

## *Original Paper*

# A Rhetorical Study of News Headlines Translation

Yanwen Liu<sup>1</sup>

<sup>1</sup> Nanjing University of Information Science and Technology, China

Received: January 28, 2023      Accepted: February 12, 2023      Online Published: February 17, 2023

doi:10.22158/jetss.v5n1p52

URL: <http://dx.doi.org/10.22158/jetss.v5n1p52>

### **Abstract**

*News report has become an important source for people to obtain information, and as the “eye” of a piece of news, the title highly summarizes its theme, and expresses the attitude of the author. By analyzing the relevant literature, it is found that most of the current studies focus on the stylistic characteristics and translation principles of news translation. The studies on news headline translation are limited. Besides, the researches on the translation of news headlines mainly focus on the characteristics and specific translation methods. Few studies focus on rhetorical strategies of news headlines translation. Therefore, literature research and qualitative analysis will be adopted to study the translation of news headlines from the perspective of rhetoric. By selecting a certain amount of news headlines translation, to the paper explores the news headlines translation from the rhetoric appeals and a rhetorical model for guiding the translation of news headlines has been given.*

*This study finds that the three rhetorical appeals have certain guiding significance for news headlines translation. In terms of ethos, the translator enhances the audience’s sense of credibility in the news by stating the views of authoritative people or platforms, or quoting the words in authoritative works; in terms of pathos, the translator takes “audience” as the center. Understanding the audience better and sharing common grounds with them is helpful to complete the persuasion to the audience; in terms of logos, the translator improves the language expressions and their internal logic so that the audience can be effectively persuaded. The rhetorical model put forward provides a new perspective for the translation of news headlines. In addition, this study expands the horizons of news translation research, and has certain reference significance for news translation practice.*

### **Keywords**

*news headlines, translation, three appeals of rhetoric*

### **1. Introduction**

This paper will study the translation of news headlines from a rhetorical perspective. The research background, objectives and its significance as well as the organization of the paper will be explicitly

explained in the following.

### *1.1 Research Background*

As an important part of news, the headline is the “eye” of news, which highly summarizes the theme and ideas of news, and expresses the position and attitude of the author. In order to give full play to the positive role of news headlines in the audience, we must do a good job in the translation and communication of news headlines. The quality of news headline translation directly determines the audience’s acceptance and attention to the news. Meanwhile, it is directly related to the effective dissemination of news. “A successful news headline can not only add the finishing touch, but also stimulate readers’ curiosity and interest in reading the whole text” (Yuan, 2015).

Research on news headlines translation has achieved great progress, and a series of books and articles have been published in recent years. However, by combing and analyzing the relevant literature, most of the current researches focus on the stylistic characteristics and translation principles of news headlines translation as well as its specific translation methods and strategies. Although some researches have been expanded, most of them are still relatively narrow.

### *1.2 Research Objectives and Significance*

The purpose of this study is to make rhetoric a better role in the translation. It is hoped that this paper would shed some light on the study of news headlines translation.

Theoretically, the study of the translation of news headlines from the perspective of rhetoric has certain inspiration for the application of rhetorical persuasion and its translation in the process of translating news headlines and can help the information transmission more accurately. At the same time, the study also provides a new theoretical perspective for the translation of news headlines.

Practically, the research on the translation of news headlines from the perspective of rhetoric plays a guiding role in the practice of translation, which helps translators use rhetorical persuasion more accurately in the practice of translation, so as to improve the quality of translation and ensure the accuracy of the original news content.

### *1.3 Organization of the Thesis*

Research background, research objectives and significance have been explained in Chapter One. The literature review in Chapter Two, starts from the definition of the news headline, and summarizes the studies on news headlines translation at home and abroad. In Chapter Three, the discussion of ethos adopted in news headlines translation, which can enhance credibility, will be in place, starting from the definition, and then approaches to establish ethos will be analyzed. Chapter Four discusses and analyze the definition of pathos and the approaches to establish it in the translation of news headlines. Chapter Five introduces logos adopted in news headlines translation and the ways to establish it to enhance rationality will be interpreted. Finally, the question that how to effectively play a positive guiding role of rhetoric in the practice of news headlines translation is explored.

