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Abstract: The present study aimed to shed light upon the nature of the differences between Dictionary Equivalents of Archaeology Terminology and Those Suggested by Archaeology Experts and sought to discover if technical terms in Persian language texts follow the same patterns in comparison with their English correspondence in Archaeology texts. In this regard, English and Persian translation of some texts in energy magazines and books were selected as the corpus to investigate the probable differences or similarities between the strategies that are applied in word formation. The researcher conducted a careful comparative content analysis of both bilingual dictionaries and the Academy of Persian Language and Literature (APLL) principles by considering word formation and analyzed them based on APLL principles. The researcher found out that there is a unity among equivalents in bilingual Archaeology Dictionaries. Moreover the results of this research showed there was not any significant difference between the percentages of the strategies used by the translator/s for choosing terms at the probability levels of 95% and 99%. Therefore, in general, existing bilingual dictionaries and APLL obey similar principles in word formation and choosing equivalences in the field of Archaeology.

Index Terms: translation, neologism, journalistic texts, Newmark’s (1988) model.

Introduction

Since the time of globalization and overpopulation, there is a need to make contact among people through news and journals. Moreover, because of the emergence of new information resources, the role of translation and news translators has become more highlighted.

Translators should be also familiar with journalistic terms and at the same time capable of understanding their meanings. When words appear next to specific terms and within a specific context, their meanings may be different from their general or common meanings. For example, existing collocations with new senses are a translator’s trap. Based on Newmark (1988), usually “normal descriptive terms which suddenly become technical terms, their meaning sometimes hides innocently behind a more general or figurative meaning” (p.142).

Moreover, dictionaries lag behind changes in languages. New words, figurative words and phrases, slang and nonsense words are coined in the language so swiftly that no dictionary can and should register them immediately. Indeed, the number of neologisms appearing in mass media during a year amounts to tens of thousands in developed languages. Therefore, translators have to find out the meaning of very new neologisms mainly based on the context (a sentence, paragraph, chapter or even the whole document) in which the neologism is used.

Cabre (1999, p. 77) states that there are “difficulties in translating specific neologisms in different texts and languages. Translating a journalistic text inappropriately is to twist the message or distort it and render it void of its content and aim”. Thus, due to the importance of journalistic texts which contain neologisms, this study aimed to investigate the translation
strategies used to translate neologisms from English into Persian. Hence, the following questions were raised:

RQ1. What stylistic translation strategies, based on Newmark’s 1988 model, are or will be opted for when neologisms are rendered into Persian in translations of journalistic texts?

RQ2. Which of the translation strategies, based on Newmark’s 1988 model are most and least frequently used in the journals of energy field?

**Review of the Related Literature**

**Methods of Translation**

The classification of translation methods vary depending on each theorist’s criteria. In the following some scholars’ categorizations are explained. Catford (as cited in Muangyai, 1965) categorizes translation methods into three types: extent focusing on how much the text is translated, level emphasizing on levels of language involved in translation, and ranks highlighting units of language, e.g. sentence, clause, group, word.

Translation methods are classified by Newmark (1988, p. 45) into two main types: “SL emphasis which comprises of word-for-word translation, literal translation, faithful translation, and semantic translation; and TL emphasis which consists of adaptation, free translation, idiomatic translation, and communicative translation”. Saibua (1985, p. 93) divides translation methods into two main types: “Literal translation focusing on keeping original form and free translation which modifies and rearranges ideas of original form”.

**Journalistic Translations**

According to Gambier (2006, p. 9) “journalistic translation is a field of expertise that presents unique features, tempered by the way in which journalism works and by the channels that circulate its texts, as the field of expertise imposes certain ways of translating. To approach it, it is necessary to be aware of and analyze the specific techniques of the text in hand”.

