Difficulties Encountered in Translating Newspaper Articles

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ABSTRACT:

The present paper aims at identifying the difficulties which have faced student' translation while translating English newspaper articles into Arabic language. Usage of some journalistic strategies and techniques as rhetorical tropes which included (metaphor, metonym, hyperbole , etc…) which has been termed as the 'variables' of the study participate in the occurrence of journalistic style ' jargon' which result in the text' ambiguity. The present paper consider the usage of these 'variables' is the main factor of the journalistic jargon, that results in the text' ambiguity. Elaborating of the characteristics of these variables prove that the term jargon can be used as (specialized language concerned with a particular subject, profession, etc.), or can be defined as (a language characterized by pretentious syntax, vocabulary, etc.) which will be the focus of the paper. Based on the previouslystated features of the journalistic strategies and techniques, the researcher recommends that British newspapers should be considered as a good basis for language studies due to their wide variety of text- types and language styles, so they help students to use many different communicative skills and to be familiarize with important cultural knowledge of the target language which is relevant to translation. The aforesaid journalistic strategies and techniques should be included as essential part of English and translation syllabus to overcome difficulties of translating British newspaper articles.

Key words: articles, difficulties, translating, jargon, ambiguity

المستخلص:

تهدف هذه الدراسة الي تحديد الصعوبات والمشاكل الناتجة بسبب استخدام أسلوب "الجارغون" في كتابة مقالات الصحف الانجليزية التي تواجه طلاب الترجمة عند ترجمتها إلى اللغة العربية لتجاوزها والتغلب عليها, مع التركيز على بعض الاستراتيجيات والأساليب البيانية المسببة لحدوث هذا الأسلوب. ان مصطلح (الجارغون) يتم تعريفه علي أنه لغة متخصصة تستخدمها مجموعة العمل التي تنتمي لذلك للخصص، أو يُعرف على أنه أسلوب يستخدم لكتابة الصحف ناتج عن استخدام الأساليب آنفة الذكر موضوع هذه الورقة, وهو يعتبر من اهم العوامل المؤدية لغموض المقالات الاخبارية بالإضافة الي العوامل الثقافية وعدم وجود المفردة المقابلة في اللغة المستهدفة. وفقا لأهم مخرجات هذه الورقة توصي الباحثة بالتركيز على تدريس المقالات والنصوص الإخبارية في الصحف الانجليزية كجزء رئيسي من منهج اللغة الإنجليزية لتنوع أساليبها اللغوية، مع اعتماد هذه "المتغيرات" الأساليب البيانية والاستراتيجيات كجزء أساسي من منهج اللغة الإنجليزية عموماً ومنهج الترجمة على وجه الخصوص لمساعدة الطلاب للتغلب على غموض النصوص الإخبارية للصحف البريطانية.

كلمات مفتاحية: النصوص الاخبارية ,المقالات, الصعوبات, ترجمة, الجارغون, الغموض

INTRODUCTION:

Newspapers are made up of different sections and types of articles each with their own style and language. Articles will be related to current events and news in different areas of interest, like business, arts, and culture nationally and internationally. However, regardless whether they are still printed on news-print distributed or published online, newspapers are staple in every country, and they are very valuable due to their basic function as a medium of transferring

information and foreign culture to their native readers, and those who don't have the privilege to read and understand foreign language couldn't obtain these essential information about others' culture and their everyday problem which they face without the help of translator.

Definition of Newspaper Articles:

Is a nonfunctional prose forming an independent part of a publication. (The Free Dictionary).

Newspaper articles discuss current or recent news of either general interest (i.e. daily newspaper) or of a specific topic (i.e. political or trade news magazine, club newsletters, or technology news websites). (Wikipedia)A news article can include accounts of eyewitnesses to the happenings event. It can contain photographs, debates on the topic, etc. The writers can give facts and detailed information following answers to general questions like who, what, where, when, why, and who.

Components of Newspaper Articles:

Articles have essential elements as the headline, byline, lead, body, conclusion.

1-Headline:

Headline, in any kind of mass media, is conventionally defines as 'The title of a newspaper report, which is printed in large letters above the report and most important points of the main news stories that are read at the beginning of a newspaper on a radio or television'. (Longman Dictionary of Contemporary English, 2003).

2-Byline:

A byline gives the name and often the position of the writer, along with the date.

3-Lead:

The lead sometimes (spelled lede) sentence captures the attention of the reader and sums up the focus of the story. The lead has also establishes the subject, sets the tone, and guides reader into the article.

