CHAPTER - 3
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A NOTE ON EARLIER STUDIES:

This is an effort to review a few of earlier research dissertations undertaken at a comparative level to assess the translation discrepancies in reaching different target people. Translation plays an important role in Journalism especially when the same publishing house publishes newspapers in two languages. There are various challenges in this regard: Translators have to take care of two important aspects while translating. Firstly, they will have to capture the essence of the item which they have to translate and present it without distortion. Secondly, they will have to reach out to the target people making the item coherent, intelligible and appealing to them. Faced with these dualities, the role of a translator becomes very important and crucial.

There have been studies on some aspects such as headlines, advertisements etc., There were also efforts to investigate the language used in journalism, study of translation procedures and major problems in the
process of translation like under-translation or over-translation.

Vijaya narayana (1985) in his work, compared Telugu and English in the aspect of the treatment of time in translation from Telugu to English and Vice versa.

Ramachandra Reddy (1987) in his work, pointed out some problems in English to Telugu translation with regards to source language connotations, idioms, compounds and sentence structures.

Sri Laxmi's (1991) work is useful, as it presented various equivalents for single item and for possible evaluations. She studied the problems of translating cultural items, idiomatic expressions and proverbs from Telugu to English.

Rajya Rama (1990) dealt with translation problems in the advertising literature from English to Telugu. She took note of various structural adjustments while transferring.
Selva Kumar (1992) examined the transfer of headlines, through translation and paraphrase, one-to-one translation etc. in the Tamil version of 'India Today' from the 'English Version'. He compared figuratives and non-figurative expressions from the original to the translated.

N. Ramesh (1992) worked on Some Aspects of Tamil in the Language of Advertisements. He studied the structure of Tamil Language in Tamil Advertisement and identified unnaturality and deviations in the Tamil Language structure because of direct translation from corresponding English advertisements. Tamil language used in advertisements differs substantially from day to day usage. Differences at various levels viz. Lexical, syntactic and semantic are found. This specialized form of Tamil Advertisements' language is found to be unfree or uncreative translation. So serious consideration was given to advertising literature in Tamil.

T. Bharani (1996) examined the Problems of Transfer: Translation of Headlines, Captions and Intros (with special reference to Telugu and English versions of 'India Today'). She collected 300 headlines, 60 captions
and 64 intros and Telugu versions of 'India Today' published between July 1993 and June 1995. The headlines, captions and Intros were selected with an eye on the various aspects of both the source language and the receptor language. Further, semantic and structural adjustments in transfer were kept in view. Original English headlines, captions and intros were compared with that of Telugu (word to word) translation. This enabled the analysis of various changes in the gist, essence, form and meaning of the items while transferring messages from English to Telugu. Five parameters were considered for understanding the nature of transfer like constituent structure of the constructions in Headlines and captions, length of headlines and captions, functional types like statements, commands etc., expressions in headlines and finally translation types to determine the way message was transferred.

G. Padma Sree (1997) worked a Translation of Middles - An Analysis (with special reference to Eenadu Newspaper). Middles (a journalistic term) are one of the widely read items of newspaper. Various translation procedures and problems in them were studied.
Additions (of words and sentences), deletions (of words and sentences), modulation (changes in perspectives, viewpoint i.e. shift in the lexical element) were analysed and possible reasons for the same were examined. Further major problems in translation process like over-translation leading to extra-explanation and thus diversions-or presence of excessive English usage in translation were also studied. After presenting an analysis of the problems in Middles translation which might arise due to failure to captures irony, technical and cultural terms, lengthy and complex sentences, presence of acronyms, idioms etc. The researcher has identified various procedures followed by translators to solve some of their problems. This study is limited to little middle, which if extended can be helpful in evolving a more standard theory of translation processes.
**SCOPE OF THE PRESENT STUDY:**

Newspapers aim to communicate, transfer, and spread the day to day happenings in the contemporary society covering local, regional, national, international news to the readers. So it is important that the newspapers carry the best of information in the best possible form. Maximum information should be fitted into the newspaper to maintain its daily outflow of news. This large content of news in the newspaper should be placed in a systematic manner, which is possible only through headlines. Headlines play an important role in displaying the news in the newspaper systematically, clearly and attractively. Hence the study of headlines is of utmost importance to editors and sub-editors.

Most of the raw information that the newspapers receive can be in different languages. It is in the hands of the sub-editor to translate that news and give a proper headline to it. It is the headline that attracts the reader towards the news as well as the newspaper. Translating the news and Writing good headlines is vital to any newspaper.

The present study involves an examination of the process of translation undertaken in a select Telugu and English dailies with special reference to headlines. An attempt is made in the study to understand the nature of translation, various processes involved and consequent problems with reference to translation pertaining to news
headlines from English to Telugu. The study is exclusively centered on English dailies namely, New Indian Express, Deccan Chronicle and News Time. The Telugu dailies in the study are Andhra Prabha, Andhra Bhoomi and Eenadu. For a comprehensive comparison of the data collected, English and Telugu dailies of the same publishers were selected. New Indian Express

Majority of the Indian population happens to be illiterate or partially literate and do not have access to every kind of news in print media. But substantial sections of population are curious to know the day-to-day happenings in the contemporary society in terms of social, political, economic development and cultural aspects have limitations of access either to the headlines or verbal transmission of headlines of a particular day. It is very important to know that this major segment of population though is limited to the headlines alone, but never has the access to the content of the text i.e. presentation of news, facts, arguments. In this respect, it is significant that the headlines play a major role in influencing, regulating, psyche of such readers who are value free of their judgements are carried away by the headlines. Therefore it becomes important to understand the dynamics involved in effective translation of the headlines from English to Telugu, as there are various methods to be followed to
OBJECTIVES OF THE STUDY:

In the light of the above mentioned aspects the objectives of the study are as follows:

1) To study the presentation of the issues in the form of news headlines in the dailies, New Indian Express-Andhra Prabha, Deccan Chronicle-Andhra Bhoomi and Newstime-Enadu.

2) To obtain a comprehensive understanding of the news headlines and its transfer, a systematic review of earlier studies is carried out so as to examine the grammatical nature sentence length and semantic functions.

3) To emphasize on metaphor, idioms, figurative expressions that are present in two language versions in the above said news papers.