**Neologism**

Newmark (1988) defines neologisms as “newly coined lexical units or existing lexical units that acquire a new sense” (p. 140). According to Newmark (1988, p. 140) “they usually arise first in a response to a particular need”. New objects and processes are created in technology and also new ideas come from the media. Thus, their number increases steeply. He remarks that a majority of them have a single meaning and can be translated out of context while many of them acquire new meanings and may sometimes lose their old meaning in the target language. Some neologisms are short-lived and an individual’s creation. Therefore, it seems that one cannot standardize the translation of a neologism when its future is in doubt (Newmark, 1988). Cabre (1999, p. 205) also enumerates several parameters to determine if a unit is neologism or not. According to her, “if a unit has arisen recently, is not in dictionaries, exhibits signs of formal instability (e.g. morphological, graphic, phonetic) or semantic instability and if speakers perceive it as a new unit, then it is a neologism”. Based on Cabre (1999, p. 205) “neologism cannot be categorized based on single criterion”. Thus, she identifies different types of neologisms according to what they are based on. Cabre (1999, p. 206) states that “there is a distinction between two large grouping of lexical neologisms that behave differently: those present in the general language (true neologisms) and those present in special languages (also known as neonyms)”. Therefore, neologisms, based on Cabre (1999), differ from one another in several features: (a) in their creation (b) in their primary function (c) in their relationship with co-occurring synonyms (d) in the re-sources favored for creating the word (e) in their continuance in the language (f) in the way they coexist in the system (g) in the way they relate to other systems.

Cabre (1999, p. 205) enumerates the following characteristics for lexical neologisms as opposed to neonyms or terminological neologisms:

1. They are usually more spontaneous, i.e. they arise for no apparent reason, they appear to be frivolous and are generally short-lived; neonyms, on the other hand, arise because of a need for a designation and are usually more stable (Cabre, 1999. P. 205).
2. They are not affected by synonymy but usually coexist with synonyms and acquire a certain stylistic value as a contrasting feature. Neonyms, in contrast, reject synonyms because it can distort communicative efficiency (Cabre, 1999. P. 205).

3. They tend toward formal conciseness, whereas many neonyms are phrases (Cabre, 1999. P. 205).

4. They often appeal to old and dialectal forms of the language and to borrowings, rather than to compounds based on neoclassical languages (Cabre, 1999. P. 205).

5. They do not usually spread beyond the language in which they have been created, as opposed to neonyms, which are designed to be international (Cabre, 1999. P. 205).

Cabre (1999, p. 206) believed that “in contrast to lexical neologisms, neonyms cannot be separated from the features expected of terms: lack of ambiguity, single reference, belonging to a special field, stability, conformity to existing term formation patterns” (Cabre, 1999). She states that neologisms can be classified into referential or expressive based on their function. Hence, referential neologisms develop because they are required, i.e. there is a gap in a specific field that must be filled; expressive neologisms develop simply to introduce new forms of expression into the discourse” (p. 206).

**Neologism and Translation**

Newmark (1988) states that “any kind of neologism should be recreated; if it is a derived word it should be replaced by the same or equivalent morphemes, if it is also phonaesthetic, it should be given phonemes producing analogous sound effects” (p.143). It is not only the translators right to create neologisms but, in a literary text, “it is his duty to re-create any neologism he meets” (P 143). Therefore, translators have to render them in the target language by using quite complicated reasoning, which involves many factors, such as text type, creative traditions, literary norms and conventions that are familiar to the reader of the certain society. Various theorists have addressed the problem of neology, although the focus of each of them is different. Some have attempted to explain the reasons that enable the occurrence of neologisms in a language system. Aitchison (1991) says that their occurrence is justified by three causes: “fashion, foreign influence and social need” (p. 89). Wardhaugh (2002) says that “a new lexicon can be adopted either by utilization of elements already present in the language or by borrowing lexicons from another language” (p.188).

According to Rey (1995, p. 77) “neologisms as a linguistic phenomenon can be seen from different aspects: time (synchronic), geographical, social and communicative”. Thus, neologism is a unit of the lexicon, a word, a word element or a phrase, whose meaning, or whose signifier – signified relationship, presupposing an effective function in a specific model of communication, was not previously materialized as a linguistic form in the immediately preceding stage of the lexicon of the language. This novelty, which is observed in relation to a precise and empirical definition of the lexicon, corresponds normally to a specific feeling in speakers. According to the model of the lexicon chosen, “the neologism will be perceived as belonging to the language in general or only to one of its special usages; or as belonging to a subject – specific usage which may be specialized or general” (Rey 1995, p. 77).