## 2. Literature Review

### 2.1 Definition of News Headlines

News headlines are defined as the summary or the concentration of a piece of news. Zhang (2013) proposes that “the title of an article is an indispensable condiment not only in a voluminous comment, but also in short and tough news.” News headlines as a starting point and an inseparable part of a piece of news is supposed to “attract the reader’s attention, summarize the story, help the reader index the contents of the page, depict the mood of the story, help set the tone of the newspaper, and provide adequate typographic relief” (Brooks, 2005, p. 219). “Newspaper headlines are relevance optimizers: They are designed to optimize the relevance of their stories for their readers” (Dor, 2003, p. 696).

### 2.2 Studies on News Headlines Translation Abroad

Foreign scholars have done some research on news translation. Some scholars have discussed the methods of news translation. For example, Hornby (1988) analyzes the characteristics and translation methods of news and its headline. On this basis, he proposed that the communicative function of the target language news should be fully considered in the process of news translation. Dor (2003) proposes that writing and translating a successful headline entails not only a perfect summary of news stories by news producers, but also a certain understanding of their readers.

In addition, some scholars have explored the causes of mistranslation. For example, Hatim and Mason (2001, 2005) find that in the process of headline translation, there would be text transformation, and it is possible for the translator to blend in his own position, which causes the rewriting of news content.

Some scholars have studied the influence of news mistranslation. Ecker and Lewandowsky (2014) believes that the information provided in news articles may be misleading. Misleading headlines can affect readers’ memory, reasoning and behavior intention.

With the deepening of globalization, some scholars have made a systematic exposition of global news translation. For example, Scammell (2018) emphasizes the important position of authoritative organizations in the process of news translation by introducing the support provided by Reuters, AFP and AP. Based on globalization, Bielsa and Bassnett (2009) explores the characteristics and translation strategies of news translation, providing a new perspective for news translation practice.

By combing and analyzing the literature, we can see that most of the current researches abroad are on the stylistic characteristics and translation principles of news translation, while the number of researches on news headline translation alone is limited. Although some researches have been expanded, most of them are still relatively narrow.

### 2.3 Studies on News Headlines Translation in China

On the whole, the research on news translation in China starts late, and most of its research results comes from the 1990s. However, in recent 20 years, especially in the new century, Chinese scholars have paid more attention to this field, which is directly related to the significant changes in social culture and economy. This opportunity has broadened the research scope of news translation, for example, news translation theory, translation principles, translation methods, etc.

In recent years, Chinese scholars have made a series of researches on news translation. The research on news translation in China includes *News Writing in English Based on Information in Chinese* written by Liu (2009). This book mainly summarizes the strategies of translating news headline and leads and expounds the techniques used to deal with sensitive contents in political discourse. Wang's (2009) *Practical English-Chinese TV News Translation* is the first book in China that systematically summarizes the principles and strategies of foreign TV translation. The author analyzes and explains the translation of foreign publicity TV news from different levels and scopes, for example, Journalistic English and translation, the stylistic features of Journalistic English, principles and examples of the translation of foreign publicity TV news, etc.

Some scholars have carried out researches on the methods of headline translation. He (2003) puts forward a hypothesis, or three methods of headline translation, based on the existing research results. They are self-sufficiency, related text combination and translation purpose combination, and they are all discussed with examples. "From the perspective of the headline of the original text, it is the most ideal as long as the separation between the translated headline and the meaning as well as the form of the original headline is the smallest; from the perspective of the translation purpose, it is the best as long as the translated headline and the translation purpose are the most consistent." Yuan (2015) believes that "In the process of translation, we should adjust the translation methods according to the cultural background and reading habits, and do not rigidly translate them into obscure Chinese headlines. Either way, it is for readers to better understand the content of the report."

Some scholars have also studied the translation of news headlines. Huang's (2007) *Appreciation and Translation of Football News Headlines* takes Germany World Cup as an example to explore the language art and translation methods of English football news headlines. Li (2019) thinks that ellipsis is the most prominent feature of news headlines. "Abbreviation and simplicity are not simple ellipsis, and they should be handled flexibly on the premise of ensuring the theme of English news." At the same time, she believes that the translation of news headlines focuses greatly on the wording. "Words that are more suitable for the target language should be chosen so that the general idea of English news headlines can be accurately expressed, and what matters greatest is to ensure that the translated news headlines are novel, humorous and easy to remember."

In addition, some scholars choose specific methodology to study the translation of news headlines, such as Zhong (2011), Yuan (2010), and Qiu (2019). By combing and analyzing the above literature, we can see that most of the current researches in China are mainly on the characteristics of news headlines translation and its specific translation methods and strategies.

