
RESEARCH ARTICLE

Relevance Theory as Applied in News Headlines Translation: Ensuring Effective Communication

Hadeel N. M. Salloum

Researcher Scholar, Department of English, University of Al-Farahidi

Corresponding Author: Hadeel N.M.Salloum, **E-mail:** hadeelalsalloum2023@gmail.com

ABSTRACT

This paper investigates the application of Relevance Theory that was developed by cognitive scientists Dan Sperber and Deidre Wilson (1986) which suggests that human cognition is driven by the search for the most pertinent information and which is contextually appropriate for the audience. The research examines specific challenges in translating news headlines, which often give concise, culturally sensitive information that is awkward to convey effectively between languages. In order to be sure that headlines are not only accurate but also captivating and applicable for the intended audience, translators must navigate discrepancies in linguistic structure, cultural context, and audience expectations. This study enhances the effectiveness of cross-linguistic news transmission by providing translators with useful advice on handling these contextual and cognitive subtleties through the application of Relevance Theory. The results highlight how crucial cognitive factors and contextual flexibility are to overcome translation difficulties in the fast-paced news media environment, where clear and insightful communication is crucial. The study uses qualitative content analysis to investigate how translation tactics conform to the tenets of Relevance Theory. The study reveals that how implicature, explicature and inference integrate to transmit subtle messages and influence reader's opinions.

KEYWORDS

Relevance theory, news translation, effective communication, cognitive factors, translation challenges

ARTICLE INFORMATION

ACCEPTED: 19 January 2025

PUBLISHED: 03 February 2025

DOI: 10.32996/ijtis.2025.5.1.3

1. Introduction

News is now the main focus of new media development nationally as well as internationally due to the growth of internet media and the accelerating speed at which information is disseminated.

The translations of the news are extremely valuable and significant for cross-cultural communication and the dissemination of Arabic culture because of their popularity, freshness, richness, and audience participation. Being faithful is adhering to the original text's meaning without changing or augmenting its content. Expressiveness illustrates why a translation should be simple to comprehend. Studying the theory and phenomena of translation is the focus of the emerging academic field known as translation studies. It is multilingual, multidisciplinary, and multidimensional, encompassing a range of cultural subjects. Translation shouldn't be a mechanical procedure. Stated a different way, it ought to be relevant.

In the 1980s, Dan Sperber and Deirdre Wilson (henceforth S&W) proposed the relevance theory in their book *Relevance: Communication and Cognition*. "A conscious cognitive activity for the unknown" (Yao, 2018:51). This theory deals with verbal communication in humans from a cognitive perspective. From their original suggestion of unifying Grice's (1975) classical conversational maxims into a single principle of relevance, a cognitive approach to interpretation had been developed. The importance of purpose and inference in all acts of communication forms the basis of S&W's cognitive theory. S&W takes an approach to intention that centers on the addressee's awareness of the informative aim of the addresser with the help of the simultaneous recognition of the communicative intention (or stimulus, as S&W prefer to call it) underlying that utterance.

Copyright: © 2025 the Author(s). This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) 4.0 license (<https://creativecommons.org/licenses/by/4.0/>). Published by Al-Kindi Centre for Research and Development, London, United Kingdom.

Among these research on meaning and communication were those conducted by Grice (1975) and Strawson (1964). From the perspective of Relevance theory; an utterance is deemed to be relevant to the degree that it requires little mental processing work and has significant positive cognitive effects. According to Relevance Theory, both the explicit and implicit elements that constitute a conversation are meaningful and deserving of the other person's attention, "According to that approach, individuals only attend phenomena that seem relevant to them" (Oliveira et al, 2021:3).

2. Relevance and Communication

The concept of relevance is an essential category to the process of communication since it influences how messages are perceived and understood. Relevance theory which was adopted by Sperber and Wilson (1986) argues how human cognition is inherently skewed toward maximizing relevance. This perspective asserts that communication proves effective when the information is at its highest relevant to the listener, meaning that it needs little cognition effort to excite the brain sufficiently with minimal cognition effort. This idea asserts that relevance is determined by balancing advantages of the information (its effect) against the work required to understand it. Linguists and scholars have always encountered difficulties in translating texts, especially those with many cultural and contextual nuances. Relevance theory which was developed in 1980s has emerged as a key framework to analyze communication in recent years. Effective communication is contingent upon striking a balance between the mental tasks required to properly understand the information and the message's relevance or reward, according to this notion which highlights the cognitive effort called for in message interpretation when it comes to translation, RT provides a valuable perspective for comprehending how translator successfully navigate social contexts, modify meaning and communicate concepts across linguistic limits.

