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A RHETORICAL ASPECT OF TRANSLATING ENGLISH NEWS HEADLINES INTO UKRAINIAN

Summary. This study delves into the intricate realm of translation, specifically focusing on the rhetorical elements of ethos, pathos, and logos, as manifested in news headlines from English to Ukrainian. Utilizing the BBC News and Voice of America websites as a primary source, we compare original English headlines with their Ukrainian counterparts to analyze how these rhetorical aspects are rendered in translation. Through a systematic examination of selected headlines, we aim to shed light on the multifaceted nature of translation and its implications for conveying persuasive elements across linguistic and cultural boundaries. News headlines serve as powerful tools for persuasion, employing various rhetorical strategies to capture readers' attention and convey information effectively. Among the key rhetorical elements employed in headlines are ethos (appeal to credibility), pathos (appeal to emotions), and logos (appeal to logic and reason). Irrespective of the situation, readers generally favor individuals who exhibit fairness and impartiality over other sources of information. Additionally, readership is inclined to have confidence in those with a notable reputation, especially in situations where issues are contentious and arguments are unclear. Pathos encompasses the emotional or affective appeals that give persuasive messages their ability to urge an audience to act. Pathos appeal demonstrates how emotions can influence the judgment of audience. Effective persuasion of the audience hinges on the speaker's ability to provide clear reasoning, elaborate on facts, and offer compelling evidence. Logos serves as a persuasive tool grounded in logic and causality. Unlike appealing to emotions or employing artistic language, logos convinces readers through the inherent logic and causality of language means used in the news headlines. Translation of such headlines introduces additional complexities, as linguistic and cultural nuances must be carefully navigated to ensure the intended rhetorical impact is preserved. For this study, we select headlines that demonstrate clear employment of ethos, pathos, and logos in their original English versions and analyze how these elements are translated into Ukrainian. Each headline is scrutinized for its rhetorical features, considering linguistic choices, cultural context, and rhetorical strategies employed.

Key words: headline, translation, rhetoric, ethos, pathos, logos.

Introduction. Translating the title can be considered a separate problem in translation theory, the successful resolution of which largely determines the success of translating the entire text. It is worth noting that when translating article headlines in newspapers and magazines, the translator's task is not merely to translate it into another language, but to preserve the primary function of the headline – to attract the reader's attention to the issue being addressed in the article, intrigue the readers and encourage them to read the arti-

cle. The field of translation studies has witnessed an increasing interest in the rhetorical aspects of translating news headlines from English into various languages. The significance of this research lies in the pivotal role that news headlines play in shaping public perception, disseminating information, and influencing opinions [1, c. 102–104; 2, c. 5–8]. In the context of translating news headlines from English into Ukrainian, understanding the rhetorical elements becomes particularly crucial due to linguistic and cultural nuances. This article aims to delve into the rhetorical aspects of news headlines translation, focusing on ethos, pathos, and logos, and their role in enhancing credibility, resonance, and rationality, respectively.

The analysis of recent research and publications. News headlines, as succinct and impactful summaries of news articles, have been studied by various scholars [3; 4; 5; 6]. Headings are special tools that help to structure the thematic content of a text and highlight the most important textual information, aiding in forming the initial overview of its content. Naturally, authors strive to attract their audience's attention with the headline and facilitate comprehension of the entire text [7, c. 389–390; 8, c. 29–30; 9, c. 158; 10, c. 127–128; 11, c. 102–103]. News headlines are a medium of communication that condenses complex information into a brief, attention-grabbing statement. Furthermore, Allan Bell emphasizes the importance of headlines as a form of language play, showcasing creativity within the constraints of brevity and informativeness [3].

Recent studies in the USA and Europe have explored the evolving nature of news headlines in the digital age. Scholars like David Crystal [12] have examined the impact of digital media on headline writing, emphasizing the need for succinctness and clarity in an era of information overload. Crafting a successful headline involves more than just summarizing news stories accurately; it also requires a comprehension of the intended audience by news producers [13, c. 697–699]. Some researchers have focused on linguistic strategies in headlines, uncovering the dynamic relationship between language and culture in shaping news discourse [14, c. 121–123].