By combing and analyzing the relevant literature, we can see that most of the current researches are on the stylistic characteristics and translation principles of news translation, while the number of researches on news headline translation alone is far from it. What's more, most of the researches on the translation of news headlines are mainly on the characteristics of news headlines translation and its specific translation methods and strategies. Although some researches have been expanded, most of

them are still relatively narrow.

### 3. Ethos Adopted in News Headlines Translation to Enhance Credibility

#### 3.1 Definition of Ethos

Ethos, which is viewed as “the most effective means of persuasion” by Aristotle (Booth, 2004), is a kind of rhetorical persuasion persuading audience to believe the credibility of the language by taking good advantage of a speaker’s attitude, character and prestige. No matter in what kind of the discussion, compared with other speakers, people are more inclined to trust people who are fair and just. People are more likely to trust those who have relatively high reputation when it comes to some issues that is still doubtful and have no clear argument. Therefore, character plays an important role in a successful persuasion. For Aristotle, he believes that if the speaker of a speech act wants to win the trust of the audience, he must have three characteristics: virtue, kindness and wisdom.

#### 3.2 Approaches to Establish Ethos in News Headlines Translation

##### 3.2.1 Quotations from Authoritative Works

Quotations, which are very helpful for expression, can make the language more infectious. It can provide strong evidence for our own opinions to enhance our persuasion. Classics are often defined as enduring, exemplary and authoritative works. In the process of headline translation, quotations from authoritative works can make the content of headlines more credible and persuasive. For example:

E.g.1

Chance Begins——However In the Cost of Study

赚钱还是求学，这是个问题 (Yuan, 2015)

In the process of translating this title, the translator properly applies the famous sentence pattern in *Hamlet* written by Shakespeare: “to be, or not, this is a question.” During the process of the translation, the classic sentence pattern is applied, which greatly enhances the readability of the title. By using this sentence pattern, readers can understand the headline at his or her first sight and it arouses readers’ interest to think over his or her choice between making money and studying.

##### 3.2.2 Facts Issued from Authoritative Platforms

Facts speak louder than eloquence. Applying facts as arguments can make the persuasion stronger. In China, news agencies are all state-funded and led by the Party and the government directly, through which China’s policies, standpoint and achievements of the country’s construction and development are reported (Liu, 2009). This is to enhance the accuracy and authority of the news. The news released by an authoritative platform is much easier to persuade audience than any other small platforms. For example:

E.g.2

Broom Challenge a Hoax

NASA:“扫帚挑战”是恶作剧 (China Daily, February 14, 2020)

“Broom Challenge” is an activity that suddenly became popular on the Internet. The challenge stems

from February 7, which is called “a special day”. NASA once said that the broom can stand up for the earth’s gravity is the smallest on this day. So a lot of people tried, and it turned out to be true. But this title proposes that “broom challenge” is a hoax. If translated literally, some readers may be dubious and the headline itself is hard to convince readers. Here, the translator adds NASA, indicating that this view is the conclusion drawn by NASA, making the original title more authoritative and convincing.

### 3.2.3 Comments from Authoritative People

Compared with other speakers, the audience is more willing to believe in authoritative people, especially when it comes to some controversial topics. Therefore, in the process of translation, in order to better establish ethos, especially when translating some titles of topics that have not yet been finalized, it is necessary to add the views of authoritative people or people with excellent character, which can make the news more authoritative. Following are some excellent examples:

E.g.3

研究发现：蹲着或跪着办公更有利于身体健康

Squatting or kneeling is better for your posture than sitting all day, anthropologists claim (*China Daily*, March 13, 2020)

E.g.4

South may be invaded by locusts

专家谈蝗灾对我国影响 (*China Daily*, February 21, 2020)

In the first example, if translated literally, people may still have a skeptical attitude because we usually work in a sitting position. However, the title advocates squatting or kneeling, which is a bit unreasonable. Here, the translator adds “anthropologists” in the process of translation, that is to say, this view is put forward by anthropologists. Anthropologists are people who specialize in human research, and their research and conclusions on the body are more authoritative than others. It helps readers believe that squatting or kneeling office is better for physical health. In the translation of example 2, the word “专家” is added, which makes the impact of locusts on our country more authoritative, and what’s more, the recognition of the views stated in the news is also strengthened.