Relevance Theory is founded on two key principles:

Cognitive Principle of Relevance: Human cognition is geared toward maximizing relevance, meaning that people tend to focus on information that provides the most cognitive reward for the least processing effort.

Communicative Principle of Relevance: Every act of communication conveys a presumption of its own optimal relevance. In other words, once speakers or writers communicate, they assume that their audience can infer the intended meaning with an appropriate amount of work. According to RT, the role of the translator is to make a balance in a way that enables him/her maintaining the source text's integrity which involves work to decode-making the content relevant to the target audience by adjusting to their cognitive environment. This procedure often entails the translator selecting which cultural components to preserve, fluctuate or take out based on how well they correlate with the expertise and perspectives of the target culture.

3. The translation of news headlines from the perspective of relevance theory

Many Western linguists have expressed interest in the language, speech components, and function of the news language due to its universality and acceptability. Discourse structure, language function, and the impact of ideology-loading discourse are the three key facets that Western scholars examine while studying news. According to relevance theory, relevance is the fundamental tenet of news translation.

Sperber and Wilson's theory "regards language communication as a purposeful and intentional cognitive activity, which is process of ostensive-inferential communication". (Wang,2024:34). A fresh viewpoint and a theoretical foundation for translation studies have been made possible by relevance theory. Translation is viewed as a cognitive-reasoning process and a communication behavior involving brain mechanisms by relevance translation theory, which developed from relevance theory. Relevance is the core concept of news translation, defined by the framework of relevance theory. The relevance translation theory argues that the translator can apply any suitable translation technique for various source languages in order to give the reader the best feasible context effect, achieve the highest level of relevance. Relevance theory states that the following factors are essential for effective communication between two parties: First, mutual ostensiveness to understand is achieved by both parties in the communication. Secondly, thinking is a process involved in communication. Relevance, the optimal cognitive mode, is the primary factor that allows two parties to collaborate and comprehend one another. One could claim that translating news is a typical instance of the dual interaction of data behavior. As a result, the degree of ostensive communication between the two parties and the degree of ideal relevance accomplishment will both influence the translation effect of news translation. As an essential conduit between the original author and the readers of the translated text, the translator must carefully take into account the cognitive context of the readers of the translated text when performing the translation work, successfully understand the readers' cognitive vision and tendency, and select an appropriate translation strategy to maximize the relationship between the original author and the target language reader.

3.1 Relevance and Cognition

Relevance can be considered from two perspectives:

(i) intuitively.

(ii) In relevance-theoretic terms.

As a consequence, the search for relevance is a basic feature of human cognition. Utterances raising expectations of relevance are not so because they are expected to obey a cooperative principle and maxims of any communicative convention. Human communication is not simply code-like. It relies heavily on inference. Usually, the text of a message interacts with its context to prompt the audience towards the meaning communicated. Humans interact with the world they live in through their senses. Interactions build up a world in the mind of every individual. Cognitive environment can be represented as a set of propositions.

3.2 Key Concepts in Relevance Theory

The foundation of relevance theory is the notion that a human being's surroundings typically include far more information than they could possibly pay attention to, and most definitely more than they could completely process intellectually. There would be no need to consider the trade-off between the work made and the reward received if this were not the case "We could process each input fully to extract all the cognitive benefit it might yield, and theories of cognition could ignore processing effort." (Allot,2013:4).

4.1 Cognitive principle of Relevance

Human cognition is constructed to maximize relevance, according to the cognitive principle of relevance, which is the core assumption of relevance theory. This idea contends that people are inherently drawn to knowledge that has the greatest cognitive impact while requiring the least amount of mental work. This principle is thoroughly examined here, supported by current sources. According to research, since people are frequently inundated with more information than they can possibly digest, relevance is both a communicative objective and a cognitive need. The Cognitive Principle of Relevance, which holds that cognition strives to maximize relevance and that cognition is a matter of computations over mental representations, urges people to give priority to information that appears to be most helpful. It also holds that humans have a "deductive device" which plays a central role in spontaneous inference" (Al-Hindawi &Abdulmajeed,2016:17). The concept of contextual concept is crucial, the hearer retrieves or generates a number of assumptions, which are then processed as the discourse progresses.

