

Emotiveness In Headlines Translation

A Contrastive Analysis Between Turkish & English

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Abstract:

This paper presents a comparative analysis of the emotiveness present in Turkish and English headlines sourced from Euronews, BBC, and AA channels. Emotiveness plays a crucial role in capturing readers' attention and eliciting emotional responses. Understanding how emotive language is employed in headlines across different news channels in Turkish and English languages provides valuable insights into their cultural and linguistic dynamics. Using a corpus-based approach, this study examines a diverse range of headlines collected from Euronews, BBC, and AA channels. The analysis focuses on the linguistic devices, rhetorical strategies, and cultural references employed in the headlines to create emotive effects. It explores how these channels adapt their headline styles to engage their respective audiences and elicit desired emotional responses. The findings shed light on the ways in which these channels employ emotive language to inform, persuade, and engage their audiences.

Keywords: Headline titles, Turkish headlines, English headlines, Emotiveness, Reader Response theory

1. Introduction

News Serves As A Primary Source Of Information, Keeping The Public Informed About Current Events, Developments, And Issues Locally, Nationally, And Globally. It Helps Individuals Stay Updated And Knowledgeable About The World Around Them. Headlines Serve As A Gateway To News Stories, Condensing Information, Capturing Attention, And Shaping Readers' Perception And Understanding. They Play A Vital Role In Enticing Readers, Conveying The Key Points, And Influencing The Reception And Dissemination Of News.

Headlines Are An Essential Part Of News Articles, As They Provide A Brief Summary Of The Story And Attract Readers' Attention. They Play A Pivotal Role In Journalism, Serving As A Concise And Attention-Grabbing Summary Of News Stories. However, Headlines Can Vary Significantly Across Different Languages Due To Linguistic And Cultural Factors. However, The Style, Structure, And Conventions Of Headlines Can Vary Widely Between Different Languages And Cultures.

Thus, translators employ a variety of tactics, language styles, and linguistic choices while translating English headlines into Turkish. Many headlines are guided by ideological, religious, and cultural characteristics that influenced the way this headline was written. As a result, depending on the reader's reaction, use emotive terms. In this article, we will explore the distinctions between English and Turkish headlines, shedding light on how language influences the presentation and impact of news. The first section of this article deals with the headlines; types, functions, and linguistic variations as well as and semantic variants. The second section includes definitions of emotiveness, ideology and Reader response theory.

2. Definition of headlines

Headlines play a pivotal role in journalism, serving as a concise and attention-grabbing summary of news stories. However, headlines can vary

significantly across different languages due to linguistic and cultural factors. In this article, we will explore the distinctions between English and Turkish headlines, shedding light on how language influences the presentation and impact of news.

News headlines are described as a summary or concentration of a piece of news. According to Zhang (2013), "the title of an article is an indispensable condiment not only in voluminous comment, but also in short and tough news." News headlines are intended to "attract the reader's attention, summarise the story, help the reader index the contents of the page, depict the mood of the story, help set the tone of the newspaper, and provide adequate typographic relief" (Brooks, 2005, p. 219). "Newspaper headlines are relevance optimizers: they are designed to optimise the relevance of their stories for their readers" (Dor, 2003, p. 696). They serve as a preview, capturing the essence of the news story and enticing readers to delve further into the full article. News headlines are designed to quickly inform readers about the topic, event, or development being covered, often using strong and impactful language to generate interest and encourage engagement. According to Swan headline is "the short titles above news reports". He states that due to their unique language and style, English headlines are often found to be puzzling and "difficult to understand" (2005,p.211). According to Bazza, news headlines are quite important. The reason for this is that a headline provides the primary information about an article, therefore capturing the reader's attention and determining if the piece is worth reading or not. Thus, headline writing plays a role in deciding the success of news items, newspapers, and magazines all over the world. (2012,p.13).