## 4. Pathos Adopted in News Headlines Translation to Enhance Resonance

### 4.1 Definition of Pathos

Pathos refers to the affective or emotional appeals that give persuasive messages their power to move an audience to action, but Aristotle’s interest in emotion has to do specifically with emotion’s ability to affect the judgement of audiences (Herrick, 2004, p. 83). Aristotle defines pathos as “putting the audience in the right frame of mind” and thought that the study of human emotion, or pathos, is essential to a systematic treatment of rhetoric. The treatment of pathos is not simply a “how to” of arousing different emotions. It is, rather, a detailed psychology of emotion intended to help the students to understand human emotional response toward the goal of adjusting an audience’s emotional state to fit the nature and seriousness of the particular issue being argued (Herrick, 2004, p. 83). The key to

pathos is to understand the audience's psychology, to grasp the audience's needs and to stimulate the audience's emotional resonance. The speaker should be good at understanding the psychological state of the audience if he wants to use pathos effectively for people's judgments and reactions to the same thing will be different if they are in different states of joy, anger, and sorrow, which could directly affect people's behavior and attitude. At the same time, we should have a certain understanding of the identity, values and emotional cognition of the audience. It's also very important to master the needs of the audience.

#### *4.2 Approaches to Establish Pathos in News Headlines Translation*

##### *4.2.1 Understanding the Audience*

In the process of news translation, the audience is an indispensable participant and actor. In the process of translation, the audience is the end-user of the translation product. The object of news communication is audience. Without audience, news communication will become meaningless. The audience plays an important role in news communication. They not only receive news, but also spread information (Anderson, 1984). Therefore, in the process of news headlines translation, the translator should take the audience as the center and understand the audience to the best of their ability.

##### *4.2.1.1 Understanding Audience's Cultural Background*

The premise of resonating with the audience is to help the audience understand the headline, however, the audience have different identities and varied cultural background. Different cultural background will lead to the deviation from understanding the headline. Yuan (2015) proposes that in the process of translation, it is necessary to fully consider the differences between Chinese and Western reading habits, and appropriately add or cancel the cultural knowledge that the audience at home and abroad are not familiar with, so as to make it conform to the reading habits of them. Therefore, in the process of translation, translators should fully consider the cultural background of the audience and add appeals to help the audience understand when necessary. The following are some examples:

E.g.5

Prince Charles tests positive

英王储查尔斯感染新冠 (*China Daily*, March 27, 2020)

E.g.6

Iraq's Dance: Maliki, Sadr and Sunnis

伊拉克政局：三派相争 (Yuan, 2010)

In example 1, for some Chinese people, they may not know who Prince Charles is. At this time, the identity of him is needed to be added to help the audience know the news at a glance. In this headline translated by Chinese, Charles's identity is embodied. It helps the audience understand the importance of the character and attach more importance to the event. In example 2, it is worth noting that in this title, the "dance" does not refer the real dance, but to the situation of unrest in Iraq. If translated literally, the audience will be confused for many of them do not know what Maliki, Sadr and Sunni really are respectively. Therefore, in the process of translation, it is necessary to fully consider the

cultural background of the audience and add appeals that can help the audience understand the meaning of the title at a glance.

#### 4.2.1.2 Identifying Audience's Thinking and Reading Habits

The differences in the way of thinking and reading habits of the audience from Chinese and Western are also needed to be considered in translation. Western audience think in a straight line, while Chinese people think in a spiral way. When discussing a topic, the Chinese tend to be circuitous, while the Westerners tend to be open-minded. Following are some gorgeous examples:

E.g.7

这些明星竟然都破过吉尼斯世界纪录

7 celebrities you didn't know hold records (*China Daily*, October 18, 2019)

In this Chinese title, the number of the "celebrities" is not directly given, which is in line with Chinese people's habit that they usually like to express their views in a spiral way. When translated into English, the number of "celebrities" is added because Western readers are more direct and they think in a straight line. They usually want to see what they want to know at a glance in the title.

#### 4.2.2 Sharing Common Grounds with Audience

Liu (2009) puts forward that news translation workers must have higher political consciousness, firm position and attitude and comply with the interests of the state and the people. Therefore, sharing common ground with audience is also of great significance. From the standpoint of the audience, we can better understand the needs of them and establish a sense of identity with the audience more easily.

