Translation of English Collocations into Persian: Sport News Headlines in Focus

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Abstract

This study was an attempt to find out which strategies are used in the translation of collocations in sport news headlines and making decisions regarding the extent of English collocations that are preserved in the Persian translations. For this purpose, one hundred collocations were selected from sport news headlines and were compared to their Persian translations. They were investigated based on Vinay and Darbelnet (1995) Model. The results showed that "Equivalence" was used more than other strategies, while the next most frequently-used strategies were "Borrowing", "Literal translation" and "Transposition". The least frequently-used strategy was "Modulation". "Calque" and "Adaptation" were not used by the translators. Also, most of the collocations were preserved in the Persian translations.

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Introduction

Traditionally, people try to communicate with each other which is done in different ways. Nowadays, communication tools are too expanded, which makes it possible to communicate with people around the world. In the written news, people look for intended news or read some news with interesting headlines. So, headline has an important role, because it guides persons to find intended news or encourages people to read the news in details. Based on the headline, people decide to read an article or not. According to Boduch (1999) interesting headlines are attractive for people, so a headline has an important role in news. Great headlines create excitement, anticipation, and enthusiasm for more. A single headline can make multi-million dollar or causes to failure of a business. If, on the other hand, your headline fails to attract and interest an audience, not only will your promotion falter, but all of the catalogue, web site, or article, will be rendered useless. Being informed about the worldwide news is not possible without translation, because people cannot learn all languages and translators transfer the news to the target languages. Translation plays an important role in the human communications.

Collocations are important parts of speech which are difficult to translate. Collocations of specialized text are technical which are understood only by skillful translators. Inaccurate translation of the collocation can lead to misunderstanding which is problematic in the headline, because there are not any other details and the reader cannot get concept of the text and rely on headline. There are many studies about translation and learning of collocations. They were studied in religious texts, drama texts and football reports, but there was not any research about translation of collocations in sport news headlines. Then the researcher aimed to study translation of English collocations in sport news headlines which is for the first time, and investigated the strategies used in the translation of sport collocations.

Objectives of the Study

Translation of collocations is considered as an important and crucial part in target language, because knowing meaning of them which are combined words is not easy as single words. Sport collocations are technical words which are not understood easily, so inaccurate translation of them causes misunderstanding, especially in headlines which have no more details.

Only few studies have been done on translation of collocations in sports news. The present study aimed at investigating strategies used in translation of sport collocation in news headline and adaptation of them to the Persian language. The objective of the study is twofold: the first objective is the study of English collocation preservation in Persian translations, and the second objective is the investigation of strategies used for the translation of collocations of sport news headlines. These strategies will be useful for translators, students of translation, and TV announcers. Based on these objectives, the following research questions were addressed:

RQ1. To what extent are English collocations preserved in the Persian translations of sport news headlines?

Q2. Which translation strategies are most frequently-used for rendering English collocations into Persian in sport news headlines?

Background of the Study

A collocation is a composite unit which permits the substitutability of items for at least one of its constituent elements. Cowie (1981) uses the term composite unit to subsume both collocation and idioms. Collocations are a fascinating linguistic phenomenon in language in general and in translation in particular. They are usually used spontaneously in people's speech as unmarked collocations, but marked ones, which have a creative element, are used generously in literary texts (Cowie, 1981). Collocations represent a key constituent of the lexicon of natural language. They are a very interesting and important phenomenon in language, whose importance is perhaps farther-reaching than previously thought. Recent studies on translation have demonstrated that collocations are very important lexical constituents of texts and thus in translation (Sughair, 2007). According to Manning and Hinrich Schutze (1999), including of two or more words which do not occur by chance is collocation. Collocations play an important role in natural language generation, computational lexicography, parsing, and corpus linguistic research. According to Manning and Hinrich Schutze (1999) there are three criteria which most collocations satisfy:

• Non-compositionality means that the meaning of the whole collocation is more than a sum of meanings of the words forming it.

• Non-substitutability means that we cannot substitute a word in a collocation with another word having similar or even same meaning.

• Non-modifiability means that we cannot freely modify the collocation with additional lexical material or put the collocation through some grammatical transformations. This criterion is especially true for idioms.

The term collocation has been generally used to refer to a phenomenon in which certain words have the tendency to co-occur regularly within a language. Hence, the word lean can exclusively collocate with meat, while the word heavy has rain, meal, traffic, and smoker as possible collocates (Bahumaid, 2006). The correct choice of a collocate across two languages should also be influenced by register or genre (Baker, 1992, P. 52); collocations that are valid in one area of discourse may not be so in another.