Furthermore, several scholars have delved into the factors contributing to mistranslation and highlighted the potential for text transformation during headline translation, suggesting that translators may inject their own perspectives, leading to the alteration of news content [15]. Some scholars have examined the impact of mistranslation on news consumers, positing that misleading headlines can distort readers' memory, reasoning, and behavioral intentions. As globalization continues to deepen, linguists have provided systematic analyses of global news translation, underscoring the pivotal role of authoritative organizations in news translation processes [16]. Furthermore, foreign scholars explored the char-

acteristics and translation strategies employed in news translation within the context of globalization, offering novel insights for news translation practices [4]. However, there is a paucity of research specifically addressing the translation of news headlines from English into Ukrainian. Notable exceptions include the works of linguists, who explored challenges faced by translators when dealing with culturally-loaded headlines.

The outline of the key research findings. The aim of this research is to enhance the role of rhetoric in translation, particularly focusing on news headline translation. It is anticipated that this study will contribute valuable insights into the translation of news headlines. From a theoretical standpoint, examining the translation of news headlines through a rhetorical lens offers insights into the application of rhetorical persuasion in the translation process. This approach can facilitate more precise information transmission. Furthermore, it introduces a fresh theoretical perspective to the translation of news headlines. On a practical level, investigating news headline translation from a rhetorical perspective serves as a guiding framework for translators. This framework assists translators in employing rhetorical persuasion effectively, thereby enhancing translation quality and preserving the accuracy of the original news content.

According to the principles of ancient rhetoric, the most efficient means of persuasion include the rhetorical appeals of ethos, pathos, and logos. Ethos, as a rhetorical appeal, refers to the credibility and trustworthiness projected by the communicator. Regardless of the context, individuals tend to trust those who appear fair and just compared to other speakers. Moreover, individuals are more likely to place trust in those with a relatively high reputation, particularly in matters that are still contentious and lack clear arguments [17; 18]. Thus, the character of the speaker plays a crucial role in achieving successful persuasion.

In the context of news headlines translation, maintaining the ethos of the source text is crucial for preserving the integrity of the information. Translators must carefully consider the tone, style, and cultural nuances to ensure that the translated headline conveys the same level of credibility as the original [19, c. 334]. Research on news credibility emphasizes the significance of trustworthy sources [17]. Ethos in news headlines is crucial for building audience trust and belief in the information presented [20, c. 270–275].

One of the primary challenges in maintaining ethos during translation lies in navigating cultural differences. A translator must be attuned to the cultural context of both the source and target languages to accurately convey the intended ethos. For instance, a headline that relies on humor or sarcasm in English may not have the same effect when translated into Ukrainian, necessitating a careful balancing act to preserve credibility. The BBC, as a renowned global news organization, employs various rhetorical strategies to enhance the credibility of its news headlines. Ethos, focusing on the credibility and trustworthiness of the communicator, plays a pivotal role in achieving this objective as it can be seen in the following example: *UN chief urges probe into Gaza aid convoy tragedy* [BBC 1.03.2024]. By attributing the key role to the United Nations (*UN chief*) in the events described, the BBC establishes credibility through association with a reputable organization. The use of *urges probe* emphasizes the powers the UNO has worldwide. In the headline *London Zoo Experts Investigate Humber Whale Deaths* [BBC 15.03.2024] the inclusion of *London Zoo Experts* adds authority to the headline, indicating that the information is validated by spe-

cialists. The predicate *investigate* underscores the rigorous scrutiny involved, reinforcing the credibility of the news.