E.g.8

Living costs spark debate

大一新生生活费引热议 (*China Daily*, September 6, 2019)

E.g.9

Young Chinese getting balder

超5成大学生有脱发困扰 (*China Daily*, May 31, 2019)

For freshmen who have just finished their high school and enters college life, the cost of living is usually a puzzle. Some people are relatively well-off, and their living expenses are relatively high. For students with relatively poor families, their living expenses are often relatively low. In example 1, it is conducive to attracting the audience, especially the freshmen and their parents, by indicating the target of the cost of living in the translation process because they all want to find the standard of the living cost from this news. The news in example 2 describes the problem of "getting balder" in college students. In modern times, many college students are suffering from hair loss. When translating this title, "超5成", which shows that many college students encounter the same situation, is added. The audience, to a certain extent, are consoled and their interest in reading the news is strengthened.

##### 4.2.2.1 Understanding the Discourse Motivation

The dissemination of news has its own purpose. Some news is to convey information or knowledge, some news is to encourage the audience to carry out a certain behavior or prevent them from doing it.



Different news has different discourse motivation. Therefore, in order to persuade the audience effectively, it is very important to find out the discourse motivation of a news. For example:

E.g.10

Devices steal childhood

电子产品侵蚀乡村儿童 (*China Daily*, August 22, 2019)

This news mainly reveals the harm of electronic products to rural children through pointing out the phenomenon that rural children spend more time watching electronic devices than urban children. In the process of translating the title, the translator narrow the scope of children to rural children, which can make the audience, especially some parents from rural families, pay more attention to the supervision of their children's use of electronic equipment.

E.g.11

“2<sup>nd</sup>-hand drinking” harmful

“二手酒”危害堪比二手烟 (*China Daily*, August 21, 2019)

This news aims at reminding the audience of the harm of the “2<sup>nd</sup>-hand drinking”. the “2<sup>nd</sup>-hand drinking” may not be very familiar to people, but the harm of the “2<sup>nd</sup>-hand smoking” is well known to most people. Therefore, when translating this title, the translator compares the harm caused by the “2<sup>nd</sup>-hand drinking” with that of the “2<sup>nd</sup>-hand smoking”, so that the audience, especially a drinker, can pay more attention to drinking when they see this headline.

#### 4.2.2.2 Narrating in a Familiar and Recognized Way

Burke (1969) proposes that persuasion is the result of identification, and only the way we talk is accepted by him, can we be able to persuade him. Therefore, it matters to narrate in a way that is familiar and recognized. For example:

E.g.12

Iraq's Dance: Maliki, Sadr and Sunnis

伊拉克政局：三派相争 (Yuan, 2010)

It is worth noting that in this title, “dance” does not refers to the real dance, but to the situation of unrest in Iraq. If translated literally, the Chinese audience will be confused, because they do not know what Maliki, Sadr and Sunni are respectively. Therefore, in the process of translation, it is necessary to provide the audience with certain background knowledge, and use the language familiar to the them so that the audience can understand the meaning of the headline at a glance.

E.g.13

For Western audience, in fact, they may also encounter such problems. For instance:

研究：吸猫撸狗有奇效 十分钟就能显著减压

Stroking cats and dogs for just ten minutes can ‘significantly’ reduce anxiety (*China Daily*, July 22, 2019)

“吸猫撸狗”, a popular Internet buzzword, is used to show the owner's love for his or her pet. In

English, the corresponding word to “吸” is the word “suck”. If it is translated directly, the phrase will be translated into “suck the cat”. Obviously, the meaning of this word has changed, which makes foreigners very confused. The same is true with “撸狗”. Therefore, when translating this kind of network buzzwords words, we should pay attention to choose the right words to convey the original meaning, so as to avoid confusing foreign readers.

## 5. Logos Adopted in News Headlines Translation to Enhance Rationality

### 5.1 Definition of Logos

It is easy for the audience to enter the state of “accepting persuasion” by shaping rhetorical personality, winning the audience’s trust in the speaker and arousing the audience’s emotion, but persuading the audience can only be realized successfully by the speaker’s clear reasoning, elaborating and proving the facts. “Logos was the study of the arguments typical of the reasoning employed in practical decision making, and in particular of the enthymeme” (Herrick, 2004, p. 81). Logos is a persuasive means based on logic and causality. It does not impress the audience through the artistry of the language and the emotions it contains, but persuade the readers through the logic and causality of the language itself.