We can (to a certain degree) foresee and influence other people's mental states because of the universal cognitive propensity to maximize relevance. Recognizing your inclination to select the most pertinent inputs and alter them to optimize their relevance, " I may be able to produce a stimulus which is likely to attract your attention, activate an appropriate set of contextual assumptions and point you toward an intended conclusion" (Sperber and Wilson ,2005:3). The most substantial kind of cognitive impact is the contextual implication which is a conclusion that can be drawn from both input and context but rather than from either one. For instance, when I see my train approaching, I might check my watch, consult with my knowledge of the train schedule, and infer the contextual implication that it is running late. This inference could gain relevance by combining with more contextual assumptions to provide additional implications(ibid:2).

4.2 Communicative principle of Relevance

The basic concept in relevance theory is the communicative principle of relevance. Here the communicator will provide information that is of sufficient importance that it merits the processing effort. For example, when someone speaks, he/she implies that there is something important for the reader to speculate about. It is assumed that every ostensive stimulus transmits an assumption for its own ultimate relevance. Thus, there is a presumption of optimal relevance when an ostensive stimulus is used. Optimal relevance is a concept that outlines what the audience of an ostensive communication act might reasonably expect in terms of effort and impact. "The Communicative Principle of Relevance and the notion of OPTIMAL RELEVANCE are the key to relevance-theoretic pragmatics" (Sperber & Wilson,2004:9).

Predicting and influencing other people's mental states is made feasible, at least in part, by the universal cognitive propensity to maximize relevance. The term used by relevance theory implies inferential communication for reasons that will soon become clear, OSTENSIVE-INFERENTIALCOMMUNICATION adds an additional layer of purpose which includes the (a): the informative intention which is the need to inform others about something and (b): the communicative intention which is the purpose for conveying one's informational purpose to the audience. Obviously, communicators are not error-free, and it is unrealistic to expect them to produce a speech that goes against their own preferences and interests.

4.3 The role of Relevance theory in translating news headlines

News headlines are by definition meant to draw readers in and present important information in an interesting way. The challenge for translators is to adapt the headline to the linguistic and cultural background of the target audience while maintaining the emotive and educational elements of the original. Relevance theory provides a framework for determining which aspects of the source headline are most pertinent to the target audience and how to convey these parts with the least amount of cognitive load, therefore, it is considered to be useful in this sense. In the context of news headlines According to Relevance theory, readers should be provided with much information applying the least amount of mental effort,i.e. translators should focus on the translator's primary theme which is often a trade-off between factual accuracy and attention-grabbing language, while eliminating extraneous aspects that could distract or confuse the reader.. For example, the news headline "Global Leaders Meet to Address Climate Change Crisis" "القادة العالميين يجتمعون لمناقشة أزمة تغير المناخ" may convey a different meaning in

certain languages, or a more concise formulation may be preferable. The translator's job, as dictated by Relevance Theory, is to preserve the key meaning while making sure the headline conveys the intended impact with the least amount of uncertainty. Another area is how to get the source and target headlines to be equivalent. Although there are cases where the use of literal translation is adequate, yet headlines frequently use wordplay, idioms, cultural allusions or some implications that are not present in the target language. In order to achieve the same cognitive effect, Relevance Theory the translator to modify the headline in a way to make it equally effective and relevant in the target culture. For instance, the English title: Brexit may be not familiar to the non- English readers, therefore, the translator may substitute this term with a more widely understood one which conveys the same impact like "Brexit: A leap to the unknown".

5. Newsheadlines

5.1 Definition of news headlines

According to Oxford Word power Dictionary, a headline is "the title of a newspaper article printed in large letters above the story" (2006:365). The term "headline" does not need to be defined or explained because it is self-explanatory (Rasul,2018:225). Crystal and Davy describe headlines as "a separate study in themselves, being radically different from the rest of newspaper reporting language" (1990:180). Likewise, Zhang (2013: 396) states that "headlines are a kind of paratexts which occupy a privileged place of pragmatics and strategy in news reports". According to Jaki (2014:35) regards the headline as a unique text type giving two reasons, firstly is that a headline fulfills a distinct purpose and develops differently from the body of the article or news report, secondly is that journalistic headlines have their own distinctive features that makes them differ from other titles like book titles, painting titles ...etc.

