

In The Name of God



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**External and Internal Intertextuality
in Translation of
News and Headlines**

A Thesis Submitted to the school of Graduate Studies
in Partial Fulfillment of the Requirements for the Master
Arts Degree in English Translation Studies

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Reader: Dr. Farzaneh Farahzad

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Tehran, Iran

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To

My Dear Parents and Husband

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This piece of work would not accomplish without the Blessing of God Almighty, which by His Grace I become able to conclude the present study.

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Abstract

This thesis aimed to investigate the internal and external intertextuality in translations of news and headlines, to view whether the translators are aware of this textual phenomenon and consider it in their translations or the translation of internal and external intertextuality follow any norm.

The method of the research was elaborated in details according to CDA model of Fairclough and the description of intertextuality according to Richardson keeping in mind the general description of intertextuality as Lietch developed it.

The samples of this research were selected randomly from Persian News and Headlines translated into English, so Persian was considered as the original language suggesting that Persian News and Headlines functioned as source texts and the corresponding English translation of the equivalent Persian News and Headlines as the target language.

The research revealed that intertextuality is a feature of news and headlines and the translators mostly are aware of this textual phenomenon.

The methods which the translators applied in their translations of intertextual references were bringing explanatory description and making use of endnotes.

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Chapter One

Introduction

1.1. Overview

Translation is a painstaking task. Translation should be able to evoke the exact meaning of the original. Sometimes translators make some different interpretations from the same piece of text. Translation studies need knowledge of other fields such as linguistics, literary theories and also cultural studies. Texts may have multiple meanings one of which, according to the perspective of the translator, may be appreciated and understood by the reader.

Thibault (cited in Baker, 1998: 1751-1753) believes that the term "intertextuality" is usually attributed to Julia Kristeva who argues that a given text is a permutation of text, an intertextuality: in the space of a given text, several utterances, taken from other texts, intersect and neutralize one another.

Based on intertextuality perspective, any text has relation to other texts as well and establishing the relation between texts, translators may experience less problem in the course of translating. This kind of relation is called intertextuality.

According to Jorgeston et. al. (2002: 73), intertextuality refers to the condition whereby all communicative events draw on an earlier event. One cannot avoid using words and phrases that others have used before. A particular pronounced form of intertextuality, whereby texts explicitly draw on other texts by citing them.

Therefore intertextual reading encourages us to resist a passive reading of texts from cover to cover. There is never a single or correct way to read a

text, since every reader brings with him/her different expectations, interest, viewpoints and prior reading experiences.

Intertextuality, both within and between languages, is a wide-ranging textual phenomenon that is crucial to cognitive text processing of texts and its comprehension. The problem for the translator is to render intertextual features into the target language and culture in such a way that the meaning invoked in the source text be preserved and made accessible to the maximum extent possible.

1.2. Statement of the Problem

Farahzad (2000: 57) argues that, broadly speaking the process of translation composes of two stages; interpretation (of the source text) and creation (of the target text), which is an evidence of the translator's interpretation of the source text.

In defining text, Kristeva (e.g. 1969) emphasizes the process whereby a text goes back to what precedes it. This is intertextuality through which texts are recognized in terms of their dependence on other relevant texts.

The news abounds with features the understanding and interpreting of which contributes to understanding the news. News writers use some intertextual features to make the understanding of their writings dependant upon other texts and hence they make the news shorter but connected to other texts. Reconstructing intertextuality is a way to learn how manipulative, power engendering, language is and how this can be reinforced by the medium/mode used.

Fairclough's model of CDA (cited in Richardson, 2007: 100), is 'based on and promotes the principle that text can never be understood or analyzed in isolation. They can be understood in relation to other texts.

The study of intertextuality is of significance to the study of news translation in this regard.

This study attempted to determine the intertextual features of news and compared how such features were represented in them with their parallel translations to discover the instances and cases where intertextual features were retained or elaborated and transferred.

1.3. Significance of the Study

This study attempted to see how intertextual features found in news and headlines were treated in the course of translating. This study detected the translator's politics according to which linguistic features can be used in translation to help the reader to shed light on previous text in order to get the meaning clearly with the least cognitive processing. One should concern about intertextuality because intertextuality could be viewed as a potential source of possibilities of interpretation that might strengthen textual democracy.

