهد محمد دخيل سلطان*   **عبدالرحمن أحمد عبدالرحمن****

المستخلص:

تبحث هذه الدراسة وتتحقق من ترجمات متعددة لنصوص صحفية عربية مترجمة إلى اللغة الإنجليزية اجراها طلاب ماجستير في الترجمة. و تعرض النصوص المأخوذة من صحيفة يومية عربية بعض تحديات الترجمة المتعلقة بأساليب واهداف كتابة الأخبار. حيث يعتمد تحليل الترجمات في الدراسة على أغراض كتابة الأخبار أو (الأهداف), التي تقترحها كوتر (2010) والتي تشمل كلاً من المدخلات الرصينة ودقة نقل المعلومات ووضوح كتابة النص وتوحيد المعجم والنحو والأسلوب.

* طالب ماجستير / قسم الترجمة / كلية الاداب /جامعة الموصل
** استاذ / قسم الترجمة / كلية الاداب /جامعة الموصل

</div>

وتفترض الدراسة أن أهداف كتابة الأخبار يصعب الحفاظ عليها في الترجمة وتكشف أن معظم الترجمات تنهار عند محاولتها الحفاظ على أهداف كتابة الأخبار في النص المصدر أو ان تتوافق مع أهداف النص الصحفي في اللغة الهدف بسبب افتقار المترجمين إلى معرفة هذه الأهداف، والطبيعة المتعددة الأوجه للنصوص الإخبارية وميلهم العام إلى استخدام استراتيجية الترجمة الحرفية.

الكلمات المفتاحية: صحافة ، ترجمة ، جرائد ، توحيد

1. Types of Print-Media

Publications and the media industry had to conform to the variety of content, in turn, various forms of reporting have emerged. Pioneer communication theorist McQuail (2010: pt.3) classifies media systems according to technologies used in the medium of production into; print media (newspapers, magazines, books, etc.) and broadcast media (television, radio, the internet, telecommunication, etc.). The study focuses on the former, particularly newspapers.

According to Bell (1991:147), Rich (2010:17),and Sjøvaag (2015:101-118), journalists draw a clear-cut distinction between two types of news and classify news stories based on their subject matter, mode of address, and structure into: 'hard news' and 'soft news'.

- Hard news refers to urgent news of a more serious nature. This category includes timely stories characterized by immediacy usually reporting events that have just happened or about to happen that impact the reader's life. The subject matter is dry, factual and packed with information, covering topics in politics, crime, economics, natural disasters, health, etc.

- Soft news refers to light, novel news that is less immediate. The news covered in this category isn't less important than hard news but isn't up to the minute compared to hard news. Soft news also covers news that impact people's lives in the sense that it not only entertains but it also informs. The subject matter is insightful and entertaining, involving areas of human interest.

2. News Writing Objectives

According to Cotter (2010:136, 194), news objectives are a set of rules that affect both journalistic text and practice. These rules are evident in story-internal news writing constraints, in journalistic genres and subgenres, and in modes of practice related to reporting and editing of news. All journalists are basically taught to seek to write and report news stories with two kinds of interconnected and interrelated goals in mind: goals relating to the content of the news story and those relating to the design of the text or its shape. Cotter argues that the moment the newsworthy item is chosen, journalists typically resort to three news writing principles: "text goals, content goals, and rhetorical goals," (ibid.).

- **Text goals:** include lead, sentence structure, attribution, story organization, and AP style.
- **Content goals:** include information, objectivity, balance (sources), and accuracy (info).
- **Rhetorical goals:** brevity, precision, balance (content), accuracy (language, fact).

3. Standardization and Style of the Language of Journalism

Harcup (2004:105-107) argues that journalistic texts tend to be constructed or written in a predictable, almost formulaic manner. Moreover, there are clear differences in the style of writing between different types of newspapers (i.e. broadsheet, mid-market title, tabloids). However, although the style differs between different types of newspapers in terms of color and certain aspects of language use,

most journalistic texts share a common language and basic journalistic grammar.

Pape and Featherstone (2005:49) maintain that newspaper writing, much like any text variety, follows a well-defined formula and exhibits features and characteristics of a particular discourse with its own vocabulary, style , and rhythm. Good newspaper language, as they suggest, is vivid and direct, but most importantly, easily accessible by the widest possible audience.