2.1. Types of headlines

There are numerous sorts of headlines used in journalism; the type selected is determined on the structure of the news piece. The usage of appealing headlines is an important aspect in capturing and maintaining the audience's attention. Headlines ought to summarise the news story contained beneath them in a few striking phrases.

2.1.1. Straight Headline

A straight headline is a type of headline that presents the key information of a news story in a clear and direct manner. It aims to provide a concise

summary of the main point or event of the article without any embellishment or sensationalism. Straight headlines typically focus on delivering the facts and grabbing the reader's attention by quickly conveying the essential details of the news story. "Turkey's President Erdogan visits devastated Hatay Province", in this headline, the main information is presented straightforwardly: the president Erdoğan visited Hatay the area was struck especially hard by the February 6 earthquake. The headline provides the essential details of the event without any additional commentary or persuasive language. Straight headlines are commonly used in news reporting to provide a quick and accurate summary of the story to readers.

2.1.2 Question Headline: A question headline is a type of headline that poses a question to the reader, enticing them to engage with the article to find the answer or explore different perspectives. Question headlines are designed to pique curiosity and create a sense of intrigue or interest. They are commonly used in journalism, blog posts, and online content to grab the reader's attention and encourage them to read further.

Question headlines can be effective in drawing readers in because they tap into the reader's desire for information and their natural curiosity. By presenting a question, the headline suggests that the article will provide an answer or offer insights related to the topic. Eg France is on its fifth republic. Could the pension crisis usher in the sixth? in this headline, the question stimulates the reader's interest in the potential impact of France crisis, the reader may be motivated to click on the article to explore the arguments, evidence, and perspectives presented within it. Howard and Barry states (1988,p.18):"the most commonly cited potential benefit of question headlines is its ability to capture the attention of a reader". Question headlines can be powerful tools for engaging readers and encouraging them to delve deeper into the content. However, it's important to ensure that the article itself delivers on the promise of answering the question or providing valuable insights related to the topic.

2.1.3 Listicle Headline

A listicle headline refers to a type of news headline that presents information or content in a list format, typically offering a specific number of items or points. Listicles are popular in online media and often cover a wide range of topics, providing concise and easily digestible information to

readers “Chasing waterfalls, lakes and lagoons: Here are 9 of Europe’s most stunning bodies of water ”, the headline suggests that the article will provide nine valuable places for individuals who want to travel while being mindful of their budget. The citation provided directs readers to the source (Travel + Leisure), where they can access the full listicle and explore the locations in detail.

2.1.4. Emotional headlines

Emotional headlines often rely on provocative language to engage readers' emotions and create a stronger impact. It can influence readers' opinions and attitudes towards a subject, as they appeal to the reader's emotions rather than solely providing objective information. Example: "Russian TV is not a well-oiled brainwashing machine. It's a terror box that failed," can be considered an emotional headline. It evokes strong emotions and conveys a negative sentiment towards Russian television by using vivid and powerful language. The statement's choice of words, such as "terror box" and "failed," carries a strong emotional weight and conveys a sense of disappointment, frustration, or even anger. By framing Russian TV in such terms, the headline aims to elicit an emotional response from readers and shape their perception of the subject matter.

Functions of headlines

In today's fast-paced digital world, where information overload is a constant challenge, headlines play a pivotal role in capturing readers' attention and driving engagement. Beyond their role as mere attention-grabbers, headlines serve several crucial functions that shape the way news and information are consumed. This article explores the diverse functions of headlines and highlights their significance in media and public relations.

- A. **Attracting Attention** headlines act as the initial point of contact with readers. Their primary function is to stand out and grab attention amidst the sea of content available. A compelling headline can make the difference between a reader scrolling past or choosing to delve deeper into the article.
- B. **Summarizing Content** :headlines provide a concise summary or snapshot of the main points or key information in an article. According to

Dor (2003), headlines function is: “a summary of the story” and “headlines which, rather than summarize the story, promote one of the details of the story.” (p. 697). They act as a preview, giving readers an idea of what to expect and enabling them to quickly assess the relevance of the content to their interests.