5.2 Features of news headlines

There are some certain features that are combined together to make the article as interesting as possible and to make the headline "difficult to understand" (Swan,2005:211). Here are the most prominent ones:

- (1) Not all headlines contain whole sentences. A lot of headlines are composed of noun phrases without any verbs. For example: The model, British tech and Russia's war machine(<https://www.bbc.com/news/articles/cn4vzlx1350o>).
- (2) Ellipsis is one of the numerous characteristics that makes up the unique register of news headlines. This feature aims to increase the reader's curiosity about what is missing and keep him engaged until the final sentence of the section. Function words like determiners are usually omitted because they don't carry content meaning and they serve to enhance a sentence's structure rather than its meaning.
- (3) English headlines should not have full stop.
- (4) English headlines do not use definite articles, nor indefinite articles.
- (5) English headlines do not employ auxiliary verbs.
- (6) Simple present tense is the most common tense used.
- (7) The word and is usually replaced with a comma.
- (8) Future tense is conveyed through the use of (to+ verb).
- (9) English headlines employ acronyms and abbreviations.
- (10) English headlines utilizes numbers.
- (11) Possessives are avoided in English news headlines.

6.Data Analysis

6.1 Data Collection

The data consists of five examples from three bilingual news websites that are BBC, CNN and Daily Sabah. BBC website, CNN website and daily Sabah website translated from English into Arabic. Headlines are chosen according to their importance and worthiness. The data covers different topics including the ongoing events at the time of writing this paper. The research used a qualitative approach to determine the significance of findings and it is an in-depth understanding.

6.2 Results and Discussion

The analysis of media headlines provides valuable insights information on how various news events can be expressed in many languages and cultures. Adopting Relevance Theory to analyze a wide spectrum of headlines from Arabic and English sources. We can more effectively comprehend how audiences can process and interpret information through the use of explicature, implicature, inferencing and cognitive contexts. We may understand how audiences can process and interpret information through the use of explicature, implicature,inference and cognitive parameters. Considering the five distinct headlines that cover different trends-we may recognize significant disparities between the way English and Arabic headlines transmit underlying ideas, elicit inference, along with offering context.

- 1."Israel says it killed senior Hezbollah figures in Beirut"
(<https://www.bbc.com/news/live/cwyl9048gx8t>)

الجيش الإسرائيلي يعلن مقتل قيادي في حزب الله وعشرة آخرين على الضاحية الجنوبية لبيروت.
(<https://www.bbc.com/arabic/articles/cx25v2z1ppeo>)

1.Cognitive environment

Readers who come across this headline presumably know about the conflict between Israel and Hezbollah. The phrase "killed senior Hezbollah figures" alludes to a deliberate military strike and the audience realizes that these groups are in conflict. The phrase "Israel says" is crucial-it makes it clear that Israel is responsible for killing a significant leader of "Hezbollah" in "Beirut". The use of the term "Israel says" is significant since it suggests to the audience that it is Israel's claim, leaving room for the audience to interpret this incident. It can be also noted that the English headline is brief and concise as well as easy to process which enables the international audience to comprehend it rapidly. It also presumes knowledge of "Hezbollah" as a major force in the region.

The Arabic headline: الجيش الإسرائيلي يعلن مقتل قيادي في حزب الله وعشرة آخريين على الضاحية الجنوبية لبيروت

A more detailed and localized description of the event can be obtained in the Arabic headline, especially "الضاحية الجنوبية لبيروت" (the southern suburb of Beirut), which is a well-known Hezbollah stronghold. The addition of this extra geographic detail adds context to the Arab readers who are familiar with this area. Another addition in this Arabic version can be recognized in the phrase "وعشرة آخريين" (and ten others) suggests that the audience is aware of the local context and is acquainted with Hezbollah's social and military nature, as well as considering the significance of civilian casualties.

2.Inferencing

Since inferencing involves the process through which the audience extrapolates meaning from the content beyond its actual substance is known as inferencing. It relies on contextual cues.