Cotter (2010:188) contends that the language and style of journalistic writing are standardized. Standardization, according to her, refers to the preference for one form or variety of language use, in which language is considered the norm to aspire to, privileged, and expected to be used in particular social contexts and discourse situations. While standardization is manifested through a variety of parameters (i.e. sociolinguistic, social, and operational), linguistically, it favors one language form (phonological, lexical, syntactic, and stylistic) over the other.

4. Linguistic Characteristics of Journalistic Texts

In their investigation of the linguistic features of news discourse, (Dijk, 1988:27; Bell, 1991:66; Richardson, 2007:47; Biber &Conrad; 2009:119; Cotter, 2010:195; Bednarek and Caple, 2012:85) have found that the syntactic and lexical features can be related to the communicative context of news discourse. Bednarik (2006:16), argues that "syntax and lexicalization must be routinized to some degree: fixed patterns of sentences are taught by journalism textbooks …to avoid repetitions, sentences are packed with much information in relative clauses; and nominalizations (which capture whole propositions) are significant too."

4.1 Syntactic Features

1-Structure

According to Dijk (1988:77), the syntactic structures of news discourse may be relatively complex. With an abundance of nominalizations and embedded clauses, the occurrence of a simple clause is rare. Not only most sentences are complex (consisting of several clauses, coordinated or subordinated), but nominal groups (pre and post-modified) and propositional phrases are also relatively complex . Thus, one sentence may exhibit a large number of propositions, which results in an exceedingly heavy cognitive load that stimulates the readers' short-term memory for immediate processing. In a similar vein, Reah (2002:20) describes the capacity the nominal group has for modification in journalistic texts as a flexible structure and linguistically loaded, which allows for various ways of creative writing.

Busa (2014:99) contends that news texts are characterized by a preference for nominal structures over verbal structures. He suggests that while there is a common tendency to use complex nominal groups, where nouns are preceded by adjectives, adverbs ,or followed by prepositional phrases, sentences have simple grammatical structures. Thus, sentence types are largely statements (as one might expect), having normal order of elements (SPC).

Crystal and Davy (2013:181), in their analysis of two newspapers extracts, have found that the typical word order of the language of the news is (SPC), (e.g. *Meteorologists have long hoped to make the transition*), and that the statement-type sentences are commonly dominant. Nevertheless, the language of newspapers tends to also deviate from the usual norm in structuring sentences. Crystal and Davy contend that flexible word order of the subject in relation to the verb (PS), (e.g. *Said Dr. Mason*), particularly with verbal processes (i.e. *say, tell, declare, mention*, etc.) is a distinctive feature of news genre.

2-Voice

Another linguistic feature of journalistic texts commonly employed by journalists is voice. Ricketson (2004:77) states that all journalists strive for clarity, which is considered a prized journalistic quality. Hence, the language of the news

shows a preference for active voice, which makes it easier to conclude who did what to whom, rather than passive voice. Similarly, Pape and Featherstone (2005:51) argue for the same view that news language is dynamic and active and is not static or passive. This feature, as they suggest, is what sets the language of the news apart from academic or literary writing. They contend that passive sentences tend to be longer, less direct and harder to understand.

According to Bieber and Conrad (2009:117), passive voice makes up (15%) of all finite verbs in newspaper writing. It is much more common in academic writing than in news writing, which makes up (25%) of all finite verbs in academic prose. Cotter (2010:136) ,on the principles of news writing, argues that while journalists at school, in textbooks, or newsrooms, are taught to use simple, direct, short, cliché-free, active sentences and paragraphs, a close linguistic examination of journalistic texts shows more complex sentence structures, a tendency for passive voice constructions and immense use of clichés.

4.2 Lexical Features

1-Nominalization

Another distinctive linguistic feature of journalistic texts is nominalization, (Dijk,1988:76-77; Fairclough, 1995:26,112; Bednarek, 2006:164; Fowler,2007:79; Bieber & Conrad, 2009:116; Stenvall, 2011:101; Busa, 2014:81). Halliday and Matthiessen (2004:656) describe nominalization as 'the single most powerful resource for creating grammatical metaphor', where processes (typically realized by verbs) and properties (typically realized by adjectives) are transformed metaphorically into nouns. A process or attribute, by this device, can function as a thing in the nominal group instead of its usual function (e.g. *explain/explanation, fail/failure*). Changing a process or property to an entity (a thing) means that the nominalized word can function as a participant in a process, or as a part of a prepositional phrase.