A core phenomenon in the semantics-syntax interface is the mapping between meanings and lexemes let us take a speech production perspective for a moment and call this lexicalization. The lexicalization of one meaning is usually independent of that of other meanings in the same sentence, but in the case of collocations, one lexicalization interferes with another. A collocation is a semi-idiomatic expression where the choice of one lexeme, called the base, is free, but the choice of another lexeme, called the collocate, is context-sensitive and is constrained by the choice made for the base. The concept of collocation is only fully understood when it is considered in the perspective of speech production rather than interpretation because there are collocations that are semantically transparent, yet the lexicalization of their collocation is to a certain extent arbitrary" (Lareau, Dras, B¨orschinger and Turpin, 2012).

According to Venuti (2004, pp. 111-114), "during the 1950s, translation theory was dominated by the fundamental issue of translatability and the emphasis was on linguistic analysis. Vinay and Darbelnet's work makes an influential contribution to the field of translation studies and also played a major role in the training of translators." "Vinay and Darbelnet (1995) distinguish between direct and oblique translation strategies and further subdivide these two strategies into seven procedures. In the introduction to their study, the two authors point out that their intention with the book is not to provide a list of recipes whose application automatically leads to a mechanism for translation (Vinay and Darbelnet, 1995, p. 10), but to assist translators with strategies to translate a complex text." "Equivalence-orientated translation is seen by Vinay and

Darbelnet as procedures which replicate the same situation as in the original, whilst using completely different wording (1995, p. 342). Their aim was to be as true to the meaning of the original as much as possible and ensure that the text was translated to its full equivalence and for this, they used the term servitude. The translator is obliged to translate the text as closely to the original ST as possible."

According to Minnaar (2012), Vinay and Darbelent proposed seven procedures for translation which are subcategories of two basic strategies.

Table 1

Procedures of collocations translation

Direct procedures	Literal translation
	Borrowing
	Calque
Oblique or indirect translation procedures	Transposition
	Modulation
	Equivalence
	Adaptation

Translation of Headlines

According to Žvirblytė and Petronienė (2012) "translation is the way to communicate internationally and still maintain cultural and linguistic identity. Most of online news articles are written in English, but they should be adapted these products (texts) to the target cultures, which are called target markets of international business. Therefore, demand of news is increasing every day around the world, so they should be translated to make news articles available to the greater audience. Thus, translation of news articles and headlines is one of the important areas of media translation. Lack of context is one of the difficulties in headline translation, while headlines present only idea of articles and there is no additional information. Some other problems could be seen in the headline translation is the grammatical errors which are difficult to understand for the translators who are native speakers of the target language:" According to Bielsa et al., (2009) global media events are provided for local audiences by translation in media. As Minnar (2012)

explained every language has special cultural aspects, sometimes the source language (SL) messages are interpreted in the target language (TL) faulty.

According to Rohani and Esmaeili (2010), besides the vocabulary, understanding the style and genre of headlines are too important in reading or translating newspaper headlines, especially in sports headlines. As Reah (1998) demonstrated, the language of headlines is special and has its own lexical, syntactic, and rhetorical features. Foreign learners of English language face with a great challenge for reading newspaper. "With the need for a good product, both the journalist and the translator should work on the issue; the journalist should be responsible for the text to correspond to the "market" and attract the highest number of readers, while the translator should be responsible for the translated text to correspond both the original text and the TL the best. Yet, as urgency is one of many requirements for news articles, there is often a problem of quality of translation work and many inaccuracies might appear" (Žvirblytė and Petronienė, 2012).

Methodology

Materials

The materials used for the purposes of the current study included one hundred collocations which were extracted from sport news headlines in English newspapers, such as *Fédération Internationale de Football Association* (FIFA), *International Federation of Associated Wrestling Styles* (FILA), and *Fédération Internationale de Volleyball* (FIVB) news site and other news sites such as *British Broadcasting Corporation* (BBC) and *Press TV*. These headlines were compared to their Persian translations in Iranian newspapers, sport federations and news sites in Persian. The translations were selected for each sentence because they were published in the same date and express the same concepts. Some of them were chosen from one site or newspaper, which were written in Persian and English. It is to be noted that *Oxford Advanced Learner's Dictionary* (2007) and *Persian Selected Dictionary* (2005) were used for to identify the collocations' part of speech in order to recognize the types of collocations.

