

# Pragmatic-Functional Importance of Translation of Titles and Headlines in Popular Science Texts

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**Abstract:** This article discusses the role and importance of titles and headlines in the structure of the general text, its pragmatic-functional tasks in ensuring the success of the text. The linguistic elements perform pragmatic function. The opinions of famous linguists on the titles and headlines, its structure and pragmatic functions are cited. Functions and syntactic models of titles and headlines are presented. Examples of popular science text titles, headlines and their translations into Uzbek and Russian are presented and analyzed.

**Keywords:** pragmatics, title, headline, translation, pragmatic-functional importance, popular science text, pragmatic potential, linguistic devices, forms of titles, lexical transformation, grammatical transformation, recipient.

## Introduction

In the era of globalization and integration, when the public is covered by a strong flow of information from all sides, the society sets complex tasks for any type of content being created. The first thing the author should focus on is drawing the recipient's attention to the material. Undoubtedly, the primary means of attracting the reader's attention is the title and headline of the text. There is any text that can never be without a title. Regardless of the type, the content and essence of the material is closely related to the title. It is the name of the work, its parts and chapters. Each element of a set of the titles and headlines (column, heading comment) can be found, arranged and illustrated in different ways, requiring the author's creativity, sharp mind, wit and art of word choice.

The title helps the reader to select informational texts, to isolate what he or she needs. This first sentence in the text is the focus of the addressee's attention until the end of the process of receiving information. A title is a means of revealing an event or idea in a text. Therefore, authors should be aware of the methodology of titles and headlines, find a clear, popular, simple, fluent and short title and heading for the text.

Headings save the reader's time and energy in finding the necessary and interesting information, reveal the true essence of the text and the author's position on this essence. They have become one of the elements of actual research, becoming a unit with more emotional expressiveness and a pragmatic-functional place than before. Lukin (1999) noted that the title is "a unit of text that is characteristic of all texts and occupies the same strong position." (Lukin, 1999:89) We can fully agree with Lukin (1999).

Korean researcher Jacey (2004) admits that readers choose articles by their headlines and titles just as they choose magazines by their covers. (Jacey, 2004: 135). Figuratively speaking, we will not be mistaken if we call the headings a "visiting card" of the text, a "compass" for the reader to find direction in the text, or a "hook" that will make him get to know the text completely. From the point of view of the communicative-pragmatic approach to the analysis of any text, including popular science texts, it is considered as a pragmatic value created with certain intentions and goals. "The transition from linguistics to pragmatolinguistics is characterized by the fact that issues of language use and the conditions under which the communication process takes place, that is, extralinguistic factors, begin to play a key role." (Tayupova, 2015:21) It is through the pragmatic effect of the title and headline that the reader's opinion about the text is formed and, as a result, he expresses interest in it or rejects it.

A title that embodies the above qualities can clearly show the essence of the text, attract the attention of the audience and have a pragmatic effect on them. One of the most important elements, especially in materials intended for a wide readership or audience, is the captions, which form a whole complex with photos and captions. In the form of a product of a complex creative speech process, the title performs various closely related tasks in written speech. The tasks performed by him are created together and interrelated. According to the text and the situation, one of the tasks is dominant and the other is weaker. It can also be explained by the fact that they can perform different tasks, structure, and come in different structural forms.

Receiving specific information through text communication is a complex process, and addressee-oriented components play an important role in its creation. At this point, first of all, it is necessary to create a strategy for introducing the text into the dialog space, that is, to create an interpretation process. These components are unique in each work and are used as factors with their place and function in communication with the recipient. The title we are talking about is unusual in the text, it is placed outside the text, and in this case, it performs its function. Heading is an internal system of the text system, which consists of elements outside the text. The title summary can consist of a title, rubric, tagline, introductions (leads), quotes, announcements, etc.

## Methodology

In this article, we tried to pragmatic-functional importance of translation of headlines in popular science texts. At this point, let's pay attention to the comments given by linguists to the title term. There are many comments on the title. Uzbek linguists F. Egamberdieva,

S.Shomaksudova and Sh. Egamberdieva (2017) defines the title as follows in the methodological manual "Headline analysis and editing": "Accepting the desired information through textual communication is a complex process, and the components directed to a special addressee play an important role in its organization. That is, to create a strategy for entering the text into the dialog and a process of interpretation. These components are specific to each work and are used in the role of a communication factor with the recipient. These components are the title complex of a certain work or the title taken separately." (Egamberdieva., et.al., 2017:6).