Dijk (1988:76) points out that in news discourse full propositions (particularly relative clauses) are typically packed into nominalized constructions, that is complex noun groups, which may be employed to trigger loaded presuppositions as well as back reference to preceding events of the actual news events. Compared to academic writing, Bieber and Conrad (2009:121) have found that nominalization is a common device in journalistic texts. The device, however, occurs with more frequency in academic prose. Further, Bieber and Conrad (ibid.) argue that nominalized concepts become the grammatical subjects of a clause and thus, the main topic of discourse. The focus of discourse is altered if it is expressed otherwise.

2-Verbs

Reah (2002:105) points out that verbs in news discourse signal time, the relationship between participants and processes. Rich (2010:206) argues that since news is action, journalists prefer to use action, dynamic verbs rather than static verbs. Almanna (2018:164) lists a number of 'reporting verbs', such as (say, announce, declare, report, state, etc.) and argues that these are most commonly used in news reports. Bergler (2006: 11-22), in a narrow interpretation, defines reporting verbs as verbs that are used to convey the language of others.

3-Tense

Newspapers make frequent use of both past and present tenses, while academic prose makes predominant use of present tense verbs more than past tense verbs. In journalistic texts, the use of past and present tense is found to be considerably different compared to academic writing. The present tense is less commonly used in newspaper than in academic prose. It is slightly more common than the past tense. The past tense is much more frequent in newspapers writing compared to academic prose where it is deemed to be rare, (Bieber & Conrad, 2009:116, Crystal & Davy, 2013:187).

Chovanec (2014:273) highlights a very distinctive feature of tense use in the

news. He contends that three different tenses can be used in a single news item to refer to one and the same event located in the recent past. He argues that if the triple tense pattern in its 'pure form' is used, then it is only within the third part (the body copy) that tense is used deictically. The simple past tense, which is usually accompanied by a definite temporal adverbial, fixates the event in the past time. On the contrary, the use of tense in headlines and leads is non-deictic. The simple present use in the headline and the semi-deictic present perfect use in the lead has a powerful interpersonal inclination. They are not used referentially since they do not provide a temporal fixation of the event to a particular time zone. In other words, while the simple present, which is the result of deictic projection, is a conventional tense in the headline, the present perfect mediates the relationship and event relevance for the benefit of the reader at the time of the reader's consumption of the text in the lead, while the past tense use in the body copy concludes the temporal reference by pinpointing the real time of the event of the news story.

5. Rhetorical Devices

With regard to journalism and the language of the news, (Richardson, 2007:64) argues that journalistic texts are better be treated as an argumentative discourse genre in which journalists may provide accounts of events that are seemingly subjective and not entirely true. Furthermore, they don't view journalism as mere rhetoric, but rather as a means to express opinions, statements, views, etc. embedded in argumentation, the success of which relies on the employment of rhetorical devices.

The contemporary study of rhetoric within studies of style and the art of persuasive writing is classified into 'schemes' and 'tropes'. The former deals with the grammatical arrangement of clauses, but also with letters and sounds: the latter is concerned with choices of lexical items and alternating concepts, (Mulholland, 2005:xvi; Knape, 2012: 84). Tropes, according to (Richardson, 2007: 64; Fahnestock , 2011:100; Harris, 2018:2), refer to the departure of use from ordinary denotation of words: "As substitutions, as alternate choices, tropes have rhetorical work to do", (Fahnestock, 2011:123).

Whether tropes, schemes, or both, media text producers strive to skillfully employ a variety of rhetorical devices in unusual arrangements and unusual meanings to indirectly emphasize particular points in a text to evoke emotive responses from the audience, aiming to persuade them. However, In order to achieve their function, tropes, in particular, have to be interpretable, recoverable or construable by the audience. There is a large number of rhetorical devices in rhetoric. The study lists as few as two examples of the most frequently used rhetorical devices in journalistic texts.

5.1 Metaphor

Among the various types of tropes (e.g. metaphor, synecdoche, metonymy, irony, antonomasia, periphrasis, hyperbaton, etc.), (Fairclough 1995: 7-70; Reah, 2002:71; Richardson 2007:66; Flowerdew 2012:68; Busa, 2014:133) have found that metaphors are commonly employed in journalistic texts. A metaphor is a figure of speech used to associate two unrelated concepts that are distinct but do have something in common. It sets up a form of indirect comparison between certain concepts to evoke an emotive response in the reader.