Model of the Study

The data of this study were examined based on translation strategies proposed by Vinay and Darbelent's (1995). The focus was on "Direct" and "Oblique" translations with their subcategories:

Direct translation ("Borrowing", "Calque", and "Literal translation"), and Oblique translation ("Transposition", "Modulation", "Equivalence", and "Adaptation").

Procedures

The present study was a descriptive one in which collocations in English news headlines were compared to their Persian translations based on Vinay and Darbelent's (1995) Model. The following steps were taken: first, the collocations were extracted from English newspapers, FIFA, FILA, FIVB news sites and other news sites; second, they were compared to their translations in Iranian newspapers, sport federations and news sites in Persian by the researcher. Third, some of the obtained data were tabulated. Finally, the percentage and frequency of occurrence of each strategy were calculated and compared with those of other strategies to see which strategy was used more frequently by Persian translators. The obtained results are presented below in the form of tables and charts.

Analysis of Data

As mentioned above, 100 collocations were extracted from different English newspapers and news sites. Then, they were compared to their Persian translations in Iranian newspapers and news sites by the researcher to find out which strategies were used to translate the collocations. The data were studied based on translation strategies for translation of collocations using Vinay and Darbelnet (1995). The percentage and frequency of each strategy used were measured and shown in the charts. Also, accurate and inaccurate translations were illustrated in a table to reveal to what extent English collocations are preserved in Persian translation of sport news headlines.

Table 2

Frequency of strategies applied for translating collocations in sport news headlines

Strategy	Frequency
Borrowing	25
Calque	0
Literal	24
Transposition	24

Modulation	5
Equivalence	45
Adaptation	0

The above table shows the frequency of translation strategies in the translation of collocations in sport news headlines based on Vinay and Darbelnet's (1995) Model. It shows that none of the translators have used "Calque" and "Adaptation". And the most frequently-applied strategy is "Equivalence" (45 times). The next frequently-applied strategy is "Borrowing" (25 times). "Literal" and "Transposition" strategies are used 24 times. "Modulation" is used 5 times.

Table 3

Frequency and percentage of the applies stretegies

Strategy	Frequency	Percentage
Direct	49	36.56%
Oblique	74	55.23%
None	11	8.21%

As it is shown in the above table, subcategories of "Direct Translation" were used 36.56 %, 49 times, and subcategories of "Oblique translation" were used 55.23%, 74 times. It is seen that only 8.21% of translation of collocations were ignored by the translators.

Some translators eliminated collocations in the translation of sport news headlines. The researcher considered these as inaccurate translations and all of translations which were done by translation strategies of collocation were considered as accurate translation. The following figure shows the comparison between accurate and inaccurate translations.

Figure 1

Comparison between accurate and inaccurate translation
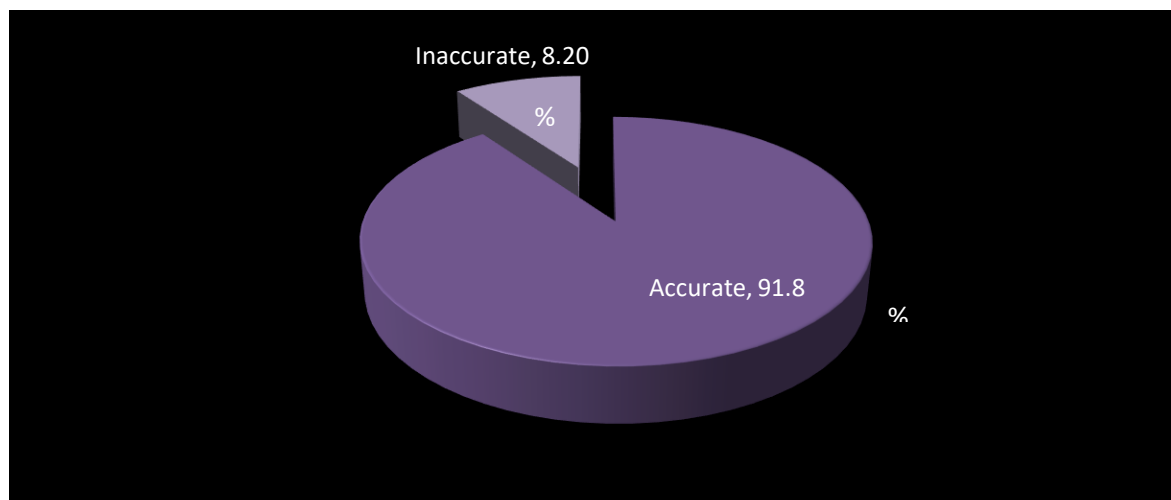
As the above figure shows, 91.8% of the English collocations of sport news headlines that were translated into Persian were considered as accurate translation. Only 8.20% of collocations were not translated, which are considered as inaccurate translation.