In news story, the introductory paragraph includes the most important facts and answer the

questions: who, what, where, when, why, and who. In a featured story, the author may choose to open in any number of ways ,often using a narrative hook possibly one of the following an anecdote, a shocking or starting statement, a generalization, pure information, a description, a quote, a question, or a comparison.

4-Body:

For the news story details and elaboration are evident in the body of the news story and flow smoothly from the lead. Quotes are used to add interest to the story. Most news are structured using what is call an inverted pyramid.

A featured article will follow a format appropriate for its types. Structures for featured articles may include but are not limited to:

- chronological, where the article may be a narrative of some sort;

-cause and effect, where the reasons and results of an event and process are examined;

-classification, where items in an article are grouped to help aid understanding ;

-compare and contrast , where two and more items are examined side-by –side to show similarities and differences;

-list a simple item-by- item-run down of pieces of information;

-Question and answer, such as an interview with a celebrity or expert .

5-Conclusion:

The conclusion will sum up the article, possibly including a final quote, a descriptive scene, a play on the title or lead, a summary statement, or the writer opinion

Characteristics of well-written articles:

The article is usually on a well-defined topic or topics that are related in some way, such as a factual account of a newsworthy event. The writer of a well-written article is seen as objective and showing all sides to an issue. The sources for a news story should be identified and

reliable. The technique of <u>show, don't tell</u> is applied.

Translation's Background:
Translation studies appeared in the second half of the 20th century. Before becoming the '*Traductology', translation had been the subject of many disciplines and had to struggle to find its place amongst them. With progressing made in the sector of data processing and communication, the importance of translation increased considerably. It means that more and more documents are translated expeditiously. Translation plays crucial role in many areas of social life as well as of economic life while supporting linguistic and cultural diversity.

The development of information technology has profoundly influenced the work of translators. Information circulation requires the fast translation of informative texts, therefore the role of translator as a medium of information transferred has been largely emphasized in this era. However any intelligent translation requires knowledge of the subject of the text, because without the basic knowledge the translator may not exceed the stage of literal translation and will focus on the words without being able to convey the meaning of the text as the reformulation and reconstruction of original meaning in the translation doesn't relate only on its linguistic significance, but also to 'the effect' which it aims to produce. Reformation of the source text doesn't constitute a simple transcribing; reproduction of the same effect can be reached by a text which is not identical; transcribing constitutes only one elements of the translation. We believe that translation should not be judged against the purely linguistic criteria. (Mariam Pareshishvili, Ketevan Diachy, 2012:p.967).

Language in Media and Translation:
There is consensual relationship between language and media, as journalists use language to describe the event and the new happenings, their main goal is to transmit an effective message to their audiences, as they accommodate language according to their needs. However, they don't care about the correct sentence structure or other grammatical rules which governed the sentence. According to (Rayner et al ,2004:p.2) media 'produce and package' versions of events and issues in their output, which we consume as a part of our daily lives and situations'. However, its characteristics will never be changed such as its

spontanousness, its products are shared i.e. known to everyone, it's directed to a large number of people, it's controlled by institutions, it relies on advanced technology, and its products are expensive to produce (Rayner et al, 2004). On the other hand translation on news articles and report has become in vogue for news agencies with ongoing need for understanding other different languages. Therefore numerous newspapers hire translators whose primary duty is to translate news that transferred by the great news agencies such as AFP, BBC, Reuters, and Voice of America,etc.

Definition of Media Language:
Johnson and (Ensslin, 2007:p.13) define language used in media as *metalanguage*. (Perston, 2007) cited in Johnson and Ensslin (ibid) defines *metalanguage* 'as: (1) consists of language about language, i.e. in a discussion about the pronunciation of a word, (2) *metalanguage* presumably where there is simply a mention of talk itself'.

(Fairclough ,1995) emphasizes *'that media language should be analysed as discourse and media discourse should be linguistically analysed'*. Also he indicates that *'communicative events are temporally and spatially disjoined'*. That is, the place and time of the production of mass media text is different from the place and time of consumption of that text. For example, communicative text may occur in the USA and broadcast in Sudan. As a result of temporal and

spatial parameters, communicative event can be considered as *'a chain of communicative events'*. (ibid: 37) (Trew,1997), cited in (Fairclough,1995), states that 'discourse consists of ideological and linguistic processes and there is a strong relationship between them i.e. the linguistic choices are affected by ideological meanings.'