### 5.2 Approaches to Establish Logos in News Headlines Translation

#### 5.2.1 Improving the Language Expression

Logos is to persuade readers through the language itself, therefore, the language itself must be improved. In order to persuade the audience effectively, the language itself should be based on facts and words in it should be used reasonably. In addition, the logic of the language itself should be strong so as to increase the sense of identity with the audience.

##### 5.2.1.1 Language Content

Facts speak louder than eloquence. Facts are the basis of persuasion, and only the truth can increase the possibility of discourse identification. If you want to persuade the audience effectively, you should pay attention to take the objective facts as the basis, and make sure the content is authentic.

In Chinese-English news headlines translation, first of all, we should take the accuracy into our consideration, and strive to make the text concise, authentic and wonderful on the basis of it. That is to say, first of all, we should seek “Faithfulness”, and then “expressiveness” and “elegance” (Liu, 2009). News reports should be fair and objective. However, some news headlines contains obvious political tendency. Some media not only generalize the news but also skillfully integrate their personal feelings and political tendency so as to publicize their own political opinions, leading readers into misunderstanding. For example:

E.g.14

BEIJING: DO NOT PLAY WITH FIRE (China Daily)

E.g.15

BEIJING TELLS ANSON: BACK TUNG (SCMP)

The above news headlines all have obvious political tendency, and the words reveal the political

evaluation and orientation of the newspaper to the news figures and events.

E.g.16

Trump kicks off 2020 campaign

美国总统宣布竞选连任 (*China Daily*, June 20, 2019)

The news is about Trump's decision to run for reelection. In the process of translation, the translator is faithful to the source language and does not add any personal opinions or feelings. Therefore, in order to be faithful to the source text, the translator must only state the news content and leave his personal feelings behind.

"Rationality" refers to the rationality of words adopted in the translation of the news headlines in which reasonable words are required to convey the original meaning of it. Unreasonable words, to some extent, will affect the accuracy of headline translation. For example:

E.g.17

The Chinese Market, A Bottomless Pit.

中国市场潜力巨大 (Wang & Huang, 2009)

The difficulty of translating this headline is the "A Bottomless Pit". The phrase itself is a derogatory word, so if translated according to the literal meaning, it will make people misinterpret the original meaning of the headline. According to the context of the headline, this phrase here describes the vast market in China. Therefore, in combination with the Logos in the three appeals of rhetoric, a more reasonable vocabulary should be chosen here, that is to say, the phrase should be translated into "a market with unlimited potential".

In addition, "rationality" is also reflected in the rationality of the translated sentence structure. Sometimes English news headlines are in the form of question and answer. If they are translated word for word, the translated sentences will be very tedious. Based on the Logos in the three appeals of rhetoric, some translators should adjust the sentences reasonably when they translate them.

#### 5.2.1.2 Linguistic Forms

Zhang (2013) proposes that in making headlines, we should not only prompt and evaluate news facts to the audience, but also be good at using vivid linguistic forms to attract the audience to read the news. Hu(2004) also states that "all utterance-formal style or informal style, and even all symbols that used for communication are rhetorical behavior too". Burke (1969, p. 41) also puts forward that rhetoric breaks the disconnection between human so as to promote thinking, strengthen the social cohesiveness and create peace. Therefore, in order to skillfully adopt logos in the process of news headlines translation, in addition to improving the faithfulness of the language itself and the rationality of the word structure, effectively improving the linguistic forms, using some rhetoric can also add some luminous points to the translation of the news headlines.

Metaphor is widely used in news headlines. "This is not only because metaphors can save space without using figurative words, but also because metaphors are more emotional and expressive than similes" (Huang, 2007). "The relationship between tenor and vehicle in metaphor is closer than that in

simile. Similes are similar in form, but metaphors are similar in form” (Fan, 2003, p. 81). In the process of news title translation, metaphor can make the language more concise and vivid. The following are some examples:

E.g.18

Ukraine awake first from torpor

乌克兰从首场昏睡中惊醒 (Huang, 2007)

E.g.19

France ends drought

法国结束球荒 (Huang, 2007)

In example 1, “torpor” refers to the state of being completely inactive mentally or physically. The headline is intended to convey that Ukraine is gradually recovering from its first failure. Here, the translator metaphorizes Ukraine’s first failure as “torpor”, which makes the game more vivid. In example 2, a “drought” is a long period of time during which no rain falls. But here, the translator uses the word “drought” to convey that France has few goals. The linguistic form of this headline is effectively improved.