Reah, Fairclough and Richardson point out that newspaper metaphors are ideologically potent chaining tools used by journalists to evoke shared themes of popular memory and popular culture. Particular metaphors are used in association with particular news genres. For instance, metaphors of war are commonly used in investigative, sport or political journalism (e.g. t*he war on drugs, invasion, counter attack, under siege, causality of war etc.*). They have been used make war itself justifiable, for instance, the metaphors used to describe the invasion of Iraq by the US and its allies (e.g. *war is business, war is freedom*, etc.), (Fairclough 1995: 7-70; Reah,

2002:71; Richardson 2007:66).

5.2 Hyperbole

A case of writing where the author resorts to excessive exaggeration as opposite to understatements for a dramatic effect is a clear demonstration of hyperbole. Mulholland (2005:264) and Fahnestock (2011:121-123) define hyperbole as a form of intended misstatement. Fahnestock argues that hyperbole and a host of other devices of deliberate misstating are in fact tropes that alter the usual sense or signification of words, at the same time communicate an attitude that severs the text producer's goals, (ibid.).

According to Harris (2018:32), if the persuasive tool is employed skillfully and carefully, hyperbole may perhaps be the most powerful, most important and most useful device in argumentation, especially if accompanied by a calm and moderate tone. Fowler (2007:103), Richardson (2007:64), Bednarek and Caple (2012:74), and Flowerdew (2012:225) point out that while the use of hyperbole in journalistic discourse reflects mitigation, sensationalism and the newspapers' sense of humor, it can serve as an ideologically potent powerful tool, particularly in polarized news reports.

6. Schematic Structure of Journalistic Texts

Aside from the sheer diversity of their subject matter, almost all journalistic texts share a common element, that is, the way they are structured, (Ricketson, 2004:152; Cotter, 2010:23). Cotter argues that 'the news story is both ordered and sequenced' and that this order dictates a number of text goals that includes a well-written lead, sentence structure, and the overall organization of news story, (2010:169). Schematic structure, according to Dijk (1988:52), is the overall global organization of news discourse in which the text is made up of ordered installments in a hierarchy.

According to Rich (2010:37) and Busa (2014:80), the schematic structure of a basic news story consist of the following categories:

6.1 Headline

Rich defines a headline as the line that crowns the news story that usually identifies the focus by telling the reader what's the story about. Rich contends that the headline is a linguistic tool, a category that is designed to give a brief overview of the content of the story, thus, giving the reader the option to decide whether to read the full story, (ibid.).

In terms of grammatical choices, Reah (2002:15), Richardson (2007:203), Cotter (2010:56), Smith and Higgins (2013:70), and Busa (2014:81) state that the language of headlines has a distinctive headline register, which exhibits distinctive grammatical features: First, function words (i.e. determiners, auxiliary verbs, pronouns) are often omitted through a process of reduction. Second, most common headline structures consist of a headword realized by a single noun phrase which may or may not be modified by adjectives.

6.2 Lead

Like headlines, as Dijk (1988:53) suggests, the lead is a typical category of news structure as it can be found in almost every news item, primarily functioning as an initial summary. Rich (2010:38) describes the lead as a hook that tells the reader what is the story about at the very beginning. It basically functions as an enticement tool that compels the reader to continue reading.

According to Franklin et al. (2005:122), the lead paragraph should answer the five 'W questions': who, what, why, where, and when? and the subsequent paragraphs reveal the rest of the story. Rich agrees that the lead is one long paragraph that is usually written in one sentence in hard news with no more than (25-35) words. He is of the view that succinct concise leads are easier to read and have more strong effect on the reader (ibid.).

Cotter (2010:139-161) argues that leads contain the climax of the story to grab the reader's attention. Moreover, well-formed leads should satisfy rhetorical/discursive requirements, taking into consideration limitations of form, communicative objectives, and newness.

6.3 Satellites and Wrap-ups

Fairclough (1995:72-85) uses the terms satellites and wrap-ups to refer to the set of paragraphs that follow the lead. Satellites are paragraphs that elaborate the story in various directions and wrap-ups are the final paragraph that gives a sense of resolution to a news story. The paragraphs after the lead, as Pape and Featherstone (2005:33) and Busa (2014:90) suggest, should work to support it by expanding, clarifying and contextualizing the story and building it up upon the points originally made in the lead.

The final paragraph provides additional information about the scope of the subject. Finally, because of the way in which the story is structured, it could easily be cut from the bottom up and the remaining paragraphs would stand up in their own right as a coherent and cohesive in a news report.