Difficulties of Translating Newspaper Articles:

The below factors consider as the most challenging things regarding the translation of the news articles:

1-**Cultural Context and Lacking of Equivalent***:*

1.1 The very nature of newspaper published every day to keep everyone inform about ongoing events, new happenings, and much more makes them extremely dependent on context. The context of every newspaper is relative to the place in which this paper is published and circulated. And due to the differences in cultural aspects of different countries and natives the information that is related to the culture may be interpreted wrongly without providing additional clarification and other explanation, while its significant is be more while conducting the process of translation from one language to another.

1.2 Lack of equivalent, as finding the lexical equivalent for objects and events which are not known in the receptor culture represents one of the most problematic area of this research. This is due to the fact that, the translator has to consider not only two languages, but also the two cultures, because of the difference in culture there will be some concepts in the source language which do not have lexical equivalents in the receptor language.as (Larson,1998: p.179) states that *'one of the most difficult problem facing a translator is how to find lexical equivalents for objects and events which are not known in the receptor culture'*. Also (ibid: 180)

states that '*a translator is confronted with words in the source language which have no equivalents in the receptor language vocabulary.'*

2-Style and Terminology:

2.1 Definition of Style:

• Style in journalism has been defined by (Marcel Broesma,1978:p.5) as 'the choice between functionally equivalents of language', also Allan Bell puts it as:

• Style it is a 'that way' which could have been chosen instead of 'this way'…. And these different ways of speaking can carry different social meanings'. And (Matheson, 2000:p.650) states that:

• Style refers to practices and the routines which underline them. Routines are cultural values commonly shared by groups of journalists, they determine what journalism is and what it should be to a specific group- what news is and how a journalist should act. What is included in and excluded from stories is to a large extent determined by routines, they offer the ideological framework which lies behind the process of gathering, selecting, and presenting news.

• Journalistic style: 'is an elegant style and syntactically complex to large extent, verbally complex and formal to small extent.' (S.E Michos, 1996:p.194).

(Lynch,2003:p.122) has gone beyond the fact that style is related only to writing as he describes some journalists practices and news writing regarding using special kind of journalistic style to denote implicit meaning: 'Other issues were simply stylistic, things, like 'running for cover' was changed to 'dashing for cover', because 'running for cover' implies cowardice'.

(Barry Baddock,1988:p.12) explains the journalistic style 'jargon' which has been used in

press particularly in writing headlines and news, as he puts that:

'English newspaper headlines are governed by linguistic rules of their own. The language is elliptical and compressed, yet it is quite different from other condensed codes such as 'telegramese.' And often the fractured grammar and idiosyncratic vocabulary of English headlines will challenge the understanding even of native speakers. But these 'problems' are often, in themselves stimulating challenges to non- native speakers.' Also he has distinguished the newspaper writing from other written forms:

'It is important to realize that there are lexical, structural and stylistics differences between headlines and others written forms.'

All articles have a certain type, as they providing information as well as they are analyzing them with an a bit of providing interpretation of these events. Some articles as political ones commentaries are written by politicians using their own style and tone for expressing their point of views, while editorials like essays and con follow number of rules to express their writings. Therefore for translating news articles effectively different types of styles must be put in our consideration.

'Each country has its own slang and different types of jargon that is used only in certain context, when used out of context, these words might not even make sense. A good example of this is the political terminology from the US , the term 'affirmative action', this makes sense to everyone in the US , who keeps up with current events, but outside of context of politics, it doesn't have much clout'.(info@alfaomegatranslations.com).

Translating this phrase could prove difficulties, as it may not has an equivalent in the target language due to the lacking of this political concept in the target culture.

2.2 Features of journalistic style:

News style, journalistic style or news writing style can be thought of as the prose style used for news reporting in media such as newspapers, radio and television. News style encompasses not only vocabulary and sentences structure, but also the way in which stories present the information in terms of relative importance, tone and intended audience. The tense used for news style articles is the past tense. Journalistic prose is explicit and precise, and tries not to rely on jargon as a rule. Journalists will not use a long word when a short will do, they use subject – verb- object construction and vivid active prose. They offer anecdotes, examples and metaphors; also they rarely depend on colourless, generalization, or abstract ideas. News write try to avoid using the same word more than once in a paragraph, sometimes called an echo or (word mirror). Journalistic style may sometimes be a product of audiences responsive as some comments from readers were apparently used to amend the paper's style polices. (wki<http://en.m.wikipedia.org).