Results

This study was an investigation into the Persian translation of English collocations in the sport news headlines. The obtained results made it clear that most of the translators were faithful and, thus, translated the collocations using specific translation strategies proposed for collocations, i.e. they transferred the collocations into the Persian language faithfully. However, some of them, 8.20%, ignored the collocations and only transferred the concept of the headlines. Such translations were considered as inaccurate translations in this study. Also, the translators used more than one strategy for the translation of one single collocation. Furthermore, because the names of sports are not different in English and Persian, using *"Borrowing"* was suitable for their translation. Actually, the translators used *to "Borrow" only* for the names of sports and certain words in sports. "Borrowing", "Literal Translation" in "Direct Translation" and "Equivalence" in "Oblique Translation" were used more than any other strategies in the translation of English collocations in sport news headlines. As it was mentioned above, "*Borrowing"* was used only for the names of sports, so the frequency of this strategy was less than *"Equivalence"*. Based on the results, it was revealed that the translators used "*Oblique"* more than any other strategies proposed by Vinay and

Darbelent (1995) for translation of collocations. The above tables showed that "Oblique" translation was used more than "Direct Translation" as a result of using "*Equivalence*".

Discussion and Concluding Remarks

According to Vinay and Darbelent's (1995), the best translation for collocations is to use the combination of some strategies. It does not mean using one strategy is not adequate, but it implies that using hybrid strategies is much better. Based on the results of the current study, mentioned above, most of the translators have used more than one strategy for the translation of one single collocation. In fact, all of the translators who have used Vinay and Darbelent (1995) model (i.e. have used either one or more strategies) have faithfully preserved the English collocations in the Persian translations of sport news headlines. A comparison of accurate and inaccurate translations makes it clear that 91.8% of Persian translations of English collocations were accurate in terms of transferring the meaning in the Persian language.

Based on the model of the study, there were seven subcategories for the translations of collocations. The collected data were analyzed to identify which strategies and which strategy subcategories were used in the translation of collocations in sport news headlines. The obtained results revealed that *Equivalence* was the most frequently-used strategy (45 times). It was seen that the names of all English sports were transferred to Persian directly, i.e. the strategy was *Borrowing* (25 times). *Literal Translation* and *Transposition* were used the same number of times (24 times). *Modulation* was used 5 times. Based on the tables of the previous section, *Calque* which is a subcategory of *Direct Translation* was used by none of the translators. This strategy was not useful in sport texts, so it was not used by the translators. As the data was not related to any cultural situations, *Adaptation*, which is a subcategory of *Oblique Translation*, was not used by any translator.

As a final word, the findings of this study indicated which strategies were suitable for the translation of collocations. This has implication for the translators who seek to use appropriate strategies for translating collocations in the sport texts. Also, based on the findings of this study, translators of sport news headlines get informed that their job is very sensitive in that they should transfer both the meaning and style of headlines into Persian faithfully and accurately. The

concluding remark is that it is better for such translators to use a combination of strategies for translating the collocations.

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Appendix

Examples of translation strategies used for translation of collocations

	Headline	Translation	Kind of Collocation	Strategy	Accurate/In accurate
1	Iranian women's futsal team <u>wins silver</u> at Asian Indoor Games	بازی های داخل سالن آسیا / فوتسال بانوان ایران <u>نقره ای شدند</u>؛ژاپن قهرمان	Verb+ Noun	Oblique: Equivalence	Accurate
2	Germany defeats Argentina in <u>extra time</u>	آلمان با شکست دادن آرژانتین <u>دروقت اضافه</u> قهرمان جام جهانی ۲۰۱۴ شد	Adjective+ Noun	Direct: Literal	Accurate
3	Williams <u>moves serenely</u> into Cincinnati semis	<u>صعود دشوار</u> سرنا و ایوانوویچ به فینال سین‌سیناتی	Verb+ Adverb	Oblique: Transposition, Equivalence	Accurate
4	Brazil beat Chile 3-2 on penalties to reach the <u>World Cup</u> quarter-finals	برزیل در ضربات پنالتی شیلی را شکست داد و به جمع 8 تیم برتر <u>جام جهانی</u> صعود کرد	Sport Collocation	Direct: literal Oblique: Transposition	Accurate
5	New dad Roger Federer loses first match back	راجر فدرر با <u>به دنیا آمدن فرزندانش</u> تورنمنت را نیمه کاره رها کرد	Noun+ Noun	Oblique: Transposition, Equivalence	Accurate