7. Data Analysis/Description of Text (B)

Sample (B) is a hard news item taken from (*Asharq Al-Awsat/الشرق الاوسط*), a pan-Arab daily newspaper. The news item reports the challenges of the political scene Iraq is facing in general and the internal conflict for the power of the ruling parties in particular. (9) texts are extracted from the abovementioned newspaper and given to MA translation students to translate.

7.1. Source Text & Test-Subject Translation
1-Accuracy & Credibility of Information

	Line No.	Source Text	Target Text
1-	**Headline**	الخلاف حول منصب رئيس العراق يفقد الاكراد ميزة «بيضة القبان»	The Kurds' advantage is eroded by disagreement over the post of Iraqi president <<balancing egg>>
2-	**(Par.1, Snt.1)**	في بيان بدا شديد اللهجة ضد «الحزب الديمقراطي الكردستاني» بزعامة مسعود بارزاني، أعلن «الاتحاد الوطني الكردستاني» برئاسة بافل طالباني ترشيح القيادي فيه والرئيس الحالي برهم صالح (61 عاماً) لولاية ثانية يسمح له بها الدستور العراقي الذي حدد الرئاسة في دورتين لرئيس الجمهورية.	The Kurdistan Democratic party, led by Massoud Barazani, announced the candidacy of its leader and current president Barham Salih, the Patriotic Union of Kurdistan (61 years), for 2nd term allowed by the Iraqi constitution, which defines the presidency in two terms for the President of the Republic.
3-	**(Par.3, Snt.3)**	وطبقاً لبيان الترشيح، فإن «الاتحاد الوطني» اتهم «الحزب الديمقراطي» بالتنصل من التفاهمات والاتفاقات التي كان عقدها مع «الاتحاد الوطني»، مبيناً أن «الديمقراطي» كان يلوح بأنه في حال ترشيح شخصية أخرى من قياديي «الاتحاد الوطني» غير صالح، يمكن له سحب ترشيح القيادي فيه وزير الخارجية والمالية الأسبق هوشيار زيباري لمنصب رئيس الجمهورية.	The democratic party accused the national union by disavowing the understandings, and according to the nomination statement, if it was waving that in the case of the democratic indicating that the national union and the agreements it had concluded with were invalid, it could withdraw the nomination of the national union's leader. Hoshyar Zebari, a former minister of foreign affairs and finance, has been nominated by another politician for the office of president of the republic.

Discussion:

The headline translation of the text (B) exhibits signs of lack of accuracy both in form and meaning when compared to the original text. First, the tense of the headline translation is (**present simple**), which is typical for this kind of a hard news story. However, lexically, **"eroded"** is an inaccurate equivalent for **"يفقد"** in that it is mostly

used in scientific genres, just as **"balancing egg"** is an inappropriate equivalent for **"بيضة القبان"-** **"balancing egg"** in fact makes no sense whatsoever in the TL norms of usage, thus providing wrong information and distorting the ST message. A precise translation of text (B) headline that takes into consideration news writing objectives and language standardization is **"Dispute over Iraq's presidential office strips Kurds of 'power broker' factor"**.

The translation of the lead (Par.1, Snt.1) exhibits major signs of inaccuracy in that the translator completely left out the opening lines of the lead-the adverb of the sentence **"في بيان...بارزاني"-** and started directly with the subject. The translation also provides wrong information where the translator switched **" The Democratic Party of Kurdistan"** with **"The Patriotic Union of Kurdistan"** in their translation whereas the lead starts with a statement from the latter not the former. This further renders the translation of the lead as inaccurate, providing wrong information and distorting the meaning of the ST. Moreover, the unjustified addition/translation of **"the patriotic union of Kurdistan"** followed by **(61 years)** appears structurally out of place in the translation of the lead. The hard news lead should provide an extensive summary after the headline and let the reader know about the five **(W's)** of the whole news item, which the translation fails to achieve. A precise rendition of (Par.1, Snt.1) should follow the ST as close as possible as in **"In a what seemed to be a strongly worded statement against the Kurdistan Democratic Party, the Patriotic Union of Kurdistan co-chaired by Bafel Talbani announced the candidacy of its (61 years old) leader and current president…"**

The translation falls short in (Par.3, Snt.3): first, the TT provides wrong information in that the roles of the two parties are switched, which again violates the journalistic writing objectives, particularly the inverted pyramid format in which information is distributed in a top-down structure. The satellite starts with an accusation from the **(PUK)** against the **(KDP)** not the other way around. Second, (Par.3, Snt.3) translation exhibits unjustified omission of the lexical item **"الاتفاقات/agreements"**, the relative clause **"the two had made والتي كان قد عقدها مع الاتحاد"**, **"غير صالح/other than Saleh"** and **"الوطني/"**. Third, the unjustified addition of **"if"** and **"were invalid"** and **"has been nominated by another politician"**. Fourth, the latter part of the translation distorts the ST in that **"Hoshyar Zebari"** is a **KDP** not a **PUK** leader.