- C. **Engaging Emotions or Curiosity:** Effective headlines tap into readers' emotions or curiosity, stimulating their interest and engagement. They may evoke a range of emotions such as joy, surprise, concern, or curiosity, prompting readers to click and explore further.

I. Linguistic variations

1. Style

Style refers to the way in which a translator conveys the original meaning and intent of a text in another language while maintaining the appropriate tone, register, and nuances of the original. Nida and Taber (1982), state that “translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style” (p 12). The translator's style may have an impact on the target text, which means it will have an impact on the target audience as well. According to Al-Qinai (2009) ,“despite all efforts to remain invisible, a translator's voice leaves its imprints on the style of the target text” (p .24) .

2. Addition

Addition in headline refers to the act of including additional information or details in the translated text that were not explicitly stated in the original source text. It involves expanding upon the original content to provide further clarification, explanation, or context for the target audience.

Sundqvist (2011), states that the addition is used to clarify certain segments in the source text that are difficult for the target reader to understand.

3. Omission

Omission in translating headlines refers to the intentional exclusion or removal of certain elements or details from the original headline when translating it into another language. This selective omission is done to adapt

the headline to the target language and cultural context while still conveying the essence and impact of the original message. Tso (2010) states, "omission is carried out when the content is intentionally or unconsciously deleted by the translator (because of censorship, standardization, or / and the translator's wish to eliminate redundant and irrelevant elements to 'improve' the ST).

II. Semantic variations

1. Explicitness

According to Nida (1946) explicitness encompasses addition, alteration and subtraction that have as objective "filling out elliptical expressions. In translating headlines explicitness refers to the degree to which the translated headline clearly and directly conveys the message, meaning, or main point of the original headline without ambiguity or confusion. It involves ensuring that the translated headline is explicit and easily understandable to the target audience, leaving little room for misinterpretation.

2. Implicitness

Implicitness in translating headlines refers to the degree to which the translated headline conveys the message, meaning, or main point of the original headline indirectly or subtly, leaving room for interpretation or inference by the target audience. It involves employing linguistic devices or techniques to evoke curiosity, create intrigue, or engage the reader's imagination. Larson clarifies (1984): "implicit meaning is a meaning that is not shown but it is the part of the conversation or intention to convey the speaker" (p. 36). Vinay and Darbelnet in 1958 stated that the explicitness is "the process of introducing information into the target language which is present only implicitly in the source language, but which can be derived from the context or the situation" (p.8).

III. Emotiveness

Many translation theorists provided definitions for emotiveness, each from a distinct perspective. "But we not only understand the reference of words; we also react emotionally to them, sometimes strongly, sometimes weakly, sometimes affirmatively, sometimes negatively," Nida stated. Connotative meaning refers to the component of meaning that deals with our emotional

reactions to words." (Nida 1982,p.91). That is what distinguishes the expressive meaning from the receptor, whether a listener or a reader. Newmark, on the other hand, believed that the creator of the text, whether speaker or writer, was the most significant aspect, stating that "the core of the expressive function is the mind of the speaker, the writer, the originator of the utterance. He uses the utterance to express himself regardless of the response." (Newmark 1988,39)

According to Bronislava Volek (1987), denotative meaning is visual or dictionary meaning, whereas connotative meaning includes emotional connotations provided by lexical components and is equivalent to emotive or expressive meaning. In this regard, asserted that "emotive expressions have no meaning formed by the qualities of the object referred to, but it is a kind of intended meaning formed by the associative characteristics of the object expressed". While Nida (1964) states connotative meaning is "the aspects of the author and the emotional response of a receptor, which can be bad or good, strong or weak." He claims that emotionality is the outcome of the interaction of the triangle of text, audience, and author.

According to Mona Baker(1992), the emotive meaning has a relation to the speaker's emotions or attitude rather than to what utterances and words refer to.