2.4Journalistic style in its biggest extend has included**: (Wikipedia, Encyclopaedia, and other numerous sources)

Colloquial language: is the language that is informal, this can include words as well as phrases.

Gobbledygood: is the language that is unnecessary complicated, unclear, wordy, or include jargon.

Journalese**:

• Type of jargon used by newspapers writers, language used by journalists that would never been used in everyday speech.

• BBC guide style define journalese as: 'journalese comes from newspaper which have developed a particular style to meet their own needs some of them have moved a very long way from Standard English.'

2.4 Jargon and Journalese:

According to Collins, Jargon is firstly 'specialized language concerned with a particular subject, culture, or profession.' And second, 'language characterized by pretentious syntax, vocabulary, or meaning.' An audience is broad, so any jargon in the first sense must be translated into terms that all readers can understand. Jargon in the second sense is just bad writing Collin's third and fourth meanings are 'gibberish', and another word 'pidgin'. On the other hand journalese may be blamed on tabloid newspaper specially their subs. Headlines across short measures have led to overused of words such as bid, spark, move, hit ,blow, top, chief, crisis, drama, etc…That language has migrated from headlines to body copy.(http://www.collinsdictionary.com/)

On this regard (Gorge Orwell,1946) on his book (Politics and English language) has puts out six points as a rule for journalistic style to avoid ambiguity are from (Politics and English language Gorge Orwell,1946).

1-Never use a metaphor, simile, or other figure of speech you are used to see in print.

2-Never used a long word where a short one will do.

3-If it is possible to cut a word out, always cut it out.

4-Never use the passive where you can use the active.

5-Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.

6- Break any of these rules sooner than say anything outright barbarous

2.5Jargon and Slang

Jargon sometimes is wrongly confused with slang, and people often take in the same sense, but there is always a difference between them.

2.6 Definition of Slang:

• Is a type of language consisting of words and phrases that are regarded as very informal. Slang is only used in spoken language.(Pediaa.Com.).

• Slang is a type of an informal category of a certain language developed within a certain community and consists of words or phrases whose literal meanings are different than the actual meanings. Hence, it is understood by people outside that community or circle, slang is more common in spoken language than written. A special feature of slang is that slangs words do not stay in the language for a long time. Many slang words disappear, and new words come into language. However, there are some words that were introduced to the language as a slang but have evolved into standards words. For example: taxi, hoax, skyscraper, etc.... Other examples for slang:

1- Did you hook up with him?

2- G'day, Mate- Australian slang for good morning.

3- Crook- Australian slang for being sick.

2.7Definition of jargon:

Jargon is a particular type of language that is used by those engaged in specific profession or activity, and can be used in both written and spoken context. (Pediaa. Com.)

• In every profession certain unique language is used. Words in one profession may be similar to those used outside the profession, yet the meaning may be quite different. Journalism is one of those professions with a unique language used to identify departments, parts of newspaper and types of writing and formatting.

• Jargon are any overly obscure, technical, or bureaucratic words that would not be used in everyday language. (Wikipedia, Columbia Encyclopaedia, Google search and other sources online).

• Also jargon can be defined as: A type of shorthand (means: fast way of writing abbreviations and symbols, Cambridge

dictionary) between a particular group of people, often words that are meaningless outside of certain context. These as: a spread which means (a big story accompanied with pictures), leg: refers (to a column), beat: is (a reporter topic area), copy boy: is (an older term for a man or a woman that keeps the news room running smoothly by answering phones, etc…………)

Jargon is a literary term that is defined as a use of specific phrases and words by writers in a particular situations profession or trade. These specialized terms are used to convey hidden meanings accepted and understood in that field as journalistic headlines and news in journalism, and this type of journalistic jargon will be the focus of present study.

The use of jargon becomes essential in prose, or verse, or some technical pieces of writing when the writer intends to convey something only to the readers who are aware of these terms. Therefore jargon was taken in early times as trade language or as language of profession, because it is somewhat unintelligible for other people who don' who don't belong to that particular profession. In fact, jargon is a specific terms that developed to meet the needs of a group of people working in the same field or occupation. Barry (Baddock 1988:p.12) explains the essential of acquiring and understanding these strategies and techniques regarding the journalistic jargon which have been used in writing the headlines which are considered as essential elements of the news article as we clarified above, so news articles require the same tackling while conducting the translation **process**:

'The most compelling argument for studying news headlines is that you need to be able to interpret them, for this is one of the skills required by any one in an English culture. A person who cannot 'use' headlines to grasp the gist of newspaper articles is at a big advantage: he browse through newspaper so as to choose what to read, skim or ignore.'