Also, based on Niska (1998, p. 8) “neologism can be either a loan word in the form of a direct loan and a loan translation, or a newly coined term, either a morphologically new word or by giving an existing word a new semantic content”. For the individual, some words may be unknown without necessarily being neologisms. It is part of the linguistic competence and general knowledge of the interpreter that she / he is able to determine whether a term is new or just unknown to him. Neologisms have to become generally known to the public through their usage in a specific context.

**Newmark’s (1988) Frame of Reference for Translating Neologism Types**

*Words:* old words with new senses tend to be non-cultural and non-technical. They are usually translated either by a word that already exists in the TL, or by a brief functional or descriptive term. For example the term ‘gay’ deliberately used by homosexuals to emphasize their normality is no longer slang or ‘bavure’ in French in its new sense is translated as ‘unfortunate’ administrative mistake’ (Newmark, 1988, p. 141).

*Collocations:* existing collocations with new senses may be cultural or non-cultural which is the translators’ trap
because there are some normal descriptive terms which suddenly become technical ones. That is, as Newmark (1988, p. 142) explains, “their meaning sometimes hides innocently behind a more general or figurative meaning. For translating these kinds of terms, if the referent (concept of object) exists in the TL, usually the translation or through translation procedures are used. Further, if the concept does not exist or the TL speakers are not yet aware of it, based on Newmark, an economical descriptive equivalent has to be given.

**New coinages**: nowadays the main new coinages are brand or trade names which are usually transformed unless the product is marketed in the target culture under another name. In addition, if the term has no cultural or identifying significance, the proper name may be replaced by a functional or generic term.

**Derived words** (including blends): the majority of neologisms are words derived by analogy from ancient Greek and Latin morphemes with suffixes like –ismo – naturalized in the appropriate language. For translating a new coinage like ‘Biotermics’ which has given way to ecology, ergonomics and biotechnology, a translator has to find out if there is already a recognized translation or not. Also, she / he have to see whether the referent still exists in the TL culture. Whenever the translator decides to translate such a thing, it should be in commas. In the case of blends, the translator has to consider their function, for example advertising, or phonaesthetic quality before deciding whether to re – create them in the TL or to translate the completed component of them. For example, oil millionaire.

**Abbreviations**: they have always been a common type of pseudo-neologism. “Unless they coincide (prof, bus) they are written out in the TL.” (Newmark, 1988, p. 145).

**Collocations**: based on Newmark (1988) in translation, a collocation “consists of lexical items that enter mainly into high – frequency grammatical structure” (p. 212).

**Eponyms**: to Newmark (1988), an eponym is “any word that is identical with or derived from a proper name which gives it a related sense” (p. 198). Newmark (1988) also divides eponyms into three categories of eponyms derived from persons, objects and animals. In the first category, eponyms denote objects derived usually from their inventors or discoveries. The difficulty in their translation is that they may have an alternative name; however, there is a tendency for eponyms to be gradually replaced by descriptive terms. In the second group, for translating unknown brand names like ‘aspirin’, which tend to monopolize their referent, first in the country of their origin and then, internationally, additional descriptive terms will be required. The third category consists of geographical terms used as eponyms when they have obvious connotations like ‘whitehall’ which refers to the British government.

**Phrasal words**: they are translated by their semantic equivalents.

**Transferred** (new and old referents): they are the words whose meanings are least dependent on their contexts. If they are used frequently, “they change or develop additional senses” (Newmark, 1988, p. 147). They are likely to be media and product rather than technological neologisms. It has to be given a functional – descriptive equivalent for the TL readership.

**Acronyms** (new and old referents): as Newmark (1988, p. 200) puts it, an acronym is “the initial letters of words that form a group of words used for denoting an object, institution or procedure”. In order to translate an acronym, there is either a standard equivalent term or, if it does not yet exist, a descriptive term is used. Acronyms of institutions and names of companies are often transferred. At times, they may decode in translation.

**Pseudo – neologisms**: in the case of pseudo – neologism, a generic word stands in for a specific word.
Method
Corpus of the Study

In order to fulfill the purpose of the present study five monthly publications were chosen as the corpora of the study.