In the English headline, the phrase "Israel says" seems to indicate that this is Israel's claim, leading the reader to surmise that the information supplied may be biased or the product of a wider political plot. This casts suspicion on the veracity of the claim. The reader is able to determine the gravity of the episode from the remark of "senior Hezbollah figures". It implies that the targets are well known, which elevates the incident to a major stage in the ongoing conflict. "The audience should have the ability to infer what the speaker or the writer means" (Liu,2023:91). The Arabic headline version assumes that the attack was greater because it states that Hezbollah leader had been killed together with "عشرة آخريين" (ten others). This implies more targets or collateral damage, providing the military mission a greater scope. Providing that this is known Hezbollah territory, the geographical place الضاحية الجنوبية (the southern suburb) suggests that Hezbollah was possibly targeted on purpose. Given how acquainted they are with the local tensions; the audience can deduce that the attack was political as well as strategic.

3.Implicatures

The English "implicature" implies that Israel is taking credit for a military victory that has been accomplished strategically. The phrase "Israel says" might suggest that this proclaiming is a part of an extensive narrative that Israel is employing to support its security stance or defend its actions especially in the eyes of its global audience. Such behavior reflects a new phase in the hostilities with Hezbollah, which drives up the chance that the battle between the two sides is still ongoing and unresolved, whereas the implicature in the Arabic headline is more overt, since the premise that "ten others" since the premise that "ten others" were murdered besides Hezbollah leader shows a wider scope of the attack. This could be either obliquely portend an intensification of hostilities or a serious setback of Hezbollah's hierarchical structure.

"الضاحية الجنوبية لبيروت" denotes that Hezbollah's influence in Lebanon, mostly in this rea, continues to be an essential objective of Israeli military operations.

4.Explicature

In the English headline, the explicature can be observed in Israel says it killed senior Hezbollah figure in Beirut. Despite the use of the phrase "Israel says", there is a kind of ambiguity, the audience can perceive this as a straight report of a military action. The explicature in the Arabic headline is ten more people were killed in addition to the high rank official of Hezbollah in Beirut's southern suburb. The mentioning of الضاحية الجنوبية (the southern suburb), a well-known area for Hezbollah operation provides the audience with greater awareness of the exact location of the event.

By applying Relevance theory's concepts of cognitive environment, inferencing, implicatures and explicatures, it can be summarized that the English headline is formed in order to facilitate comprehension by an international readership. The phrase "Israel says" implies a potentially incomplete statement, provoking the reader to infer political implications. The Arabic headlines figures out more information and heightens the cognitive impact by portraying a large-scale tragedy. It is expected that the audience will be better acquainted with the context and nature of Hezbollah's actions in Lebanon which makes it possible for them to draw more substantive inferences and implicatures. Both headlines attempt to effectively express information, but they vary in terms of the degree of processing work needed and the complexity of the cognitive environment.

2. "U.S. inflation falls to lowest in over three years"

(<https://www.bbc.com/news/articles/cy9e72vn1xyo>).

تباطؤ التضخم السنوي في أمريكا الى 2.5% خلال أغسطس ليسجل أدنى مستوى منذ أكثر من 3 سنوات.

English headline:

"U.S. inflation falls to lowest in over three years"

1.Cognitive Environment

This headline taps on a common knowledge of what role inflation operates in the current state of the economy. Readers are undoubtedly aware of how inflation impacts interest rates, purchasing power, and the status of the economy as a whole.

2. Inferencing

Readers could infer that a decline in inflation would lead to lower prices for products, increased expenditure by consumers, or even changes monetary regulations that would be beneficial.

"Lowest in over three years" indicates a significant trend, promoting more investigation into the reasons and ramifications.

3. Implicatures

The headline signals that prospects are looking up for economic conditions and that the central bank or government might do something that would encourage or sustain this positive change. It draws attention to potential advantages for customers and companies.

4. Explicatures

The message in the headline tells clearly and simply that the inflation has declined. The absence of precise numbers or contextual knowledge triggers readers to look for further details, which could inspire them to look into economic reports or analysis.

Arabic headline:

تباطؤ التضخم السنوي في أمريكا الى 2.5% خلال أغسطس ليسجل أدنى مستوى منذ أكثر من 3 سنوات

Analysis:

1. Cognitive Environment

The Arabic headline also relies on the audience's understanding of inflation and its significance. However, the Arabic audience can easily grasp the precise percentage of inflation (2.5%) providing additional tangible information to the cognitive environment.