2-<u>Text Coherence, Precision & Clarity of Writing</u>

	Line No.	Source Text	Target Text
1-	**(Par.2, Snt.2)**	، مبيناً أن «الديمقراطي» كان يلوح بأنه في حال ترشيح شخصية أخرى من قياديي «الاتحاد الوطني» غير صالح، يمكن له سحب ترشيح القيادي فيه وزير الخارجية والمالية الأسبق هوشيار زيباري	,if it was waving that in the case of the democratic indicating that the national union and the agreements it had concluded with were invalid, it could withdraw the nomination of the national union's leader. Hoshyar Zebari,
2-	**(Par.3, Snt,3)**	(في إشارة إلى الاتفاق بين الكتلة الصدرية وتحالفي تقدم وعزم السُنّيين والديمقراطي الكردستاني لتشكيل أغلبية وطنية)	(in reference to the agreement between Sadrist bloc and alliance). The success and commitment of the Sunnis and Kurdistan Democratic party to build a national majority)

		Source Text	Target Text
3-	**(Par.5, Snt.5)**	وبشأن ما عبرت عنه قيادة »الاتحاد الوطني الكردستاني« في بيانها بما بدا أنها قطيعة كاملة بين الحزبين، تقول ريزان شيخ دلير، النائبة السابقة في البرلمان العراقي عن »الاتحاد الوطني الكردستاني«,لـ»الشرق الأوسط«...	As to the authority of the PUK communicated in its articulation, which appeared to be finished break between the two gatherings rizan sheik delier a pervious delegate in the iraqi parliament for the national union of Kurdistan let middle east know that...

Discussion:

The translation of the satellite after the lead, (Par.2, Snt.2), shows major signs of incoherent, imprecise writing, particularly, **"if it was waving that in the case… indicating that the national union and the agreements it had concluded with were invalid"** part, which seems incoherent and it makes it difficult for the reader to decode the message and work out who the text is talking about or referring to due to poor linkage and management on the part of the translator. The error could also result from the translator's lack of comprehension of the ST. A simple, concise and clear translation of (Par.2, Snt.2) is **" pointing out that the (KDP) was signaling that in case another (PUK) leading figure, other than Saleh, is nominated"**.

Lack of clarity can also be traced in (Par.3, Snt.3), in the latter part of the paragraph ,which actually makes up a sentence: the translation of ST " **في إشارة إلى)** **الاتفاق بين الكتلة الصدرية وتحالفي تقدم وعزم السُنّيين والديمقراطي الكردستاني لتشكيل أغلبية وطنية)** into **"in reference to the agreement between Sadrist bloc and alliance. The success and commitment of the Sunnis"** makes absolutely no sense whether or not it is compared to the ST on both the lexical and syntactic level. The lack of clarity is obviously due to the literal translation of alliances names, some missing information, and the translation poor structure. A clear translation for this part takes into consideration the journalistic values of writing and specify referents accurately and clearly, such as **"alluding to the agreement between Sadr bloc, Takadum and Azm coalition and the (KDP) to form a national majority"**.

(Par.5,Snt.5) exhibits major signs of lack of clarity of translation, it is not only difficult to read but is difficult to understand as well. A combination of inappropriate lexical items such as **"authority, communicated articulation, appeared, finished break, gatherings , a pervious delegate ,let, middle east, know that"** made by the text producer and the fact that they followed a word-for-word translation approach in general led to the text lack of clarity and incoherence. A coherent easy to read and understand translation of (Par.5,Snt.5) should be **"as for the (PUK)'s statement in what seems to be a complete break between the two, a former Iraqi parliament member for the (PUK) Rizan Sheik Dilier told Ashaq Al-awsat"**.