2.8 Some Examples of Jargons

Some examples of journalistic expressions that people never say: here is a list, followed by easy and understandable alternatives :(posted by Bobing Rassia in February, 2012/media industry.)

jargon	meaning	jargon	Meaning
Fled on foot	Ran away/ high rate of speeding	Reduce expenditure	Cut costs
Terminate employment	fire	Incendiary device	Bomb
vehicle	Car	reside	Live
Lower extremities	legs	Utilize	Use
Physical altercation	fight	Verbal altercation	Argument
Blunt force trauma	injury	Discharged the weapon	Shot
Transport the victim	Take him/ her	Vehicle	Truck

2.9 Causes of Jargon:

Considering the journalistic style is the main reason that cause the complexities and

difficulties of translation the news article, some of the factors that cause this style must be elaborated in this paper

3-Rhetorical Tropes:

Many linguistic stylistic, pragmatic, and cultural factors participate in the creation of the journalistic jargon, however in this paper the focus will be on some linguistic factors as rhetorical tropes which consider as significant factors that cause the journalistic jargon, these tropes include: hyperbole, metaphor, metonym, and puns.

3.1 Hyperbole:

Definition of Hyperbole and Understatement:

• *Hyperbole and understatement are used as tools of manipulation. Hyperbole, is a rhetorical device used to highlight, intensify and amplify selected elements of the image of reality, seems to be extremely pervasive in communication of any kind. It is traditionally associated with literature, but can in fact be presented in most types of linguistic activity, from everyday interactions to carefully designed political propaganda- on the other hand, we know that these two devices are not used equally frequently in different cultural communication. Some of them prefer to use implicit information, while others rely more on explicit references, exaggeration, and superlatives* (cf. Gutt: 1991). Both hyperbole and understatement influence our perception of reality.

• *Hyperbole: is an over-exaggeration to make a point, it helps the reader to understand the excessive meaning of something.* (Study.com, Cannie Warner).

• *Hyperbole is an example of excessive exaggeration for rhetorical effect.*

The headline *(Bambi turns killer) (Daily Express, 25February2005)—is an example that reflects the sensationalism, and often the humour, of news reporting in the tabloid press.* However, it is in the reporting of various social out groups-'racial' or ethnic minorities, criminals and mentalhealth patients in particular –that hyperbole can take on a more sinister dimension. (Van Dijk,1991) points out that in his study of the reporting of 'race' and 'racial' minorities hyperbole was highly selective 'disturbances' are not merely described as "riots" but even as "mob war 'when young West Indians are involved, a policeman is not "stabbed" but "hacked down and mutilated in a fury of blood lust' when killed by a black man(p:219). Racist hyperbole persists in some reports. Take this editorial from the Sun (2 March2005), for example, the following report commenting on (the drink-driving who killed by accident Jamie Mason's son):

Even through his tears, the father of tragic Jamie Mason can see clearly about the wicked driver he killed his son "He should not have been in this country, let alone in that car "{...} Chicago will be free in a week and will continue his SEVEN YEAR battle to stay in this country. Usage of some words as the adjectives: 'tragic', and 'wicked', in addition to the noun 'tears', realizing this trope.

Analysis of the Reporting Event:

'In the reporting of this story, the Sun reconfigures a traffic accident into an immigration story. This in itself is unwarranted, but it is the hyperbole- specifically choosing to describe the driver as wicked. These show the driver was over the legal limit; that the alcohol in his system was a residue from the night before; that the police found insufficient evidence to charge him with causing death by careless driving, that they failed to prove he was driving without due care and attention; and that he was in fact,"going only marginally over the 30 mph speed limit". In short, the death he caused was an unfortunate accident'. John E. Richardson (2007:66).The hyperbolic account of this accident should therefore be viewed as an attempt to *"emphasise the aggression or other*

negative properties of black people'' (Van Dijk, 1991:p.219), and in this case, to support The Sun's wider point that our immigration system is being abused by "wicked foreigners".

3.2 Framing:

Definition of Framing:

• The media provide frame of reference, or highly stereotyped representations of specific situations, to make the event accessible to public. And they shape other kind of frames –the ones that the audience, the individuals use when interpreting information about events

• The frame system consists of stereotypical scenarios, routines, and beliefs, and are based on expectations in a given social situations. They enable each of us *''to locate, perceive, identify, and label.'*(Fillmore 1977, Dubios1997, Goffman1974, Schank etal 1977). Through the framing of news discourse, journalists and their editors create a certain context for readers and viewers.