Emotions are an intrinsic part of the human experience, shaping our thoughts, actions, and perceptions. In the realm of communication, emotiveness plays a crucial role in capturing attention, engaging audiences, and leaving a lasting impact. By understanding how emotiveness influences our interactions, we can harness its power to effectively connect with others and evoke profound responses.

Volek (1987) classified emotive expressions as phonetic/phonological, morphological, lexical units, syntactical, intonational, and the use of direct address. While Shunnaq(1998) categorises them as negative or positive and connects the major origins of emotive expressions to figures of speech and cultural expressions (Shunnaq(2000) and Shunnaq(1993).

IV. Reader-response Theory

Reader response theory is a prominent approach in literary criticism that emphasizes the active role of readers in the meaning-making process. This

theory challenges the notion of a fixed and objective meaning in texts and explores how readers' interpretations, experiences, and personal contexts shape their understanding and response to literary works. Fish (1980) established the reader's role. According to him, there are two forms of reader-response critique, or "Asian reception," as he calls it: the first is a phenomenological method, while the second is an epistemological theory. The phenomenological technique is concerned with what happens in the reader's mind while reading, whereas the epistemological theory is concerned with the reader's response. It gives the reader a say in the formation of meaning (Ibid)

Translation is not merely a process of transferring words from one language to another; it is an intricate interplay between the translator, the original text, and the reader. Reader response theory, a prominent literary theory, provides valuable insights into the role of readers in the translation process. According to Fish (1980), the author's aim is a construction of the reader addressing the interpreter in reader - response theory. Reader response theory emphasizes the active role of readers in the meaning-making process.

V. Turkish headlines Vs English headlines

Language and structure significantly influence the characteristics and styles of headlines in different languages. English and Turkish, as distinct linguistic systems, shape the composition and presentation of headlines in their respective news media.

English headlines prioritize brevity, wordplay, and directness, aiming to capture attention in a concise and impactful manner. Turkish headlines, on the other hand, allow for more detailed information and cultural nuances, seeking to provide a comprehensive overview of the news topic while engaging the readers through linguistic devices and local references. Understanding these differences helps us appreciate the diverse approaches used in headline writing across different languages and cultures.

1. Verb Tenses and Conjugation

English headlines frequently utilize present simple or present progressive verb tenses to convey the latest developments. In contrast, Turkish headlines may employ the aorist tense, a verb form used to express general truths or

ongoing situations. This difference in verb tenses can affect the perception of immediacy and time relevance in headlines.

Example English Headline: "Scientists Discover New Species of Butterfly."

Example Turkish Headline: "Bilim İnsanları Yeni Bir Kelebek Türü Keşfediyor."

2. Cultural Nuances and Idioms

Cultural nuances and idiomatic expressions can significantly impact the tone and impact of headlines. English headlines often incorporate puns, wordplay, or cultural references, which may not directly translate into Turkish due to linguistic dissimilarities. Consequently, Turkish headlines tend to rely more on explicit and descriptive language, providing a clearer and direct message.

Example English Headline: "Paws-itively Adorable: Rescue Dog Becomes Police Department's Newest Recruit."

Example Turkish Headline: "Sevimli Dört Ayaklı: Kurtarılan Köpek, Polis Departmanının Yeni Üyesi Oluyor."

3. Length and Abbreviations

English headlines generally aim for brevity, condensing the key information into a concise form. Turkish headlines, on the other hand, often allow for longer phrases or clauses due to grammatical structures and the inclusion of necessary details. Additionally, Turkish headlines tend to avoid abbreviations, preferring to spell out words in full for clarity and comprehension.

Example English Headline: "CEO Steps Down Amidst Controversy."

Example Turkish Headline: "CEO Tartışmalar Eşliğinde Görevinden Ayrılıyor."

Methodology

The study relied upon English headlines selected from Euronews, Bbc web channels as well as the Turkish channel: AA, 23 from each. These web channels have prestige, popularity (the former at international and the latter at national level), and a large circulation. The headlines were issued during

from March 3, to June 13, 2023 except for one (December 12, 2022) due the difficulty in finding the same headline in the two versions English& Turkish.