To illustrate the importance of ethos in news headlines translation, we can consider the example of translating political headlines as political discourse often relies on a specific tone to convey authority and credibility. Translators need to be aware of the political nuances and cultural sensitivities in both languages to ensure that the translated headline maintains the same level of credibility as the original. Analyzing the headline from Voice of America "*NATO Chief Visits Georgia to Discuss Cooperation, Path to Membership*" [VOA 18.03.2024] and its Ukrainian version "*Столтенберг у Грузії говорив про підтримку України та шлях до членства в НАТО*" [Голос Америки 18.03.2024], we can conclude that both headlines convey the main idea of NATO Secretary General Jens Stoltenberg visiting Georgia to discuss cooperation and the path to NATO membership. The translated version in Ukrainian accurately reflects the original headline's intent, maintaining the key elements of the news event.

The translation appears to maintain equivalence in terms of the main message and key concepts, with "*NATO Chief*" rendered as "*Столтенберг*" and "*Visits Georgia*" as "*у Грузії*". "*Discuss Cooperation, Path to Membership*" is translated as "*про підтримку України та шлях до членства в НАТО*". While not a direct word-for-word translation, it effectively communicates the essence of the original headline. In the original headline, the use of "*NATO Chief*" and "*Visits Georgia to Discuss Cooperation, Path to Membership*" imbues a sense of authority and importance. It positions Stoltenberg as a key figure in NATO, and the headline suggests a purposeful engagement in discussing significant matters related to NATO and Georgia's relationship. In the Ukrainian translation, the ethos is maintained through the word combination "*Столтенберг у Грузії*" and the discussion of topics related to Ukraine's support and the path to NATO membership. By including these elements, the translated headline reinforces Stoltenberg's role and emphasizes the relevance of the discussed issues for Ukraine. Overall, both headlines maintain the ethos by highlighting Stoltenberg's involvement in important diplomatic discussions regarding NATO's relationship with Georgia and Ukraine's aspirations for NATO membership. The translated headline effectively captures the essence of the original while maintaining the ethos of the news event, ensuring that the key message is conveyed accurately to Ukrainian-speaking audiences.

Pathos, an appeal to emotions, plays a significant role in the effectiveness of news headlines. Translating pathos involves capturing the emotional impact of the source text and conveying it appropriately in the target language. This emotional resonance is essential for engaging the audience and eliciting a similar emotional response across language barriers. The headline *Uttarakhand tunnel collapse: The Story Behind This Heartwarming Father-Son Kiss* [BBC 29.11.2023] showcases the deployment of pathos appeal. The use of adjective *heartwarming* evokes positive emotions, creating a sense of empathy. The emphasis on father-son relations appeals to universal family values and emotions, enhancing resonance with a broad audience. Another effective application of pathos appeal can be seen in the headline *Sydney murder case: Tributes flood in for Jesse Baird and Luke Davies* [BBC 28.02.2024]. The use of *Sydney murder case* and *tributes flood in* taps into emotions of sadness and empathy. By framing the news in terms of the community, the headline seeks to resonate with readers on a personal level.

Achieving resonance in translated headlines requires a delicate balance between staying faithful to the emotional tone of the source and adapting it to resonate with the target audience. Consideration must be given to cultural norms and sensitivities to ensure that the emotional impact is not lost or, conversely, misinterpreted in the translation process.