The chosen publications were as follows:

- Energy Newcomers
- Denesh Naft
- Eghtesad –e Energy
- Naft va Tose-e
- Gostare Energy

It should be mentioned that for the corpora of this study just those publications which were related to the field of Energy and contained neologisms were selected.

The underlying reason of choosing these publications as the corpora of this study is the fact that these publications are the recognized ones in the field of energy. It should be mentioned that in order to classify the neologisms, Newmark’s (1988) framework was considered as the basis of comparison and analysis because his proposed framework contains a variety of the classification of neologisms and procedures, and therefore is comprehensive.

Theoretical Framework

In the present study, the types of neologisms were identified and classified based on Newmark’s (1988) taxonomy. Further, in order to identify translation strategies applied by the translators for translating neologisms of English into Persian, Newmark’s (1988) proposed strategies for translating neologisms was considered as the framework of the study. Newmark (1988) has perceived a variety of the classifications of neologisms and translation procedures.

Newmark’s Classification of Neologisms

Newmark’s (1988, p. 150) proposed types of neologisms are as follows:

1. New Words: according to Newmark (1988) “old words with new senses tend to be non – cultural and non – technical”. Since these words do not normally refer to new objects or processes they are rarely technological. They are usually translated “either by a word that already exists in the TL or by a brief functional or descriptive term”. (p. 142).

2. New Collocations: existing collocations with new senses can be technical or non – technical. Newmark (1988) believes that existing collocations with new senses are a translator’s trap. Because they are usually “normal descriptive terms which suddenly become technical terms” and therefore “their meaning sometimes hides innocently behind a more general of figurative meaning” (p. 142). Further, for their translation, based on Newmark (1988) if the concept exists in the TL, a recognized translation or through translation can be used. If the concept does not exist like “tug – of – love” of the TL speakers are not yet aware of it, a journalistic descriptive equivalent can be given.

3. New Coinages: they can be brand of trade names like “Oxo” or “Bisto” which are usually transferred unless the product is marketed in the TL culture under another name. According to Newmark (1988) if the trade name has no cultural or identifying significance “the proper name may be replaced by a functional or generic term”. For example, “Revlon” may be translated by different components as “Revlon”, “Lipstick”, or “Fashionable American” (p.142). Therefore, if they are original, they should be transcribed, and recreated, if they are recently coined and are brand names they should be transcribed, or given their TL brand names.

4. Derived Words (including blends): based on Newmark (1988) most neologisms are words derived by analogy from ancient Greek and Latin morphemes with suffixes such as –ismo etc. which were naturalized in the appropriate language. For example, “Bionomics” has given way to “ecology” and “ergonomics” to “biotechnology” (p.143).

5. Abbreviations: like “Video” and “Uni”. Unless they coincide (“prof”) they are written out in the TL. (p. 145).
6. New Collocations: based on Newmark (1988), in linguistics a collocation is “the habitual co-occurrence of individual lexical items” while for a translator it “consists of lexical items that enter mainly into high frequency grammatical structures” (p. 212). Collocation has three common types: A) adjective plus noun (e.g. heavy labor), B) noun plus noun (eyeball), and C) verb plus object (score a victory).

7. Eponyms: to Newmark (1988), it is any word derived from a proper name like “Hallidayan” and “Joycean”. Whenever they directly refer to the person, they are translated without difficulty. But, when they refer to the referent’s ideas or qualities the translator may need to add some comments.

8. Phrasal Words: “new phrasal words are restricted to English’s facility in converting verbs to nouns” like “work-out” and “knock-on effect”. They are translated by their semantic equivalents. They are often more economical than their translation and “occupy the peculiarly English register between “informal” and “colloquial”. Whilst their translation are more formal” (p. 147).

9. Transferred (new and old referents): newly transferred words keep only one sense of their foreign nationality. They are the words their meanings are least dependent on their contexts. If they are frequently used, they change or develop additional senses, and can sometimes no longer be translated back straight into their languages of origin. Some examples are “Adidas” and “Levi” (p. 147).