• News frames make a certain facts meaningful, provide a context in which to understand issues, shape the inferences made, reinforce stereotypes, determine judgments and decisions, draw attention to some aspects of reality while obscuring other elements.

  This selection in turn creates reactions in the audience, related to diagnosis of causes, attribution of responsibility, and so on (Baker, 2006).

Media reports on events are neither produced nor processed in a neutral, unbiased way. Interpretations and attitudes are influenced by the different frames which influence not only the content but also the form adjusting (or manipulating) both to generate particular feelings and responses on the part of the audience.

According to ('Kauffman, Elliot, and Shmueli 2003', cited in (Darwish,2006)) *'framing involves both the construction of interpretive frames and their representation to others.'*these interpretive frames reflect judgments made by creators or framers of the message (Hallahan,1999:p.207), cited in (Darwish,2006). Furthermore, (Rhoads,1997) defines a frame as:

'A psychological device that offers a perspective and manipulates salience in order to influence subsequent judgments'.This definition focuses on two relevant elements of framing perspective and manipulation. Also in this concern (Ali Darwish,2006:p.67) states that:

 'One of the major problems of translating news or any kind of texts for that matter is a phenomenon known as shift in focus. This shift in focus is practically a shift in perspective through linguistic manipulation and reconstruction. One could argues that obligatory syntactic shifts in translating news reframe the message through shifting the focus from the subject to the verb in Arabic for example.'

3.3 Metaphor:

Definition of Metaphor:

• A figure of speech in which a term or phrase is applied to something to which it is not literally applicable in order to suggest a resemblance. (www.dictionary.com.).

• A metaphor is a figure of speech that refers, for rhetorical effect, to one thing by mentioning another thing. It may provide clarity or identity hidden similarities between two ideas. (https://en.m.wikipedia.org.).

• A figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or anology between them. ((Merriam –Webster).

• (Entman 1991) puts that; a metaphor is type of framing by stating*: 'media frames or news frames are embodied in the keywords, **metaphors,** concepts, symbols, visual images used in a news narrative.'*

• A metaphor used is to compare two things in an effort to help the reader have a better

understanding of what the writer is attempting to convey. Metaphor does not utilize the words like 'as' or 'than', for instance:'It is raining men.' This does not mean it is literally 'raining men', since that it is impossible.It is simply means that there are lot of men present.(Study.com, Cannie Warner).

• A familiar concept to most, a metaphor in the most general sense, involves perceiving one thing in terms of another. Take the economy for example we can talk about an economy being 'overheated', or 'stagnating', 'tiger economies', 'peaks', and 'troughs', in production, 'a financial boom', the 'bubble bursting' or a range of other metaphors which are employed in order to understand financial affairs in terms of something else. (John E. Richardson,2007:p.66). *'There are more or less fixed set of metaphors employed in exclusionary discourse such as the likening of migration to a natural disaster of immigration/ immigrants as 'avalanches or floods,' and of illegal immigration as 'dragging or hauling masses*.'(Reisigal and Wodak, 2001:p.50).

Certain types of metaphors are associated with specific genres of journalism. Metaphors of war are frequently, indeed ubiquitously, employed in sports reporting. In most sports we talk about 'attack' and defence', about 'counter attack'; we 'shoot for goal' or 'shoot at the goal''; if one side is subject to a prolonged period of pressure they can be said to be 'under siege'; a team can get 'slaughtered' by the opposition,etc. The players in our teams, or the more successful members of our teams, are often labelled 'heroes' or 'our boys'; the less successful are labelled 'villains' or, in the case of Paula Radcliffe, after she dropped out of the2004Olympic marathon, a 'casualty of war'(Daily Mirror, 23August 2004).Such a metaphorical framework shapes our understanding of sport as an extraordinary activity- an activity that allows us to abandon

reason and sense of proportion. As (Sontag ,1990:p.99) wrote, this because *war 'is one of the few activities that people are not supposed to view 'realistically'': that is, with an eye to expense and practical outcome in all-out-war ,expenditure is all-out, imprudent-war being defined as an emergency in which no sacrifice is excessive'*. Interestingly, war itself is often reported (and hence understood) using metaphors and metaphorical frameworks. (Lule,2004), for instance, shows how during the prelude to the US/ UK invasion of Iraq in 2003, news-reporting was dominated by four metaphors: 'the Timetable; the Games of Saddam; the Patience of the White House; and Making a Case/Selling the Plan'(p.184).Following examples explaining each of the mentioned metaphors:

*{...}the administration had a **timetable** it was trying to follow,**a timetable** with a final inevitable destination: war.The **timetable** ,however,was threatened by the **games** of Saddam, who adroitly played hide and seek with weapons {...}the White House was losing **patience** with the process, the UN,and eventually,its allies. Subsequently, the administration was forced to make its **case, sell** its plan to the American people*. (ibid).