2. Inferencing

Readers would infer that a 2.5% inflation rate reflects stronger economic conditions which could result in outcomes similar to the once implied. The precise percentage might make people ponder how does this decline affect investors, customer and lawmakers.

3. Implicatures

"تباطؤ" in the Arabic headline alludes to a more controlled or gradual decline in inflation which may suggest stability as opposed to volatility. It generally conveys that whilst inflation is declining, it could not possibly be substantially so, urging readers to conceive about longer-term patterns.

4. Explicatures

The explicit text provides additional details like the month and the current rate. Reader's knowledge of the situation is boosted via this additional information, which enables them to clearly understand the timing of the data and how it compares to earlier trends.

5. comparative perspective

The English headline is concise which makes it easy to digest. Yet, the Arabic version is more detailed which compels readers to fully understand certain numerical data which might stimulate interest but also demand more mental work. The two headlines imply that readers ought to look for further details. The Arabic version may bring up queries about the reasons affecting this particular rate whereas the English version raises issues regarding the ramifications of this change. A more nuanced vantage point on the economic situation is made attainable by the Arabic headline's emphasis on the specific rate combined the idea of slowdown, which may encourage readers to take into account the broader context of inflation movements over time.

Applying Relevance Theory to the above headline, it can be summarized that both headlines effectively convey important economic information, trying to enrich the cognitive environment leading to deeper inferencing and implications.

3. "Making arts and crafts improves your mental health as much as a job, scientist say"

(edition.cnn.com/science)

هل ممارسة الفنون والحرف اليدوية مفيدة للصحة النفسية؟ دراسة توضح

(<https://arabic.cnn.com/science-and-health>)

1. Cognitive environment

Concerning the above headline, the reader's cognitive environment embraces a vast knowledge about mental health, the value of employment and the concept that engaging in creative pursuits like crafts can be calming or therapeutic. The English headline's contrast between arts and crafts to a profession may grab the audience's attention since they could presume that working has a favorable impact on mental health. The question "هل ممارسة الفنون والحرف اليدوية مفيدة للصحة النفسية؟" in the Arabic headline sparks interest by implying that arts and crafts may have an impact on mental health. Here, the structure of the question "هل" uses a cognitive context where mental health issues may already be a cause for worry, promoting the reader to evaluate the relationship between creativity and mental health.

2. Inferencing

Here, the audience should draw conclusion from the context of communication explicitly. Each of the headlines, the English and the Arabic one relies on the reader's ability to draw conclusions on the similarity between employment and crafting. The reader is meant to understand from the English headline that doing work is typically seen to improve mental health that performing arts effect and crafts can have a similar. The reader deduces that this finding is supported by a scientific study, i.e. scientists say, giving the statement a kind of credibility, whereas readers of the Arabic headline are likely to infer that the inquiry shows a chance for a favorable response.

"دراسة توضح" hints that the research will shed light, permitting readers to believe that the crafts might be helpful after all. But the real conclusion is left out of the headline, the reader needs to look for it.

3. Implicature

The implication in the English headline is that mental health is an important issue, particularly when it comes to employment. Concerns about non-occupational hobbies being less valued are also indirectly addressed by drawing a comparison between the benefits of making and working.

It continues by saying that, in addition to job, creative activities can improve mental health.

The Arabic headline's query invites speculation. While the cited study ("دراسة توضح") does not assert that arts and crafts foster mental wellness, it does identify an important finding. This implies that something significant has been discovered; the study will most likely find something beneficial.

4. Explicature

The explanation is clear from the English headline: "Meanwhile, crafting improves your mental health just as much as working." Researchers have shown that there are obvious similarities between the mental health benefits of working and doing crafts, and scientists are credited with coming to this conclusion.

Both headlines are designed to maximize the reader's cognitive processing through the application of Relevance Theory. By clearly describing the advantages of arts and crafts, the English headline creates a stronger implicature and makes it easier for the reader to understand the importance of these activities for mental health. Conversely, the Arabic headline stimulates the reader's interest by hinting at the unknown by asking a question and not providing the answer. Although the Arabic headline asks a question to pique readers' interest, English readers would anticipate more precise assertions supported by data. These strategies take into account the cognitive backgrounds of the two audiences.