News stories often rely on emotional appeals to captivate readers. When translating such headlines, the challenge lies in preserving the emotional impact while adapting it to the cultural context of the target audience. A headline that tugs at the heartstrings in English should evoke a similar emotional response when translated into Ukrainian, necessitating a nuanced understanding of cultural norms. Analyzing the headline from Voice of America "*UN Investigators Accuse Russia of 'Horrific Treatment' of Ukrainian POWs, Civilians*" [VOA 15.03.2024] and its translated version in Ukrainian «*Експерти з прав людини засуджують нові свідчення тортури українських військовополонених Росією*», [Голос Америки 15.03.2024] we can see that both headlines convey the main idea of UN investigators accusing Russia of mistreating Ukrainian prisoners of war (POWs) and civilians. The Ukrainian translation accurately reflects the accusation of torture against Ukrainian POWs by Russia. "*UN Investigators Accuse Russia*" is translated as «*Експерти з прав людини засуджують*». While not a direct equivalent, it effectively conveys the notion of condemnation by human rights experts, which aligns with the accusatory tone of the original headline. "*Horrific Treatment of Ukrainian POWs, Civilians*" is translated as «*нові свідчення тортури українських військовополонених Росією*». The translated version provides specific details about the mistreatment, focusing on torture of Ukrainian POWs, which is in line with the content of the original headline. The original headline evokes pathos by using the phrase "*Horrific Treatment*," which emphasizes the severe and inhumane nature of the alleged actions. It appeals to readers' emotions by highlighting the suffering experienced by Ukrainian POWs and civilians, thus generating empathy and outrage. In the Ukrainian translation, pathos is similarly conveyed through the mention of «*нові свідчення тортури*», which portrays the ongoing suffering endured by Ukrainian prisoners. The use of the word «*тортура*» further intensifies the emotional impact, invoking feelings of sympathy and indignation among Ukrainian readers. Both headlines effectively convey the accusatory tone and emotional impact of the UN investigators' findings regarding Russia's treatment of Ukrainian POWs and civilians. The translation maintains the pathos of the original headline by highlighting the severity of the mistreatment and appealing to readers' emotions.

Logos, the appeal to logic and reason, is crucial in news headlines that aim to convey information objectively and rationally. Here is an example of the headline taken from the BBC website to examine how it appeals to the audience's sense of logic and reason (logos): "*Scientist debunks health hoaxes with viral parody video*" [BBC 17.07.2018]. This headline demonstrates an appeal to logos by informing the audience that a scientist has created a parody video to debunk health hoaxes. By using the term "*debunks*," the headline suggests that the scientist provides evidence or logical arguments to discredit false health claims. The mention of a "*viral parody video*" implies that the video has gained widespread attention, indicating its potential effectiveness in countering misinformation. The use of the word "*scientist*" also adds credibility to the debunking process, as scientists are often perceived as experts in their field who rely on evidence-based reasoning to validate or invalidate

claims. Therefore, the headline suggests that the audience can trust the information presented in the video based on the logical analysis conducted by the scientist.

A different headline "*Income data shows strong Covid recovery – minister*" [BBC 4.03.2024] showcases an appeal to logos by stating that income data demonstrates a strong recovery from Covid-19. By referencing "*income data*," the headline suggests that the recovery is supported by empirical evidence, which appeals to the audience's logical reasoning. The use of the word "*minister*" further reinforces the credibility of the claim, as it implies that the information is coming from an authoritative source within the government. Readership may perceive ministers as individuals who have access to reliable data and are responsible for providing accurate information to the public. So, both headlines from BBC employ logos appeal by presenting information backed by evidence, whether it's through the scientific debunking of health hoaxes or the use of income data to indicate Covid-19 recovery. This approach helps build trust with the audience by relying on logical reasoning and factual evidence.

To enhance the logos of translated headlines, translators must prioritize accuracy and clarity. Ambiguities in the source text may lead to misunderstandings in translation, potentially distorting the logical flow of information. Translators need to carefully navigate technical or specialized terms, ensuring that the translated headline maintains its rational appeal without sacrificing precision. The analysis of the headline from Voice of America "*Trump's Lawyers Say Impossible for Him to Post Bond Covering \$454 Million Civil Fraud Judgment*" [VOA 18.03.2024] and its translated version in Ukrainian «*Трам не може отримати облігацію на \$454 млн для апеляції в справі про шахрайство, кажуть його юристи*», [Голос Америки 18.03.2024] showcases that both headlines convey the main idea that Trump's lawyers are asserting that it is impossible for him to obtain a bond covering a \$454 million civil fraud judgment. The Ukrainian translation accurately reflects the assertion made by Trump's lawyers regarding his inability to obtain the necessary bond for an appeal in the fraud case. The translation effectively conveys the main idea without significant loss of meaning. Although there are differences in structure and word choice between the original (*Trump's Lawyers Say*) and translated (*Трам ... кажуть його юристи*) headlines, the key message about Trump's legal situation remains consistent. The original headline appeals to logos by presenting a factual assertion made by Trump's legal team regarding the practical impossibility of meeting the financial requirement for the bond. It relies on logical reasoning to inform the audience about the legal constraints faced by Trump in the civil fraud case. In the Ukrainian translation, logos is similarly conveyed through the assertion made by Trump's lawyers regarding his inability to obtain the required bond amount for the appeal in the fraud case. By presenting this information in a straightforward manner, the translation appeals to the audience's sense of logic and reason, providing factual details about the legal proceedings involving Trump. Both headlines effectively convey the legal predicament faced by Trump, with the translation maintaining the logical appeal (logos) present in the original headline. The translation accurately communicates the main idea while adhering to the principles of clarity and factual representation.