Other prominent metaphors frequently employed to make war 'understandable' are war is business, war is politics and war is a freedom (see Lakoff, 1991). Each of these, like metaphorical frameworks employed to promote the invasion of Iraq, help to hide the true sequences of violent conflict: blood, bones and bodies. Moreover, the following example of a metaphor has been presented by the *Sun* newspaper to shape the readers view regarding the teenager girls who are getting pregnant, this social issue has been arisen in the British community:

Vicky clones: (Little Britain's Vicky Pollard makes all laugh 'The Sun'). Here the Sun employs metaphors to structure our

understandings of the family: the girls are 'Vicky clones'. For those unaware, Vicky Pollard is a comic character from television show 'Little Britain,' So the girls described as selfish, stupid, indifferent, the characterisation is clearly intended to shape not only our view of the girls, but also our perception of how the girls apparently believe that 'having babies and scrounging off the state is perfectly normal behaviour,'(John E. Richardson,2007:p.142).

3.4 Metonym:

Definition of Metonym:

• A figure of speech consisting of the use of the name of one thing for that for another of which it is associated as 'crown' in 'lands belonging to the crown'(www. merriam-webster.com).

• A figure of speech that consists of the use of the name of one object or concept for that of another to which it is related, or of which it is a part, as 'the bottle' for 'strong drink' or 'count heads' for 'count people'. (www.dictionary.com).

• (Jasinski,2001:p.551) writes that metonym *'is the form of substitution in which something is associated with X is substituted for X".*

• More formally, a metonym is a trope in which one word, phrase or object is substituted for another from a semantically related field of reference. Metonym differs from metaphor; in that metaphor operates through transference of similar characteristics while metonymy operates through more direct forms of association. (Reisigl and Wodak, 2001:p.56-58) detail a number of metonymic replacements:

• The cause or creator is replaced by the product: e.g. 'the anti-terrorism, Crime and Security Act 2001 criminalises Muslims'.

• The user of an object is replaced by the object: e.g. 'Rachel Corrie was killed by Israeli bulldozer'

• People are replaced by a place in which these people work /are staying e.g. "The White house

declared ..."the detention centre erupted into violence.

• Events are replaced by the date in which these events occurred e.g. "September11th must never be allowed to occur again".

• A country, or state, is replaced by (certain people) living in this country: e.g. 'We cannot let the evil of ethnic cleansing stand. We must not rest until it is reversed (Tony Blair, 22Abril1999, cited in Fairclough, 2000:p.148).

Metonyms are used because the actors responsible are unknown. Consider the following headline: *'Truck crashes into UK embassy' (Independent,1 April 2003).* Here, the user of an object replaced by the object –perhaps partly because the reason why the truck was driven into the embassy building died with the driver, and partly because it was a punchier headline than alternatives (*e.g."Man drives truck into UK embassy"*).

On the other hand, metonyms may*'enable the speakers {or writers} to conjure away responsible, involved or affected actors (whether victims or perpetrators),or to keep them in the semantic background "*(Reisigl and Wodak,2001:p.58). Consider the following headline, also taken from the **Independent**: *'Besides the Tigers, another river carries food, fuel, and arms north'* (7 April2003). This metonym involves the social agent (the army) being replaced by the medium (the river, through which this action is enabled): the text reveals that these materials were carried by the army, using their boats on the river, not in fact by the river itself. This metonymies comparable to saying that "the wind takes tourists on holiday", rather than pilots using planes. Casting the river as an active agent- and the rather poetic evocation of the Tigers-makes the event seems romantic than the reality: the army moving its supplies in order to kill Iraqis more efficiently.