Metonymy, a common rhetorical device, usually uses one thing to replace another thing related to it. This rhetorical device usually uses a certain relationship between the two things. For example:

E.g.20

Barcelona moves to keep bikinis off the streets.

巴塞罗那不欢迎街头“游衣客” (*China Daily*, May 15, 2020)

The word “bikini” refers to a piece of clothing in two pieces that women wear for swimming and lying in the sun. However, in this title, according to its context, it can be judged that what the author of the source language wants to express is not Barcelona’s intention to drive the “swimsuit” out of the street, and the word “bikinis” is used to substitute “people in swimsuit”. The translator fully understands the meaning of the word, and then translates “bikinis” into “游衣客”. The expression of the headline is improved, and the meaning of the source language is vividly and accurately conveyed.

Antithesis, which is a predominant feature of English news headlines, is the contrast of ideas expressed by parallelism of strongly contrasted words. Antithesis adopted in news headlines can give readers an impression of neatness and conciseness. We’d better not change the original inter-textual relation and maintain the structure during the process of translating. Following are some gorgeous examples:

E.g.21

The Worst of Times, The Best of Times

最坏的时候，最好的时刻 (*China Daily*, February 14, 2020)

E.g.22

Small Mouse, Big Dreams

小老鼠，大梦想 (*Beijing Review*, November 30, 2020)

“Worst” and “Best” form a sharp contrast to show that although people are in the crisis of the epidemic,

and at this special moment, the Chinese people show a strong spirit of patriotism and solidarity in the face of difficulties. “Small” and “Big” in the second example also form a sharp contrast. The sharp contrast and paralleled structure are very impressive and can arouse readers’ interest.

But sometimes the given source language does not appear in the form of antithesis, and in many cases, it appears in the form of question and answer such as the following example:

E.g.23

Spending Valentine’s Day alone? These scientific secrets of seduction could make all the difference

情人节诱人指南—教你取悦心上人 (*China Daily*, February 14, 2011)

If it is translated directly, the sentence will be very tedious and insipid. However, in the process of translation, the translator reorganizes the sentence structure and substitute the question-and-answer form with antithesis. This not only embodies the logic of the source text, accurately conveys the meaning of the source text, but also attracts readers’ interest in reading.

### 5.2.2 Embodying the Logical Relation

Logical relation in language is of great significance for meaning expression. Logic is a necessary condition to enhance the expression of language. Only when the logic is clear can we accurately convey our thoughts to the audience through the language.

Progressive relationship refers to the relationship that can be more advanced in meaning, and in the sentence, there are always some logical words. Progressive relationship, which makes the connotation of language more profound, plays an important role in sentences.

E.g.24

Man of many talents

肖央：是歌手，更是演员 ([www.i21st.cn](http://www.i21st.cn), January 6, 2020)

E.g.25

Finding our place in the world

北斗，你是中国的，也是世界的 ([www.i21st.cn](http://www.i21st.cn), January 7, 2020)

In example 1, the logic word “更”，which is used to modify Xiao Yang’s identity, highlights Xiao Yang’s versatility while in example 2, the logic word “也” highlights that although Beidou is created by China, it also benefits the world.

As the saying goes, “There must be a result of fruit”. In fact, this sentence directly and simply expounds the relationship between cause and effect. Cause-and-effect relation must contain the sequence of time and the order can not be reversed. There must be a reason first and then a result. The application of cause-and-effect relation in the translation of news headlines can make the audience more clear about the cause and effect of events. For example:

E.g.26

China’s long march into Earth’s orbit

两年攻坚克难，长征五号一飞冲天 (www.i21st.cn, January 28, 2020)

E.g.27

Returning to the classroom

疫情防控取得积极进展，多地筹备开学 (www.i21st.cn, March 26, 2020)

In the two examples above, the translators of each headline both add causes in the Chinese headline according to the specific news content. In example 1, only after two years of struggle can Long March 5 be launched into Earth's orbit. The embodiment of cause-and-effect relation in the headline highlights the arduous achievement and also enables readers to experience the magnificent act of Long March 5. In example 2, if translated literally, the audience will be confused to read it, but if reasons are added to the translation, it will not only let the readers know the progress of the current epidemic, but also create a hopeful atmosphere.