3-Prescriptive, Standardized Lexis, Syntax and Style

	Line No.	Source Text	Target Text
1-	**Headline**	الخلاف حول منصب رئيس العراق يفقد الأكراد ميزة »بيضة القبان«	The Kurds' advantage is eroded by disagreement over the post of the Iraqi president «balancing egg»
2-	**(Par.3, Snt,3)**	وحسب رؤية »الاتحاد الوطني« التي شرحها بافل طالباني أمام المكتب السياسي والمجلس القيادي في الحزب... ، فإن ، وفي إطار هذا الاتفاق قدم الحزب مرشحه لمنصب رئاسة الجمهورية«.	According to the national union's Vision Which was explained in front of the party's political Bureau and leadership council by Bafel Talabani… and the party presented its candidate for the presidency of the republic within the scope of this agreement.

3-	(Par.4, Snt.4)	وأوضح طالباني: «تبين أن الادعاءات التي زعمت أن (الحزب الديمقراطي الكردستاني) لديه مشكلة فقط مع مرشح (الاتحاد الوطني) للمنصب وإن تم تغيير المرشح من قبل (الاتحاد الوطني)؛ فإن (الحزب الديمقراطي) بدوره سيسحب مرشحه، عارية عن الصحة، واتضح أن كل ذلك كان للتضليل والهدف الرئيسي هو نيل منصب رئاسة الجمهورية بعيداً عن التنسيق مع القوى الكردستانية، وخاصة (الاتحاد الوطني)».	It turned out that the allegations that (the Democratic party)had a problem only with (PUK) candidate for the position, even if the candidate was changed by (patriotic Union): the (Democratic Party), in turn, will withdraw its candidate, untrue, and it turns out that all of this was to mislead and the main goal was to obtain the presidency of the republic away from the coordination with the Kurdish forces, especially (the PUK)," Talabani showed.

Discussion:

The translation of the text (B) falls short in that the headline treatment is inappropriate on various levels: lexically, **"eroded"**, **"advantage"**, **"Iraqi president"** and **" balancing egg"** for the ST **"بيضة القبان"** and **"رئيس العراق"، "ميزة"، "يفقد"** are inappropriate TL equivalents according to the TL norms of usage. **" strips"**, **"Iraq's presidential office/post"** and **"power broker"** are perhaps the most appropriate equivalents that can be offered as replacements instead. Syntactically, the headline transformation from active into passive voice is unjustified, especially when the active is preferred for headlines in general. Stylistically and in terms of news language standardization, the headline translation also shows absence of the distinctive headline register, in which determiners, pronouns and auxiliary verbs are usually deleted, and the use of distinctive, active, dynamic verbs, such as **"strip"** instead of **"eroded"** or employ metaphor such as **"power broker"** instead of **"بيضة القبان"** to make an impact on the reader and draw their attention is the norm and part of the standardization of the language of the news.

Standardization falls short in the translation of the satellite, (Par.3, Snt,3), after the lead. Lexically, the TT **"explained"** for **"يشرح"**, **"in front of"** for "امام" and **"within the scope of"** for **"اطار"** are too literal for the TL norms of usage. More appropriate standardized terms like **"portrayed, to, in light of "** can be used instead. Syntactically, **"explained in front of the party's political bureau and leadership council by Bafel Talabani"** and **"and the party presented its candidate for the presidency of the republic within the scope of this agreement"** sound foreign, showing less familiar TL structures and exhibiting clear traces of translation in the text. More TL-friendly structures would be **" which Bafel Talabani portrayed to the party's political bureau and leadership council"** and **"and in light of this agreement the party's candidate for presidency was presented"**. In the first instance, the active voice is used rather than the passive, which sounds more natural, and more suitable as opposed to the next instance where passive is preferred so that pronouns like **"its"** and repeated constructions like **"the president of the republic"** can be omitted to account for brevity.

Standardization is also not met in (Par.4, Snt.4) where certain lexical items such as **"the position, obtain away, forces, showed"**, certain syntactic constructions such as **" it turned out that allegations that, had a problem only with, even if the candidate was changed by, to obtain the presidency away from the coordination with"** are the main source for the translation lack of familiarity and language standardization. A standardized translation that takes into consideration lexis, syntax and style for (Par.4, Snt.4) satellite would be **" it turned out that the (KDP)'s alleged problem was only with the (PUK)'s candidate for presidency and that if the candidate was changed by the (PUK), the (KDP) would in turn withdraw theirs, are completely untrue. It turned out that all of this was to mislead and the main goal is to assume the presidency with no coordination with the Kurdish powers,**

especially the (PUK)," pointed out Talabani".