In this study intertextual features were investigated more specifically in news and headline translation and the pluralities of meaning were one of the aspects which was taken by the researcher. In this study, the relation between translations, some linguistic features such as intertextuality and plurality of meaning were investigated.

1.4. Purpose of the Study

The study has focused on translation of intertextual features present in news and headlines and has investigated the ways translators treat these features in their translations.

The present study aimed at describing the norms (if any) which govern the translation of intertextual features in news and headlines.

1.5. Theoretical Framework

Fairclough (cited in Richardson, 2007: 100) believes due to *external intertextuality*, texts are only fully intelligible when contextualized and read in relation to other texts and other social practices. For *external intertextuality*, the news writer uses discourse markers such as ‘another’, ‘further’, ‘additional’ and modifiers.

As Leitch (cited in Richardson, 2007: 101) noted, ‘prior texts resides in present texts’ indeed all texts consist of fragments or elements of previous texts. This is the case with news reporting, which must necessarily reproduce the actions and opinions of others. Reported speech is central a building block of news reporting and kind of *internal intertextuality*. Richardson (2007) makes use of five kinds of reported speech which are relevant to the study of news journalism.

These five kinds of *internal intertextuality* are as follow:

- *Direct quotation*
- *Strategic quotation*
- *Indirect quotation*
- *Transformed indirect quotation*
- *Ostensible direct quotation*

1.6. Research Questions

This study attempted the following questions:

- 1- How are the internal and external intertextual features treated and transferred in news and headline translation?
- 2- What are the norms which govern the translation of internal and external intertextual features in news and headline translation?

1.7. Research Hypotheses

Accordingly, the researcher formed two hypotheses based on the aforementioned research questions and tried to discover the answers of questions through investigation of the News and Headlines.

- 1- The translator of internal and external intertextuality in News and Headlines is aware of this textual phenomenon and tries to preserve them.
- 2- There is a norm which governs the translation of internal and external intertextuality in translation of News and Headlines.

1.8. Definition of Key Terms

1.8.1. Text

To Hatim & Mason (1990: 243) text is “a set of mutually relevant communicative functions structured in such a way as to achieve an overall.”

Jaworski et al. (1999: 7) say “texts are specific products which to varying degrees will reflect global as well as local discourse practices relevant to their production and reception.”

1.8.2. Intertextuality

Schaffner (2002: 35) believes that intertextual references are exophoric references, i.e. references outside the text. The interpretation of these references needs the presupposed knowledge, which for the intertextuality we need the background knowledge of other texts outside the present text.

1.8.3. The Language of Newspaper

Fairclough’s view (1995: 16) is that we should analyze media language as discourse, and the linguistic analysis of Media should be part of the discourse analysis of media.

Johnson and Harriss (1942: 20-21) are of this opinion that news is an account of the changing relationships between man and man and between man and his environment. The newsworthy for them is one that affects or changes social, economic, political, physical or other relationships.

1.8.3.1. Headline

To Bell (1991: 186-189), “the headline is a stand-alone unit. It simply abstracts story, it dose not have to begin it.” He also believes that headline appears to be the ultimate in the journalist’s drive for summarizing information.

According to Johnson and Harris (1942: 376), “the headline is the showcase of the story.”

Chapter Two

Review of the Literature

Chapter 2

Review of the Literature

2.1. Text

2.1.1. Text Definition

To Hatim & Mason (1990: 243) text is “a set of mutually relevant communicative functions structured in such a way as to achieve an overall.”

Cook (1989: 14) believes:

“Text is a set of formal feature that are in some way built up in our mind from the black marks which form writing on the page, or from the speech sounds picked up by our ears, therefore stretches of language treated only formally are referred to as text.”

Trosborg (cited in Ennis: 3) defines “text as an individual piece of written or oral communication and places text as a unit of discourse analysis”. She speaks of text with reference to an individual, concrete whereas discourse applies to a higher level and involves regular patterns in the use of language by the social groups in areas of sociocultural activity.

Fairclough (1989: 17) sees text as the linguist Halliday does for both written and spoken texts. A spoken text is simply what is said in a spoken discourse. A text in Fairclough's belief is a product rather than process_ a product of the process of text production. But he uses the term discourse to refer to the whole process of social interaction of which a text is just a part.