10. Acronyms (new and old referents): to Newmark (1988), acronyms refers to “the initial letters of words that form a group of words used for denoting an object, institution (like ‘UNESCO’) or procedure” (p. 200). With regards to the translation, there is either a standard equivalent term or, if it does not exist, a descriptive term. Also, acronyms for institutions and companies’ names are usually transferred.

11. Pseudo-neologisms: when “a generic word stands in for a specific word e.g. “rapports (d’engrenage) – “gear rations” (Newmark, 1988, p. 148).

**Translation Strategies for Translating Neologisms**

Newmark (1988) proposed translation strategies for neologisms as follows:

1. Transference (with inverted commas): it is the process of transferring a SL word to a TL text. It is also called “emprunt”, “loan word” or “transcription”. It is the same as Catford’s transference which includes transliteration, relating to the conversion of different alphabets like Arabic or Chinese into English. Harvey (2000, p. 5) also calls this strategy as “transcription”.

2. Cultural equivalent: It means replacing a cultural word in the SL with a TL one. However, “they are not accurate” (1988, p. 83).

3. Synonymy: it is a “near TL equivalent”. Here economy trumps accuracy. (1988, p. 84).

4. Naturalization: according to Newmark (1988), this procedure succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word forms) of the TL.

5. Recognized TL Translation: Newmark (1988, p. 89) suggests that the translators “should normally use the official or the generally accepted translation of any institutional term”. He believes that in translating it is not good to give translators’ own titles or a brief explanation and just the accepted term should be used in the translation because changing the term may cause confusions especially in official or serious informative texts.

6. Functional equivalent: it is a common procedure which is usually applied to cultural words. It requires the use of a cultural free word, sometimes with a new specific term, therefore, it “neutralizes or generalizes the SL word; and sometimes adds a particular thus” (p. 83). This procedure is a cultural componential analysis and based on Newmark (1988) is “the most accurate way of translating. i.e., deculturalising a cultural word” (p. 83). According to Hegedus (2005), neologisms can also be considered in this category since they do not exist even in the SL culture but just belong to the culture of the imaginative world created by the SL author.

7. Descriptive equivalent: in this procedure the description has to be weighed against function. Both description and function are essential elements in the explanation and therefore translation. For example, the description of “ma-
chete” is “a Latin American broad, heavy instrument” while its function is “cutting or aggression”. Based on Newmark (1988), both description and function are combined in “knife”.

8. Literal Translation: to Newmark (1988) this procedure is approximately a word-for-word representation of the original word which transfers the primary (isolated, out-of-context) meaning of the SL word; however the syntactic structures of the target language are respected.

9. Translation Procedure Combinations (couplets etc): Newmark (1988) refers to couplet as “the combination of two translation procedures for one unit” (p. 83). Moreover, triplets and quadruplets combine three or four of the procedures for dealing with a single problem.

10. Through – Translation: Newmark (1988, p. 84) uses this term for the literal translation of common collocations, names of organizations, the components of compounds and phrases which is known as “calque” or “loan translation”. Also, Vinay and Darbelned (1995, as cited in Venuti, 2000, p. 85) define ‘calque’ as a special kind of borrowing whereby a language borrows an expression from another, but then translates each of its elements literally. The result is either a lexical calque, respecting the syntactic structure of the TL, whilst introducing a new mode of expression; or another type known as a structural calque which introduces a new construction into language.

11. Shifts or transpositions: it involves a “change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth” (1988, p. 86).

12. Modulation: occurs when the “translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective” (1988, p. 88).

13. Compensation: occurs when “low of meaning in one part of a sentence is compensated in another part” (1988, p.90).

14. Paraphrase: in this procedure the “meaning of the corpus based translation is explained. Here the explanation is much more detailed than that of descriptive equivalent” (1988, p. 91).