Russian linguist Komarov (2003) considers the title to be "a type of text with basic text categories such as completeness, formal and spiritual completeness." (Komarov, 2003:40) At this point, the scientist says that the title is the main element of the macrotext system in the mass information discourse, it largely determines the success of the communicative act, it is called a "quasi-message" due to its high impression power and ability to implement the communicative act, completeness of information, intertextuality, clear pragmatic direction and independence from the main text" (Komarov, 2003).

Zasorina (2009) interprets the title as "a compact text with a high pragmatic force due to its descriptive and informative potential." (Zasorina, 2009:25).

The titles of journalistic text and popular science texts included in it can perform several tasks (functions) that are integrally related to each other, and depending on the purpose of the author's request, one of them can be the priority. Taking into account these factors, the headings can be called multifunctional (Pietrzak, 2019). According to Maslova (2008), the following functions of the titles of the most typical journalistic texts can be distinguished:

- Nominative (nominative),
- Graphics-selective,
- Informational,
- Pragmatic-advertising,
- Prognostic (Maslova, 2008:152).

The main and necessary task is the nominative function, and the most important is the informative function. The pragmatic-advertising function is the need to attract the reader to the article, create the desired effect for him and adapt the text to a certain level of perception (Rabelo, 2019).

The prognostic (prediction) function of the title is related to its ability to create a certain projection of the text in the reader's mind (Mendez, 2023). The listed tasks are performed by expressing the main content of the message by means of the header. Journalistic texts use various graphic and visual tools to increase their visibility and effectiveness. Modern readers are members of society with different interests and informational needs (Glushkova, 2019).

If we talk about the pragmatic importance of titles in the text, the modern scientific paradigm is characterized by anthropocentrism as a model of posing problems and a set of methods for solving them. Within the framework of the anthropocentric paradigm, man is

viewed as the central figure of language and as the main character of the world in which he speaks. Within this paradigm, language is interpreted as a unique human phenomenon, through which one can understand the nature of a person, his place in society, and his intellectual potential. In our opinion, it is possible to adequately analyze and reveal the meaning and role of titles as a component of popular scientific texts based on this paradigm position. Also, when considering the pragmatic role of headings in scientific and popular texts, it is necessary to pay attention to the fact that the absolute leading type of headings are citation headings aimed at increasing the expressiveness of the entire text. In terms of structure, they are often made in the form of an ellipsis (Radwan, 2023).

## Result and Discussion

Scientific studies have not been carried out on the role of titles, translation of titles and headlines and their pragmatic-functional significance in the translation in journalistic or popular science texts in the Uzbek language. Russian linguists also paid more attention to the syntactic, punctuation and stylistic aspects of the issue. We will touch on these aspects below. Taking into account that our object of research is scientific and popular texts translated from English into Uzbek, let's take a look at the syntactic models of titles in English language structured by V. I. Shakhovsky (2013).

1. Titles in the form of sentences;
2. Titles in the form of interrogative sentences;
3. Titles in the form of a noun phrase;
4. Titles in the form of incomplete sentences;
5. Headings in the form of sentences with articles omitted;
6. Headings composed of verb forms (infinitive, gerund and auxiliary verbs);
7. Headings in the form of affirmative interrogative sentences;
8. Headlines with a complex structure;
9. Headings in quotation form.

Some researchers have considered the omission of the article in English titles to be a grammatical feature. Shakhovsky (2013) considered this aspect to be a syntactic specificity. The comparison of the titles of popular scientific texts in English, which is the object of our research, allowed us to identify the most common lexical and grammatical features in them and systematize them as follows:

1. Often in English titles, the simple and continuous verb "to be" and articles are omitted;
2. When talking about an event that happened in the near future, the simple tense is used to bring the recipient closer to the event and increase his interest;
3. The events that may happen in the future are given in the indefinite forms of the verb;
4. The predicate is often omitted;
5. Structures made with the preposition "of" are made with an apostrophe s ('s) based on the purpose of condensing the title;
6. Terminology, dialectal words, poetic words and slang can be used in order to increase emotional coloring;

7. Abbreviations are widely used;
8. There are elements expressing imagery. (Shakhovsky, 2013:84-85).

Undoubtedly, as in all languages, the main pragmatic potential of titles in English and Uzbek is created by means of stylistic devices such as irony, metaphor, metonymy, epithet, contrast and quotation. Especially proverbs and giving examples of linguistic and cultural events specific to a particular nation are typical for the stylistics of the title.

Phonetic - alliteration, assonance, repetitions and punctuation marks, quotation marks, colons, hyphens, ellipsis and commas are among the tools of high pragmatic-functional importance in titles. Next, we will talk about the extent to which these tools, which determine the pragmatic-functional significance of titles, are recreated in the translation of scientific and popular texts.

