A Study of Persian Translation of Cultural Items in the Headlines of Press TV Website

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Translation is a bone breaking endeavor through which a meaning would be transmitted from one language to another. It is a process in which the meaning would be revealed from the SL which can be in the form of written or spoken, and the same meaning would be fleshed out in TL by a translator or an interpreter. Where news networks present their news stories in diverse languages on TV, newspaper, or on website, the issue of translation between languages in the world of news has become less invisible. On the other hand, it is not only the differences between SL and TL, but also the differences between the cultural items in languages and the diversity between the cultural items in news headlines of the SL (English), hinders the rapid flow of information to the TL (Persian). There is an opinion among scholars that in the field of news translation and translation of cultural items, the tendency in translation is toward domestication. Due to this fact, the researcher decided to lead the focus of this study toward the strategies of translation, concerning domestication and foreignization proposed by Newmark (1988) and Ivir (1987), in the headlines of English version of Press TV Website. The purpose was to identify the more frequent strategy used by translators for the translation of cultural items in news headlines from English into Persian. One-hundred English headlines of Press TV Website along with their Persian versions were selected randomly from the archive of news Web pages presented in years 2014-2015. After surveying the headlines and finding the translated cultural items, it was revealed that the strategy of domestication in the translation of cultural items was used more than the
strategy of foreignization. Furthermore, in this study, the researcher found out that the strategies of amplification and expansion were used more than reduction strategy in translation. Keywords: Domestication, Foreignization, Source Language, Target Language, News Headline, Press TV, Expansion, Amplification, Reduction