8. Conclusions

1. Journalistic translation proves to be a challenging endeavor due to the multifaceted nature of news texts, language standardization and the translator's lack of journalistic writing conventions in general, their inability to bear the burden to employ words beyond their denotative meaning, as well as their constant choice of literal and word for word strategies.

2. The examination of the news objectives and the linguistic devices and strategies that journalists use to construct a news text shows many genre-specific features that set this linguistic category apart from other types of genres. The host of choice of formatting, verbs, sentence structure, rhetorical devices, etc. allow journalists to highlight information and express a point of view.

3. Most translations fail to maintain the ST-intended news writing objectives or conform with the TL ones, such as: well-formed headline and lead, the inverted pyramid structure, accuracy, precision, clarity, and employ standardized lexis, syntax and style that conform with the TL norms of usage.

4. Perfectly accurate and precise news translations may prove to be difficult to achieve due to different language systems and news writing conventions, institutional and routine language standardization of news, in which translation, if everything falls into place, can account for both form and meaning and produce a perfect rendition. In most cases, however; it is a struggle to either account for form at the expense of accurate meaning or the latter at the expense of the former.

References

Almanna, A. (2018). *The nuts and bolts of Arabic-English translation: An introduction to applied contrastive linguistics*. Cambridge Scholars Publishing.

Bednarek, M. & Caple, H. (2012). *News discourse* . London; Network: Continuum International.

Bednarek, M. (2006). *Evaluation in media discourse: Analysis of a newspaper corpus*. Network; London: Continuum.

Bell, A. (1991). *The language of news media*. Oxford, UK ; Cambridge, MA :Blackwell.

Bergler, S. (2006). Conveying attitude with reported speech. In J. G. Shanahan, Y. Qu, & J. Wiebe (Eds.). *Computing attitude and affect in text: Theory and applications*. Springer.

Biber, D. & Conrad, S. (2009). *Register, genre, and style*. Cambridge University Press.

Busa, M. G. (2014). *Introducing the language of the news: A student's guide*. Routledge.

Chovanec, J. (2014). *Pragmatics of tense and time in news: From canonical headlines to online news texts* (Vol. 253). Amsterdam: John Benjamins.

Cotter, C. (2010). *News talk: Investigating the language of journalism*. Cambridge, UK: Cambridge University Press.

Crystal, D. & Davy, D. (2013). *Investigating English style*. London: New York: Routledge.

Dijk, T. A. V. (1988). *News as discourse*. Hillsdale: Lawrence Erlbaum Associates.

Fahnestock, J. (2011). *Rhetorical style: The uses of language in persuasion*. Oxford University Press.

Fairclough, N. (1995). *Media discourse* (1st ed.). UK: Bloomsbury Academic.

Flowerdew, J. (2012). *Critical discourse analysis in historiography: The case of Hong Kong's evolving political identity*. Palgrave Macmillan.

Fowler, R. (2007). *Language in the news: Discourse and ideology in the press.* New York : Routledge.

Franklin, B., Hamer, M., Hanna, M., Kinsey, M. & Richardson, J. E. (2005), *Key*

concepts in journalism studies. London: Sage.

Halliday, M. & Matthiessen, C. (2004). *An introduction to functional grammar* (3rd ed.). Hodder Arnold.

Harcup, T. (2004). *Journalism: Principles and practice*. London: Sage.

Harris, R. A. (2018). *Writing with clarity and style: A guide to rhetorical devices for contemporary writers* (2nd ed.). Routledge.

Knape, J. (2012). *Modern rhetoric in culture, arts, and media*. De Gruyter.

McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Los Angeles: Sage.

Mulholland, J. (2005). *The language of negotiation: A handbook of practical strategies for improving communication*. Routledge.

Pape, S. & Featherstone, S. (2005). *Newspaper journalism: A practical introduction*. London: Sage.

Reah, D. (2002). *The language of newspapers*. London: New York: Routledge.

Rich, C. (2010). *Writing and reporting news: A coaching method*. Wadsworth, Cengage Learning.

Richardson, J. E. (2007). *Analysing newspapers: An approach from critical discourse analysis*. New York: Palgrave Macmillan.

Ricketson, M. (2004). *Writing feature stories: How to research and write newspaper and magazine articles*. Allen and Unwin.

Smith, A. & Higgins, M. (2013). *The language of journalism: A multi-genre perspective*. London: New York: Bloomsbury.

Stenvall, M. (2011). *Captured by Conventions: On objectivity and factuality in international news agency discourse*. Pic Monographs.