Let's focus our attention on the titles of James Clear's popular science book "Atomic habits" (2013) and their translations in Russian and Uzbek languages, which are our research material:

*Contents*

*Copyright*

*Epigraph*

*Introduction: My story*

*The Fundamentals*

*Why tiny changes make a big difference*

1. *The surprising power of atomic habits*
2. *How your habits shape your identity (and Vice Versa)*
3. *How to build better habits in 4 steps*

*The 1st law*

*Make it obvious*

4. *The man who didn't look right*
5. *The best way to start a new habit*
6. *Motivation is overrated; Environment often matters more*
7. *The secret to self-control*

*The 2nd law*

*Make it attractive*

8. *How to make it irresistible*
9. *The role of family and friends in shaping your habits*
10. *How to find and fix the causes of your bad habits*

*The 3rd law*

*Make it easy*

11. *Walk slowly, but never backward*
12. *The law of least effort*
13. *How to stop procrastinating by using the two-minute rule*
14. *How to make good habits inevitable and bad habits impossible*

*The 4th law*

15. *The cardinal rule of behavior change*

16. *How to stick with good habits every day*
17. *How an accountability partner can change everything*  
*Advanced tactics*  
*How to go from being merely good to being truly great*
18. *The truth about talent (when genes matter and when they don't)*
19. *The Goldilocks rule: How to stay motivated in life and work*
20. *The downside of creating good habits*

## Conclusion

*The secret to results that last* (Clear, 2018:4-5).

If we pay attention to the translation of the titles of the chapters and sections of the work in this table of contents into Uzbek by Sarvinoz Kasimova, the translator translated the word "Introduction" with the word "Kirish" belonging to the neutral layer, as it has a higher semantic power in the form of "Muqaddima". Translation of this title in the form of "Muqaddima" would have ensured the adequacy of the translation.

Another popular translation of the title of the popular science text that draws attention is the title "My story" which is accompanied by the same title "Introduction". This title is translated as "Mening hikoyam" (Klir, 2022:9). If we look at the meaning of the word "Story" in Uzbek, we can see such translations as "hikoya, qissa, ertak, matal, voqea". (Wisdom dictionary). In our opinion, giving the title of this section, which consists of 8 pages in the original, and 13 pages in the translation, in the form of "Mening qissam" rather than "Mening hikoyam" would have more strongly realized the pragmatic function of the title of the section in the translation.

It is known that scientific and popular texts belonging to the personal growth category use the "magic word" that attracts recipients to communication in the form of "how" more often than popular science texts related to other fields. Our study material, "Atomic habits" is not exempt from this situation. In fact, exactly 12 out of 31 title units started with the question "How" in English. As we mentioned earlier, interrogative headlines create a dialogue between the author and the reader. Encourages him to look for the answer to this question in the text. Below, we analyze how these titles were translated into Uzbek, the lexical, grammatical and lexical-grammatical transformations used in it (Khuzin, 2020).

The first title "How your habits shape your identity (and vice versa)" was translated by the translator as "Odatlar shaxsiyatni qanday shakllantiradi? (*va aksincha*)" is apparently translated. In this translation, the original interrogative meaning, structure and punctuation (parentheses) have been preserved. The addition of the question mark by the translator increased the pragmatic force of the translation and revealed the meaning that the author wanted to convey in a more effective way (Lupei, 2020).

The title of the next section "How to build better habits in 4 simple steps" is translated as "Yaxshi odatlarni shakllantirishning to'rt oddiy bosqichi". In the Russian translation made by Yu. Chekmareva and K. Shashkova, it became "Четыре простых шага для формирования

лучших привычек". A literal translation of the original would be "Qanday qilib to'rt bosqichda yaxshi odatlarni shakllantirish mumkin". However, the Uzbek translator translated the title in the form of an interrogative sentence using the grammatical transformation method like the Russian translators. If we pay attention, we will see that the Uzbek and Russian translations of this title are completely consistent with each other in terms of lexical, grammatical and stylistic aspects. Here, the limit and schedule of step-by-step achievement of the difficult goal set by the author of the original is proposed, and this is expressed in a clear number, and these tools are reflected in the translation, and the translators were able to reveal the author's pragmatic goal (Kozhakhmetova, 2020).

In conclusion, we can say that in popular science texts, as in all texts, headings are the first unit of text that confronts the reader in the text. The originality of the title, its richness in various linguistic elements that attract the reader, impressiveness, pragmatic potential is the guarantee of the reader's desire to read the text, the text finding its readers and its future success. In turn, the re-creation of various linguistic elements in the translation, which create the pragmatic potential of the original title, ensures that the translated work will be loved by a wide readership in that country, and will have its place on the bookshelves. We can say that Uzbek and Russian translators have achieved success in many places (Inácio, 2023).

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