4. "Several ministers step down as major reshuffle looms in Ukraine"

(<https://www.dailysabah.com/world/europe/several-ministers-step-down-as-major-reshuffle-looms-in-ukraine>)

(استقالات بالجملة في أوكرانيا تمهيداً لتعديل وزاري واسع)

(<https://aawsat.com/>)

1. Cognitive Environment

The reader's understanding of the political atmosphere in Ukraine is an integral component of the cognitive environment. The political backdrop covered in both headlines comprises ministers quitting in front of a big reorganization. It's likely that the reader is aware of the ongoing conflict, the makeup of the Ukrainian government, and the pressure from abroad to implement changes. In English: "Several ministers step down as major reshuffle looms in Ukraine" – The English version provides a straightforward account: ministers resign, and a reshuffle is expected.

In Arabic: "استقالات بالجملة في أوكرانيا تمهيداً لتعديل وزاري واسع" – The Arabic headline translates as "Mass resignations in Ukraine in preparation for a major cabinet reshuffle." The term "بالجملة" mass implies a large scale of resignations, adding emphasis.

2. Inferencing

From these headlines, the reader will deduce that there is an internal pressure or a political instability in Ukraine. The English translation utilizes the phrase "major reshuffle looms," implying that a significant and unavoidable restructuring is forthcoming. This is also expressed in the Arabic translation, however the word "بالجملة" mass suggests the scope of the incident, giving the reader the impression that there is a great deal of unrest or unhappiness inside the government.

3. Explicature

English: The explicit information is that multiple ministers have resigned, and a reshuffle is imminent.

Arabic: The Arabic headline explicitly communicates that mass resignations are occurring, suggesting that a major cabinet reshuffle is being prepared ("تمهيداً").

Both versions explicitly mention that the resignations are linked to an upcoming cabinet change, but the Arabic version gives more weight to the resignations by using "mass" ("بالجملة").

4. Implicature

Both names suggest that there will be, or have already been, significant changes to the Ukrainian government, most likely in response to pressure or discontent with the status quo. The Arabic headline, on the other hand, uses the phrase "بالجملة," which suggests that these resignations might have been part of a bigger, prearranged attempt to solve political difficulties. In the English language, "several" suggests individual resignations rather than necessarily coordinated or widespread action, thus the meaning may not be as clear as it is here.

According to Relevance theory, the Arabic version may have a higher level of implicature, suggesting that there is a coordinated, large-scale shift happening within Ukraine's government. The English version, while still conveying urgency, focuses more on the

reshuffle as the inevitable next step. Both headlines rely on the reader's cognitive environment (knowledge of Ukraine's political context) to be fully understood, and both require inferencing to grasp the potential motivations and broader implications behind the resignations.

5. "Harris puts Trump on defensive in fiery debate."

(<https://www.bbc.com/news/live/c9wjn8py59jt>)

اتهامات متبادلة بالكذب: ترامب وهاريس يتصادمان بشأن قضايا وطنية رئيسية في مناظرتهم الرئاسية الأولى

(<https://www.bbc.com/arabic/articles/c2115xnwvdl0>)

1.Cognitive environment:

This draws attention to the notions and common information that readers apply while interpreting the headline. In this instance, it's probable that the public is aware of the candidates, the political environment, and the importance of debates during election campaigns. The word "fiery" implies that readers should anticipate an intense conversation as opposed to a thoughtful one.

2.Inferencing:

Readers assume that Harris's performance is powerful enough to put Trump on the defensive, signaling a shift in the typical power relationship. Based on her successful challenge, conclusions concerning prospective shifts in voter sentiment may follow.

3.Implicature:

"Puts Trump on defensive" conveys a sense of weakness or vulnerability as well as an inability for him to respond forcefully. This suggests that Harris has successfully contested Trump's positions, which could change how the public views both politicians.

4.Explicature:

The most obvious interpretation is as follows: Harris successfully contested Trump throughout the debate. But the background information around the discussion—past political exchanges, current affairs, etc.—enhances this interpretation and helps readers understand the debate's greater relevance.