Procedure
To address the objectives of the present study, with the framework of descriptive, comparative, the researcher selected 10 issues from each of the journals of energy field belonging to the year 2014. To identify the neologisms used in the texts, all the source texts along with their translations were cross-analyzed sentence by sentence and based on Newmark’s definitions and classifications of neologisms, the neologisms were identified. The SL texts were obtained by resorting to the reference list at the end of translated texts in Persian. Therefore, after selecting the corpora of the study, the whole publications were read sentence by sentence and initially all neologisms were extracted, written down and identified based on Newmark’s (1988) classification of neologisms. Moreover, the translation strategies used by the translators were examined based on Newmark’s (1988) proposed strategies for translating neologisms. Thus, all identified neologisms and their translation strategies were analyzed and the frequency of their occurrence was calculated and presented in separate tables. It should be mentioned that in order to add to the reliability of the collected data the researcher sought cooperation from two raters during the identification of the neologisms as well as spotting the strategies employed for translating them. These two raters had an MA in translation studies and about eight years of translation experience in the field of journalism.

Results
Answering the First Research Question
The first research question of this study was stated as what stylistic translation strategies, based on Newmark’s 1988 model are opted for when neologisms are rendered into Persian in translations of journalistic texts. To answer this research question, the translation strategies applied by the translators to translate the identified neologisms from English into Persian
were identified drawing on Newmark’s (1988) proposed procedures for translating neologisms. Table 4.2 displays the strategy types in the extracted sentences along with the corresponding strategy used. 

Table 4.2. 
A Sample of Strategy Types Used in the Corpora for Each of the Sentences based on Newmark’s Classification

<table>
<thead>
<tr>
<th>English Text</th>
<th>Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advances in AFV technologies and policies to improve fuel economy are challenging the dominance of fossil fuels in the transportation sector.</td>
<td>پیشرفت در تکنولوژی خودروهای با سوخت جایگزین و سیاست‌های ارتقای اقتصاد سوخت، سلطه سوخت‌های فسیلی در بخش حمل و نقل را به جانش کشیده است</td>
</tr>
<tr>
<td>Major pain for Big Oil producers as prices continue to drop</td>
<td>گاه‌های نفتی</td>
</tr>
<tr>
<td>Race to meet EU biofuel targets could put human health at risk</td>
<td>مسابقه برای دستیابی به اهداف سوخت‌های زیستی می‌تواند به قیمت از دست رفتن سلامت بشر کوچک شود.</td>
</tr>
<tr>
<td>Strategic analysis of the biomass and waste-to-power market in Southeast Asia</td>
<td>تحلیل استراتژی بازار یوگولا و تولید نیرو استفاده مجدد نیسان و نیسان موتورز از باتری‌های خودروهای الکتریکی</td>
</tr>
</tbody>
</table>

* indicates a strategy that is not recognized by Newmark's classification.
As Table 4.2 indicates, based on Newmark’s model, only five strategy types were used by translators. These strategies included transference, cultural equivalent and naturalization as well as literal translation and paraphrase.

**Answering the Second Research Question**

The second research question in this study was stated as which of the translation strategies, based on Newmark’s 1988 model are most and least frequently used in the journals of energy field? To answer this research question, the researcher counted the number of strategy types identified to translate the neologisms so as to obtain the frequency count of the strategies utilized. Table 4.3 illustrates the frequency of the identified strategies used to translate the neologisms from English to Persian.

Table 4.3

*The Strategy Types Used in the Corpora and their Corresponding Frequency Count*

<table>
<thead>
<tr>
<th>No</th>
<th>Strategy Type used based on Newmark’s Classification</th>
<th>Frequency Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transference</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Cultural equivalent</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Synonymy</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Naturalization</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Recognized TL Translation</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Functional equivalent</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Descriptive equivalent</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>Literal Translation</td>
<td>132</td>
</tr>
<tr>
<td>9</td>
<td>Translation Procedure Combinations</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>Through – Translation</td>
<td>0</td>
</tr>
<tr>
<td>11</td>
<td>Shifts or transpositions</td>
<td>0</td>
</tr>
<tr>
<td>12</td>
<td>Modulation</td>
<td>0</td>
</tr>
<tr>
<td>13</td>
<td>Compensation</td>
<td>0</td>
</tr>
<tr>
<td>14</td>
<td>Paraphrase</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>145</td>
</tr>
</tbody>
</table>
As Table 4.3 indicates, the most highly frequent strategy type identified in the corpora was literal translation with a frequency count of 132. The next frequently used type of strategy was cultural equivalent with a frequency count of 5. Transference and naturalization were the next frequently used strategy types with both having a frequency count of 3. Based on Table 4.3 paraphrase strategy had a frequency count of 2. The rest of strategy types had a frequency of zero. Figure 4.1 displays the data in a chart.

