

Media Translation

Lecture 1

Media

- **Media** refers to any kind of format used to convey information.

Mass Media

- **Mass Media** refers to those types of media that are designed to reach large numbers of people.

Types of Mass Media

- Television
- Radio
- Film & video
- Print
- Photography
- Electronic

Mass Media Genres

- **Informative media**—such as news shows, newspapers, informative web sites, etc
- **Educational media**—such as books, educational video, or educational software programs
- **Persuasive media**—such as all types of advertising, television infomercials, newspaper editorials, or web sites that attempt to persuade
- **Entertainment media**—such as entertainment magazines, movies, novels or entertainment related web sites
- **Social media**—such as Twitter, Facebook, Instagram, etc.

Understanding Newspaper Headlines

Headline

Car thief caught trapped in target vehicle

Jim Day, Staff Reporter
Wed Feb 25, 2009

Byline (name of author)

Placeline

CANBERRA - A bungling Australian car thief was nabbed after accidentally locking himself in the vehicle he was trying to steal, police said Wednesday.

Lead

- catches reader interest,
- most important info
- introduces topic
- answers most of the 5W's

Police were called to a house in Adelaide after two thieves were heard trying to steal a car. On arrival they were surprised to find a 53-year old man hiding inside the vehicle.

Quotation

"The man, while breaking into the car, had locked himself in the car and couldn't get out," South Australian police said, adding a second thief was found hiding in nearby bushes.

Body

What is a Headline?

- The headline of a news story is the short summary which introduces the story at the beginning of a TV or radio news broadcast, or which appears above articles in a newspaper or on a website.
- Headlines are not full sentences but short summaries designed to attract attention.

What are the Features of Headlines?

- Simple and to the point
- Designed to attract attention
- Not full sentences
- A summary of the report/article
- Non-standard grammar
- May be difficult to read
- May be ambiguous to attract attention
- May be made up of a string of nouns (e.g. Prime Minister's Traffic Headache)

*Translating the headlines
should be your last step!*

8 grammar rules for writing newspaper headlines

1. Use present simple tense for past events

- *Parliament **confirms** new stray dog policy*
- *Lion **escapes** zoo*

- **2. Leave out auxiliary verbs**

(New policy has been decided by Parliament)-->

New policy decided by Parliament

(Ten people have been killed / were killed...)-->

Lion escapes zoo – ten killed

(four people have been stranded / were stranded...)-->

Four stranded in sudden flood

(Temperatures are rising...)-->

Temperatures rising as climate changes

- **3. Use infinitives for future events**

*Parliament **to decide** new policy tomorrow*

*President **to visit** France for further talks*

- **4. Leave out articles (a, an, the)**

(The Prime Minister hiked the Alps)-->

Prime Minister hikes Alps for charity

(A man released a rabid dog in a park)-->

Man releases rabid dog in park

- **5. Leave out “to be”**

(Residents are unhappy)-->

Residents unhappy about new road

(Family of murder victim is satisfied)-->

Family of murder victim satisfied with court decision

- **6. Leave out “to say”**

Mr Jones: ‘They’re not taking my house!’

Bush on Iraqi invasion: ‘This aggression will not stand.’

Reported speech is usually represented by a colon, or a hyphen, with the subject introduced with ‘on...’. This includes leaving out other verbs such as *comment, tell, argue, announce, shout* – unless the act of speaking needs emphasizing, for instance to demonstrate a promise or official policy.

- **7. Replace conjunctions with punctuation**

Police arrest serial killer – close case on abductions

Fire in bakery: hundreds dead

As with reporting speech, commas, colons, semi-colons, hyphens and so on can replace all conjunctions, or some joining verbs, to join clauses. Commas may also be used to join nouns (more common in American English).

Man kills 5, self

- **8. Use figures for numbers**

9 dead in glue catastrophe

7 days to Christmas – shoppers go mad

Tips and Reminders

- No headline may start with a verb.
- Capitalize first word of a headline and proper nouns only.
- Headlines are complete sentences or imply complete sentences.
- A **linking verb** can be implied rather than spelled out.
- If a story is about past or present events, **write present tense** verbs.

- If a story is about future events, use the infinitive verb (**to leave, to work**).
- *To be* verbs, such as *is, are, was* and *were* should be omitted.
- Don't use the articles *a, an* and *the*. They waste space unnecessarily.

(A new fire engine helps make the houses safer)-->

New fire engine helps make houses safer

- Don't use possessive adjectives.

Minister pins hopes on employees

- Don't split phrases between lines.

What are the Features of Headlines in Arabic?

- الإختصار وتجنب الإطالة
- استخدام كلمات سهلة وواضحة
- تجنب الأوصاف والنعوت
- استخدام المبني للمعلوم
- استخدام المضارع
- انسجام العنوان مع الموضوع
- يفضل استخدام الجمل الأسمية في كتابة العناوين

Practice...

Rewrite the following sentences as headlines

- A victim of a car crash has learned to walk again.
- A new drug will cure the flu this winter.
- The police questioned a suspect in a robbery yesterday.
- An American Airline mechanic is charged with sabotage.
- A woman was arrested at the airport with a baby hidden in her bag.

Answers...

- Car crash victim learns to walk (again)

- New drug to cure flu (this winter)

- Police question suspect of yesterday's robbery
- Suspect of yesterday's robbery questioned
- Robbery suspect questioned
- Police question robbery suspect

- American Airline mechanic charged with sabotage.

- Woman arrested at airport with baby hidden in bag.

Rewrite the following headlines as full sentences

- Temperatures rising as climate changes
- Minister pins hopes on employees
- Enemy bombing civilians

- Temperatures are rising as the climate changes.

- The Minister pins his hopes on (the) employees.

- The enemy is bombing civilians.