With this regard (John E. Richardson,2007:p.201) gives these examples to illustrate the trope metonym:

1-*Missiles hit Red Crescent maternity hospital (Independent, 3April 2003).*

2-*Maternity Unit bomb kills three (Daily mirro,3 April2003)*

3-*Rocket kills teenager in Iran (Financial Times 9April2003)*

4-*Grenade kills two soldiers (Daily Telegraph 15 April 2003)*

In each example of the news texts, a metonym is used to shield 'Our' agency, in each, the user of an object is replaced by the object itself. It was US forces that launched all of these missiles, bombs, and rockets, (in the case of the fourth headline, the grenade was both thrown by and killed US soldiers). These news texts were product of an editorial choice. Taking the second example 'Maternity Unit bomb kills three' concertinas two process (US bombs a maternity and kills three people) into a clipped noun phrase that retains their contextual sense (a bomb, a maternity unit, three people killed) but remove any sense of responsibility.

3.5 Puns

Definition of Puns:

• Pun is the form of word play used by writers, and it may be grouped into three main forms:

• A pun is a play on words. A pun is a comedic phrase that plays off of the sounds and double meanings of words. (https://www.vocabulary.com)

• Is a form of word play that suggests two or more meanings, by exploiting multiple meanings of words, or of similar-sounding words, for an intended humorous or rhetorical effect.These ambiguities can arise from the international use of homophonic, homographic, metonymic, or figurative language.(https://en.m.wikipedia.org.).

• Puns may be regarded as in jokes or idiomatic constructions, as their usage and meaning are specific to a particular language and its culture.(https://en.m.wikipedia. Org.).

• Firstly, homographic puns that exploit multiple meanings of essentially the same word {e.g. foil, meaning to baffle and foil, meaning thin metal).

• Secondly, ideographic puns that substitute words of similar but not identical sound (e.g. merry and Mary).

• Thirdly, homophonic puns that substitute words with the same sound but unrelated meaning (e.g. raised and razed).Take this example from Daily Mirror: *'Batchelor Pads it out: Jockey denies misleading investigators'*(Daily Mirror,22 June 2004),reporting allegations against the jokey Mttie Batchelor, contains an example of a homographic pun on the word 'pad '

While some may jut view such features as a merely entertaining aspect of particularly (tabloid news discourse). Like all rhetorical features, they oftenunderscore a newspaper's editorial and often political agenda .For example, *'My Euro Vision: Blair spells out why he backs yes vote on New Constitution'* (Ibid), is pro-European constitution article printed in a pro- Euro newspaper. A less successful pun*,'Beware the bribes of March'*(17 March2005), draws attention to what the Chancellor Gardon Brown's pre-election budget. It is less successful because the ideograph – bribes- is a little too far from the word it puns – ides – and the literary reference is perhaps not instantly recognisable to a tabloid readership. The *Sun* is usually far better at inventing puns – for example: '*Was it a left hook or a right hamza?* (Sun, 7 March 2005) reporting a physical assault in prison against the Muslim preacher Abu Hamza. While the report is prejudicial and revels in the criminal attack against this man is rhetorically successful

because it uses both homographic pun on hook (as a verb or a noun) and an ideographic pun on ''hamza'' (write hander).

In conclusion, puns with other aforesaid techniques have a great influence in the occurrence of the journalistic jargon, so the students of translation and other relevant disciplines should be aware about these writing strategies to understand the news articles and interpret them correctly.

Conclusion:

Usage of some journalistic strategies and techniques as rhetorical tropes which included (metaphor, metonym, hyperbole , etc…) which has been termed as the 'variables' of the study participate in the occurrence of journalistic style ' jargon' which result in the text' ambiguity. Elaborating of the characteristics of these variables prove that the term jargon can be used as (specialized language concerned with a particular subject, profession, etc.), or can be defined as (a language characterized by pretentious syntax, vocabulary, etc.) which will be the focus of the paper.

Results:

There many factors participate in the creation of journalistic jargon which results in translation difficulties of the newspaper articles,these are:

-Rhetorical tropes as hyperbole, metaphor, metonym, puns, etc..

-Cultural factors as translator must transfer the meaning in addition to the cultural aspects of the source language.

- Lacking of equivalent or losing of it, consider as the main factor that causes the problems of news articles translation.

-Moreover usage of journalistic style with its different categories as:Colloquial language Gobbledygood; jargon and slag in addition to Journalese result in translation difficulties and complexities.

*Traductology: Etymology: From French traductologe.(https//en.m.wikipedia.org.)

1-The study of the theory and practice of translating and interpreting, especially in an academic context and the humanities. More commonly known as translation studies translatology.

Synonyms:

-Translation studies.

-Translatology.

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