![Frequency of the Strategies Used](image)

**Figure 4.1.** The Types of Strategies used based on Newmark’s Classification

The current study aimed at finding out the strategy types used by Iranian translators to translate neologisms from English into Persian. Moreover, the study sought to investigate the most and least frequently used strategy types used by translators in the translation of neologisms. The results of descriptive statistical analysis indicated that based on Newmark’s model only five strategy types were used by translators. These strategies included transference, cultural equivalent and naturalization as well as literal translation and paraphrase. Additionally, the most highly frequent strategy type identified in the corpora was literal translation. The next frequently used types of strategies were cultural equivalent, transference and naturalization followed by paraphrase. The rest of strategy types had a frequency of zero.

As mentioned before, the only strategy types used to translate the neologisms from English into Persian were transference, cultural equivalence and naturalization as well as literal translation and paraphrase. According to Newmark transference is the process of transferring a SL word to a TL text. It is also called “emprunt”, “loan word” or “transcription”. It is the same as Catford’s transference which includes transliteration, relating to the conversion of different alphabets like Arabic or Chinese into English. This strategy is mainly used when the translator cannot easily find a word or phrase in the target language which can represent the meaning of the source language word. Another reason for the use of this strategy type might be that in the target language the word has been used a lot and the readers can easily understand that word when transference is used. Therefore, the translator may even at times find out an equivalent for the word in the TL but due to the fact that using the new word may cause some misunderstanding or make understanding of the text difficult for the target readers who simply decide to avoid using the new terms in the target language and simply resort to the transference strategy.

According to Newmark, cultural equivalence as a strategy type simply means replacing a cultural word in the SL with a TL one. This strategy is used when the cultural concept of the chosen word in the TL may help readers have a better understanding of the word. However, as Nemark believes such choices based on the cultural concepts of the TL are not accurate.

Naturalization was another strategy type identified in the corpus. According to Newmark (1988), this procedure suc-
ceeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word forms) of the TL. And the most frequently used type of strategy was Literal Translation. According to Newmark, this procedure is approximately a word-for-word representation of the original word which transfers the primary (isolated, out-of-context) meaning of the SL word; however the syntactic structures of the target language are respected. The reason behind the fact that literal translation was the most frequently used type of strategy might be attributed to the fact that literal translation focuses on keeping the original form and since in technical texts keeping the original form helps understanding the words and concepts more, the translators may have decided to employ this strategy more than other strategy types.

**Conclusion**

Acceptability is a factor that decides the quality of translation which refers to the normal "feel" of the translation. According to Shuttleworth and Cowie (1997), a translation which leans toward acceptability can thus be thought as satisfying the prerequisite of "reading as an original" that is printed in target language rather than that of "reading as the original". Consequently, before translating the text, the translator must observe the standards of the source language and the target system. The translated text will be considered available if it is read as an original written in target language and it is sounded natural for the target readers.

It can be concluded that this study offers some strategies which are effective in solving translation problems with respect to the translation of neologisms. Also, it could help translators and lead to better understanding of journalistic texts. However, further investigations in this regard are required to assist us better in understanding the process and the strategies employed in translating neologisms.

Translation of journalistic texts is a very difficult and delicate task which demands comprehensive knowledge of journalistic concepts as well as translation. In translating journalistic texts, it is necessary for translators to be careful in selecting the appropriate equivalents in the target language text, in order to convey the concept accurately. This study can be a good source for translators, instructors of translation, translation trainees, students of literature and translation, and all those who want to understand strategies and techniques of translating neologism. The translators, the students of translation and also the institutions trying to translate journalistic texts to other languages in order to make the people of the world familiar with journalism, can benefit from the various strategies applied to the translation of neologisms of journalistic texts.

By combining theory and practice with each other, great accomplishment can be achieved in the process of translation. Journalism is an extended area that has various clear and hidden points worthy to be examined and worked on. What was accomplished in this study can be a starting point for researchers and others who are interested in the field of translating journalistic texts.

**REFERENCES**