## 6. Conclusion

The three appeals of rhetoric have certain guiding significance for news headlines. When they are applied in the translation of news headlines, credibility, resonance and rationality can be enhanced.

In terms of ethos, the reputation appeal, in the process of news headlines, the translator can improve the credibility and accuracy of news by quoting words from authoritative works or adding views from authoritative people and platforms so that the audience can be effectively persuaded.

In terms of pathos, the emotional appeal, the translator should take "the audience" as the center and understand the audience's different cultural backgrounds as well as their reading habits. In addition, the translator should share common grounds with the audience and spare his or her efforts to understand the discourse motivation of the translated title, and then present it in a way recognized by the audience. In the process of translation, the translator can help the audience better understand and accept the content of the news by adding translation or appropriately changing obscure words.

In terms of logos, the logical appeal, the translator should pay attention to improving the language expression itself. In the process of translation, the translator should not deviate from the source language. On the contrary, he should be faithful to the source language, use words reasonably, and do not integrate personal feelings into the translation. The translator can also use rhetoric flexibly to make the title more vivid. At the same time, the translator should pay attention to the accuracy of logic in the process of translation, and pay attention to adding logic words in titles with some connotative logical relations.

The rhetorical persuasion model applied to guide the translation of news headlines put forward by this study makes rhetoric a better role in translation. Besides, this study also expands the space and horizon of news translation research, and has certain reference significance for news translation practice. However, this study has not done a very in-depth study on the role of the three appeals of rhetoric in the translation of news headlines. Therefore, we can make a further study on the significant role of the three appeals of rhetoric in the process of news communication.

## References

- Anderson, Douglas A., & Itule, Bruce D. (1984). *Contemporary News Reporting*. New York: Random House.
- Bielsa, E., & Bassnett, S. (2009). *Translation in Global News*. London: Routledge.  
<https://doi.org/10.4324/9780203890011>
- Booth, W. (2004). *The Rhetoric of Rhetoric: The Quest for Effective Communication*. Malden: Blackwell Publishing.
- Brooks, B. S. et al. (2005). *News Reporting and Writing*. United States: Bedford.
- Burk, K. (1969). *A Rhetoric of Motives*. Berkeley: University of California Press.
- Celair Scammell. (2018). *Translation Strategies in Global News*. London: Palgrave Pivot.  
<https://doi.org/10.1007/978-3-319-74024-9>
- Dor, D. (2003). *On newspaper headlines as relevance optimizers*. *Journal of Pragmatics*, 35(5), 695-721. [https://doi.org/10.1016/S0378-2166\(02\)00134-0](https://doi.org/10.1016/S0378-2166(02)00134-0)
- Ecker, Ullrich et al. (2014). *The Psychology of Misinformation—Towards A Theory-driven Understanding*. *School of Psychological Science*, 2014.
- Fan, J. C. (2003). *English Rhetoric Appreciation*. Shanghai: Shanghai Jiaotong University Press.
- Hatim, B., & Mason, I. (2001). *Discourse and the Translator*. Shanghai: Shanghai Foreign Language Education Press.
- Hatim, B., & Mason, I. (2005). *The Translators as Communicator*. New York: Routledge.  
<https://doi.org/10.4324/9780203992722>
- He, H. X. (2003). *Three methods of title translation*. *Journal of Tianjin Foreign Language Institute*.
- Herrick, James A. (2004). *The history and theory of rhetorical: an introduction* (p. 83). Boston: Allyn and bacon.
- Hu, S. Z. (2004). *Rhetoric of Modern English*. Shanghai: Shanghai Foreign Language Press.
- Huang, Y. J. (2007). *Appreciation and Translation on Soccer News Headlines*. Chinese Scientific and Technical Translation.
- Li, S. S. (2019). *Features and Methods of English News Headline Translation*. Chinese and Foreign Exchange.
- Liu, Q. Z. (2009). *Chinese-English News Compilation*. Beijing: Tsinghua University Press.
- Wang, Y. Q. (2009). *Practical Chinese-English TV News Translation*. Wuhan: Wuhan University Press.
- Yuan, T. (2015). *English News Headlines Translation Strategy*. Youth Journalist.
- Zhang, B. (2013). *The role of news headlines*. Vitality.
- Zhong, M. (2011). *Translation of English News Headlines from the Perspective of Functional Translation Theory*. Reading and Writing Magazine.