CONCLUSION
CONCLUSION

An attempt is made in this study to understand the nature of translation, various processes involved and consequent problems with reference to translation pertaining to news headlines from English and Telugu. The study is exclusively concentrated on the English dailies (New Indian Express, Newstime and Deccan Chronicle) and Telugu dailies (Andhra Prabha, Eenadu and Andhra Bhoomi). For the sake of comparison of data an English and a Telugu daily of the same publishers hence has been considered i.e., New Indian Express and Andhra Prabha belong to the same publication, similarly Newstime and Eenadu; so also Deccan Chronicle and Andhra Bhoomi. Data has been collected for a period of three months. A total number of 600 headlines have been collected.

The work begins with (chapter 1) an analysis of the importance of translation in the present world of intercultural exchanges. An attempt is made to trace the history of translation, its role and us emergence as a specialised branch of study. Further, various definitions of translation offered by NIDA, Catford and Newmark are discussed. This chapter also enumerate some other aspects of translation, namely, types and methods of translation.
The second chapter deals with various aspects concerning headlines, their functions, forms, nature and other aspects like headline schedule, rules for writing headlines etc.

The third chapter presents an overview of the earlier studies. The earlier studies focused mainly on advertisements, magazines, captions, middles, and intros. The present work is devoted to the study of headlines in dailies which has not been attempted earlier.

In the fourth chapter there is a presentation of the data pertaining to the news headlines. Data has been classified based on the semantic function of the headline, grammatical nature of the headline, sentence function of the headline and sentence length of the headline. A comparative study of the various headlines in the dailies in English and Telugu brought out by the same publisher has been attempted.

The variables for analysis are as follows.

a. semantic function of the sentence whether it is figurative or non-figurative.

b. The grammatical nature of the headline is viewed in terms of verb phases and noun phrases.

c. The sentence functions: in terms of declarative, exclamatory or interrogative.
d. The length of the sentence whether it is long or short. A sentence with more than 5 words is regarded as long sentence, otherwise it is considered short. The data collected is tabulated accordingly.

The findings of the study are as follows

a. Regarding the semantic **function** of the sentence, No significant difference is found. The number of figurative headlines are same in number both in Telugu as well as in English.

b. Regarding the **grammatical nature** of the sentence, a huge gap is observed between the headlines in Telugu and English. Most of the headlines in English are verb phases in nature where as the Telugu headlines consisted of noun-phrases. This is the discrepancy found in our study. This may be attributed to differences in the journalistic styles adopted by English and Telugu newspapers.

c. Regarding the **sentence function**, most of the headlines are in the declarative form where as the number of headlines with interrogative and exclamatory forms are very few in number in both the languages.
Regarding the sentence length, we found that longer headliners are more in number in English while Telugu has shorter headlines. This may be due to preference for verb phrases by English journalists and for noun phrases by Telugu journalists.