5.Conclusion

It can be concluded that the research shows how various headlines both in English and Arabic employ Relevance Theory concepts to offer their viewer's cognitive contexts. It is evident while looking at various newspaper headlines examples how implicature ,explicature and inference integrate to transmit subtle messages and influence reader's opinions. To allow readers to draw assumptions about political, economic or social ramifications. English headlines tend to become shorter and more globally vigilant, contingent upon the audience's prior knowledge and inferencing skills, by presenting precise numbers, geographical places or other factors that can encourage more in-depth. Furthermore, Arabic headlines go deeper into specifics to give readers who are already familiar with regional contexts a richer cognitive environment, whereas English headlines prioritize accessibility and brevity to appeal to a worldwide audience seeking quick information. These disparate methods demonstrate how audience-specific and cultural elements impact news framing, which in turn affects how meaning is deduced and processed.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

References

- [1] Al-Hindawi, F. and Abdulmajeed, R. (2016): The Cognitive Principle of Relevance And Its Application To Anti-Iraq War Posters. DOI: 10.36317/0826-009-030-021.List the reference here
- [2] Allot, N. (2013): Relevance Theory. DOI: 10.1007/978-3-319-01014-4_3. In book: Perspectives on Linguistic Pragmatics.List the reference here
- [3] Clark, H. H. (1996). Using Language. Cambridge University Press.List the reference here
- [4] Crystal, D. and Davy, D. (1990). Investigating English Style (2nd ed.). London: Longman.List the reference here
- [5] . Grice, P. (1975). Logic and conversation. In P. Cole, & J. Morgan (Eds.), *Syntax & Semantics 3:Speech Acts* (pp. 41-58). Also reprinted as Ch. 2 of Grice (1989 (PDF) Paul Grice, reasoning and pragmatics. Available from: https://www.researchgate.net/publication/240941851_Paul_Grice_reasoning_and_pragmatics [accessed Jan 25 2025].
- [6] Jaki, S. (2014). *Phraseological Substitutions in Newspaper Headlines: "More Than Meets the Eye."* Amsterdam: John Benjamin's Publishing Company.
- [7] Liu, X. (2023): A Brief Introduction of Relevance Theory Used in Translation Process. *Frontiers in Educational Researches*, 2522-6398 Vol. 6, Issue 1: 87-93, DOI: 10.25236/FER.2023.060114. Published by Francis Academic Press, UK.
- [8] Oliveira, A. et al. (2021): An analysis of news headlines under the light of Relevance Theory, newsworthiness, and sensationalism. ResearchGate link.

- [9] Oxford Word Power Dictionary. (2006). Oxford University Press.
- [10] Rasul, S. H. (2018): Translation of News Headlines: A Case of English Headlines Rendered into Arabic, Kurdish, and Persian. *International Journal of Humanities and Cultural Studies*, ISSN 2356-5926, Vol. 5, Issue 1.
- [11]. Schraw, G., Flowerday, T., & Lehman, S. (2001). Increasing situational interest in the classroom. *Educational Psychology Review*, 13(3), 211-224.
- [12] Sperber, D. & Wilson, D. (1995). *Relevance: Communication and Cognition* (2nd ed.). Blackwell Publishing.
- [13] Sperber, D. & Wilson, D. (2004): *Relevance Theory*. In *The Handbook of Pragmatics*. Publisher: Blackwell. Editors: L. Horn & G. Ward.
- [14] Swan, M. (2005): *Practical English Usage*. (3rd ed.). Oxford: Oxford University Press.
- [15] Wang, Y. (2024): Study on News Translation from the Perspective of Relevance Theory. *International Journal of Education and Humanities*, ISSN: 2770-6702 | Vol. 13, No. 1, 2024.
- [16] Wilson, D. & Sperber, D. (2005): "Relevance Theory." In *The Handbook of Pragmatics*. Horn, Laurence R. and Gregory Ward (eds.). Blackwell Publishing. Blackwell Reference Online.
- [17] Yao, R. (2018): The Application of Relevance Theory in English News Translation. 2nd International Conference on e-Education, e-Business and Information Management (EEIM 2018). Published by CSP © 2018 the Authors. DOI: 10.23977/eeim.2018.010.
- [18] Zhang, M. (2013). 'Stance and Mediation in Transediting News Headlines as Paratexts'. *Perspectives: Studies in Translatology*, 21 (3), 396-411. Routledge.