Conclusion. The rhetorical aspects of translating English news headlines into Ukrainian are multifaceted, encompassing ethos, pathos, and logos. Ethos ensures the credibility of the translated headline by considering the cultural context and tone of the source

text. Pathos involves capturing and adapting the emotional resonance of the original to engage the target audience effectively. Logos focuses on maintaining the logical structure and precision of the message, particularly important in headlines dealing with scientific or technical content. Translating logos involves maintaining the logical structure and coherence of the source text while adapting it to the linguistic and cultural nuances of the target language. Inaccuracies or distortions in the translation may compromise the rationality of the message. Future research in this field should explore the interplay between linguistic choices, cultural considerations, and rhetorical strategies, providing valuable insights for both translation practitioners and scholars.

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Мосіснюк О. Риторичний аспект перекладу заголовків англійських новин українською мовою

Анотація. Дослідження розкриває складну сферу перекладу, зосереджуючись на риторичних елементах етосу, пафосу та логосу, які проявляються у заголовках англійських новин та їх перекладу українською мовою. Використовуючи веб-сайти BBC News та Voice of America як матеріал дослідження, ми порівняли оригінальні англійські заголовки з їхніми українськими аналогами, щоб з'ясувати, як ці риторичні аспекти відтворюються у перекладі. Шляхом ґрунтовного аналізу обраних заголовків ми маємо на меті встановити специфіку та результати перекладу в аспекті відтворення риторичних компонентів заголовків з урахуванням мовної та культурної специфіки. Заголовки новин слугують потужними інструментами для переконання за рахунок використання різноманітних риторичних стратегій, щоб привернути увагу читачів та ефективно передавати інформацію. Серед ключових риторичних елементів, що використовуються в заголовках, виокремлюють етос (апеляція до надійності поданої інформації), пафос (апеляція до емоцій) та логос (апеляція до логіки та розуму). Незалежно від ситуації, читачі краще сприймають осіб, які демонструють справедливість та об'єктивність, порівняно з іншими джерелами інформації. Крім того, читацька аудиторія схильна довіряти тим, хто має значну репутацію, особливо в ситуаціях, коли питання спірне, а аргументи неоднозначні. Пафос охоплює емоції або емоційні аргументи, допомагають переконливим повідомленням спонукати читацьку аудиторію до дій. Апеляція до пафосу демонструє, як емоції можуть впливати на судження аудиторії. Ефективне переконання аудиторії залежить від здатності спікера чітко мислити, надати розгорнуті факти та переконливі докази. Логос, як інструмент переконання, ґрунтується на логіці та причинно-наслідкових зв'язках. На відміну від апеляції до емоцій або використання емоційно-забарвленого мовлення, логос переконує читачів завдяки внутрішній логіці та обґрунтованості мовних засобів, які використовуються у новинних заголовках. Переклад таких заголовків спричиняє додаткові труднощі, оскільки мовні та культурні відмінності заголовку вимагають детального аналізу для збереження задуманого риторичного впливу. Для цього дослідження було обрано заголовки, які демонструють чітке використання етосу, пафосу та логосу у їх оригінальних англійських версіях та проаналізовано, як ці елементи відтворюються українською мовою. Кожний заголовок проаналізовано на предмет його риторичних особливостей, з урахуванням культурного контексту та використаних риторичних елементів.

Ключові слова: заголовок, переклад, риторика, етос, пафос, логос.