Table 1 Turkish Headlines

Theme	Examples
Economy	Turkish headline: <i>Kadın merkez bankası başkanları listesine son olarak Hafize Gaye Erkan katıldı</i> English headline <i>Türkiye names new Central Bank governor</i>
Sport	Turkish headline: <i>Manchester City, Real Madrid'i 4-0 yenerek, İstanbul'daki finalde Inter'in rakibi oldu</i> English headline: <i>Man City beats Real Madrid 4-0 to advance to Champions League final.</i>

Politics	Turkish headline: <i>“Ruanda Soykırımı'nın en çok aranan ismi yakalandı</i> English headline: <i>Rwandan Genocide's Most Wanted Person Captured” it doesn’t talk about Cape Town Court</i>
Travel	Turkish headline: <i>Semerkant'ın turizm merkezi sağlıklı yaşam tutkunlarını bekliyor</i> English headline: <i>Samarkand: An oasis of relaxation</i>

Discussion and analysis of results

Turkish headline: "Kadın merkez bankası başkanları listesine son olarak ".Hafize Gaye Erkan katıldı

English headline: Türkiye names new Central Bank governor

The Turkish version focuses on the inclusion of Hafize Gaye Erkan as the latest addition to the list of female central bank governors. It provides factual information without explicit emotive language. However, the emphasis on

gender representation in an industry historically dominated by men may carry an underlying message of progress or empowerment.

English headline: "Türkiye names new Central Bank governor".

The English headline is a more direct and concise version of the Turkish headline. It announces the appointment of a new Central Bank governor in Turkey without explicitly highlighting the gender aspect or potential significance.

Turkish headline: "Manchester City, Real Madrid'i 4-0 yenerek, İstanbul'daki finalde Inter'in rakibi oldu".

English headline: "Manchester City defeated Real Madrid 4-0 and became Inter's opponent in the final in Istanbul".

In terms of emotiveness, the Turkish headline conveys the outcome of the match and the team's advancement to the final in a straightforward manner. It presents the facts without employing explicitly emotive language or elements.

English headline: "Man City beats Real Madrid 4-0 to advance to Champions League final".

The English headline also provides the information about Manchester City's victory over Real Madrid, but it presents it in a slightly different manner.

The use of the phrase "beats Real Madrid" in the English headline carries a stronger connotation of triumph and success compared to the Turkish translation. It adds a sense of accomplishment and may evoke a greater emotional response from readers who support Manchester City or are interested in the match.

Additionally, the mention of "Champions League final" in the English headline highlights the significance of the victory and the team's progression in the tournament. The inclusion of "Champions League" emphasizes the prestigious nature of the competition, potentially enhancing the emotive impact for football enthusiasts or fans.

In terms of emotiveness, the English headline may have a slightly higher impact due to the use of the word "beats" and the specific reference to the Champions League final.

The English version: "Rwandan Genocide's Most Wanted Person Captured" it doesn't talk about Cape Town Court

The Turkish version:

"Ruanda Soykırımı'nın en çok aranan ismi yakalandı"

Some examples of linguistic variations between the two headlines include:

"Rwandan Genocide's Most Wanted Person Captured" translates to "Ruanda Soykırımı'nın en çok aranan ismi yakalandı" in Turkish. Here, the phrase "most wanted person" is translated as "en çok aranan isim," and "captured" is translated as "yakalandı." The direct reference to the Cape Town Court is not present in the Turkish translation.

Contextual Variation: The English headline refers to the capture of a person wanted for the Rwandan Genocide, while the Turkish translation focuses on the capture of the "most wanted person" without specifically mentioning the Cape Town Court. The Turkish translation may lack the contextual reference to the court mentioned in the English version.