	in Rome after birth of boys			
6	Bayern Munich win German Cup opener	صعود قاطعانه بایرن مونیخ به دور دوم جام حذفی	Noun+ Noun	Oblique: Equivalence	Accurate
7	Iran beaten by Italy again in FIVB Volleyball World League	ایران نتیجه دومین بازی خودرا هم در لیگ جهانی به ایتالیا واگذار کرد	Noun+ noun	Direct: Borrowing Oblique: Transposition	Accurate
8	Iranian junior wrestler clinches silver	تثبیت نایب قهرمانی ایران در کشتی نوجوانان جهان	Verb+ Noun	Oblique: Equivalence, Transposition	Accurate
9	Wimbledon: Eugenie Bouchard makes semifinals	نواک جوکوویچ به نیمه نهایی ویمبلدون رسید	Verb+ Noun	Oblique: Equivalence	Accurate
10	Maradona Says Messi Didn't Deserve Golden Ball	مارادونا: توپ طلا حق مسی نبود	Adjective+ Noun	Oblique: Transposition	Accurate
11	Iran Basketball Team to Play Eight Friendly Matches	بسکتبالیست های ایران هشت بازی دوستانه در پیش رو دارند	Adverb+ Noun	Direct: Literal	Accurate
12	Klose Breaks Ronaldo Record	کلوزه رکورد رونالدو را شکست	Sport Collocation	Direct: Literal	Accurate
13	Scolari Says It's Worst Day of My Life	اسکولاری: بدترین روز زندگی ام را تجربه کردم	Noun+ Noun	Direct: Literal	Accurate

14	Brazil 1-7 Germany: <u>End Of World</u> for Brazil	<u>پایان زودهنگام جام جهانی</u> برای امید برزیلی‌ها	Noun+ Noun	Oblique: Equivalence	Accurate
15	Iran football team to <u>play friendly</u> against South Korea in November: Kaffashian	کفاشیان: فوتبال ایران در <u>دیداری دوستانه</u> به مصاف تیم ملی کره جنوبی می رود	Verb+ Noun	Oblique: Equivalence, Transposition	Accurate
16	Iran <u>jumps</u> 5 <u>places</u> in April 2014 FIFA rankings	<u>صعود 5 پله ای</u> ایران در رنکینگ فیفا	Verb+ Noun	Oblique: Equivalence and Transposition	Accurate
17	Iran lifters <u>win</u> 2 <u>golds</u> in world championships	<u>کسب</u> 2 <u>مدال</u> جهانی وزنه‌برداران معلول مازندرانی در امارات	Verb+ Noun	Direct: Transposition, Oblique: Equivalence	Accurate
18	Juventus blitz Fiorentina to <u>reach final</u>	<u>صعود</u> یووه به <u>فینال کوپا</u> ایتالیا با حذف فیورنتینا	Verb+Noun	Direct: Literal	Accurate
19	<u>World Cup</u>: Iran name 28-man provisional squad for finals in Brazil	اسامی 28 بازیکن تیم ملی فوتبال اعلام شد	Sport Collocation	-	Inaccurate
20	<u>Wrist injury</u> puts Rafael Nadal's U.S. Open title defense in doubt	حضور رافائل نادال در رقابت‌های یو اس اوپن در هاله‌ای از ابهام	Noun+ Noun	-	Inaccurate

21	Gulbis: Female tennis stars "need to think about kids	گولبیس: زنان باید به بچه‌داری فکر کنند، نه تنیس	Noun+ Noun	-	Inaccurate
22	Ronaldo wins suspension appeal	کارت زرد کریستیانو رونالدو بخشیده شد	Noun+ Noun	-	Inaccurate
23	Team Doctor Says Neymar Has "No Chance' of World Cup Miracle	هشدار فدراسیون برزیل: نیمار هیچ شانسی ندارد	Sport Collocation	-	Inaccurate