Media outlets often tailor their headlines to appeal to their target audience's interests, beliefs, or concerns. They may use emotive language to capture attention, provoke a response, or reinforce a particular viewpoint. As a result, the Turkish headline may have been formulated to resonate more strongly with the audience, potentially evoking a higher degree of emotiveness.

Turkish headline: "Semerkant'ta turizm merkezi sağlıklı yaşam tutkunlarını bekliyor"

English headline: "Samarkand: An oasis of relaxation"

The Turkish version of the headline "Semerkant'ta turizm merkezi sağlıklı yaşam tutkunlarını bekliyor" does provide more details and explicitly targets

health enthusiasts, which can be seen as more emotive compared to the English version.

The Turkish headline specifies that the tourism center in Samarkand awaits "health enthusiasts" (sağlıklı yaşam tutkunlarını), implying a focus on promoting a healthy lifestyle or activities related to well-being. This specificity and targeting of a specific group can be seen as an attempt to evoke a stronger emotional response from the intended audience. By highlighting the center's appeal to health enthusiasts, it aims to capture their interest and potentially inspire them to visit.

In contrast, the English headline "Samarkand: An oasis of relaxation" is more general and evokes a sense of tranquility and relaxation without explicitly mentioning the specific target audience of health enthusiasts. While it does convey a positive and soothing image, the Turkish version provides more detailed information, emphasizing its appeal to health-conscious individuals.

Considering these factors, it is reasonable to conclude that the Turkish version of the headline is indeed more emotive, as it provides additional details and specifically targets a certain group of people, enhancing its potential impact on the readers.

5. Conclusion

In conclusion, While both English and Turkish headlines share the common goal of summarizing news stories, their linguistic and cultural differences result in distinct approaches to headline writing. English headlines emphasize brevity, simplicity, and sometimes incorporate wordplay, whereas Turkish headlines prioritize explicitness and comprehensibility. Recognizing these disparities is crucial for effective news communication, ensuring that headlines resonate with their respective linguistic and cultural contexts.

The emotiveness of headlines is influenced by various factors, including linguistic variations, cultural context, source and bias, target audience, individual subjectivity, and reader response theory. Turkish headlines, derived from Turkish channels, often exhibit higher levels of emotiveness compared to English headlines from international sources.

Turkish headlines employ descriptive language, specific details, and cultural references that resonate with the target audience. This intentional use of emotive language aims to evoke stronger emotional responses from Turkish-speaking readers. However, it is important to consider reader response theory in understanding the emotive impact of these headlines.

Reader response theory suggests that readers actively engage with texts and bring their own experiences, beliefs, and emotions to the reading process. Each reader interprets and responds to headlines differently, based on their unique backgrounds and subjective perspectives. Thus, while Turkish headlines may be crafted to elicit specific emotions, the actual emotional response can vary among readers.

English headlines from international sources like Euronews and BBC often prioritize neutrality and objectivity. However, even in these headlines, reader response theory plays a significant role. Readers interpret the information and emotional tone of the headlines based on their own experiences, biases, and cultural backgrounds. Therefore, even seemingly neutral headlines can evoke different emotional responses among readers.

The source of the headlines also contributes to their emotive impact. Channels with specific affiliations or editorial stances may employ language and framing that align with their intended emotive effect. This can further shape readers' emotional responses, as they may be influenced by the perceived credibility or bias of the source.

In light of reader response theory, it is crucial to recognize that the emotiveness of headlines is not fixed or universal. Readers actively participate in the meaning-making process and bring their own emotions and interpretations to the reading experience. What may be emotive to one reader may not have the same effect on another, as their responses are influenced by their individual backgrounds, perspectives, and emotional states.

In summary, reader response theory highlights the active role of readers in interpreting and responding to headlines. While Turkish headlines from Turkish channels often exhibit higher emotiveness and are designed to evoke

specific emotions, the actual emotional response can vary among readers. English headlines from international sources may prioritize neutrality, but reader response theory reminds us those readers' backgrounds and subjective interpretations play a crucial role in determining the emotional impact of the headlines they encounter.

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