

Translation of Psychology Book Titles: A Skopos theory perspective

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Abstract

The focus of current research is the translation of psychology book titles. There are numerous studies in the field of titles translation, but they are restricted in Persian context. The aim of this study is thus to investigate the translation strategies used by Persian translators when transferring English psychology book titles into Persian. To achieve this objective, 245 titles of translated psychology books published from 2007 to 2013 in the field of personal success were first gathered from Isfahan Municipality Library, some local bookstores and online sources. Then, the types of original titles and their translations were examined based on Genette (1989) categorization. The findings thereof revealed that most of the titles had the form, *title plus subtitle* in both languages in terms of structure. The forms of the titles were also analyzed, and it was discovered that *nominal titles* were the most frequent ones in the source text and translators preferred not to change the original structure. Next, the corpus was analyzed based on Vinay and Darbelnet' (1995) model and the findings showed that the *modulation* was the most frequently-used translation strategy. It was also revealed that the translators were inclined to change the semantics and point of view of the source language. The second most frequently-used strategy was *literal translation*, showing the popularity of direct translation strategies. Finally, the functions of titles were analyzed based on Nord's (1995) model. Since functions are highly subjective and cannot be tabulated, they were discussed one by one in the discussion section of the study. The findings of this study can boost the theories of title translation and provide the functional issues of translation studies with new insights.

Keywords: Psychology book titles, Skopos Theory, translation strategies, nominal titles, modulation

Introduction

Title is the first impression a reader gets from a book, which either attracts or discourages readers. In fact, any kind of book, article, novel, movie or poem is realized by its title. Sometimes we forget the name of a director or producer of a movie, but this is not the case for the titles. For example, most of the audiences of TV serials remember its name for a long time. Audiences remember the name of their favorite writers by recalling the name of the books they have written. They refer to Rumi by Masnavi, to Saadi by Golestan, etc. As for translation, throughout history, many books and novels have been translated from one language into other languages. The first thing that has caught the readers' attention has been the titles of them. Well-translated titles have actually attracted many audiences.

Title wording and its structure has long been the object of interest for linguists. The research area of title is very general; however, the ones which are related to the present study include studies on the function of titles and strategies used in translating them. These two are inseparable from each other and, hence, all studied in this respect interconnect these two aspects.

Many scholars have investigated the functions which a title fulfills. The pioneering work in literature has been done by Genette (1987). He has provided a useful chart for analyzing the possible functions of any given book title. The first function is to identify or differentiate a work, the second to indicate its general contents, the third to highlight it to the public, and forth to indicate its form or genre.

It is to be noted here that a book acts as a popular art with both artistic and commercial values. A book actually looks like a mirror which reflects all the aspects of human society, including the material world and the spiritual world. According to Baker, “Books are so important that they have become the first arts of the human world (2004, p.40). With myriad number of English books, especially psychology books, being introduced into our country (Iran) every year due to increase in cultural exchanges between Iran and the rest of the Western world, more and more book titles have to be translated into Persian, some well done while some poorly done.

Titles are always the first thing the audiences come across. Thus, a right choice of book title translation is of great importance to the successful release of books. A properly-translated English book title should fulfill the following functions. First: Providing information about the story for the audience by summarizing the main plot, revealing the theme, and offering some clues. Second: Adding attraction to the book and stimulating the audience’s interest in and desire for buying the book. As for psychology books, it should be said that like many other forms of non-literary translation, the translation of English psychology book titles have not yet received due attention despite their importance. Newmark (2001) has called on the translators to bring their attention to “two underplayed aspects of translation”, one of which is “the approach to non-literary translation.” (p.135). Nida (2004) has also called for “more attention to exploring new fields in translation” (p.17). Hoek (1972, 1973) has mentioned that titles are like artificial objects. He assumes that the nature of title depends on interpretation of readers. Other studies have investigated different functions of titles. According to Grivel (1973), there are three main functions for titles as follows:

Identifying the work
 Designing its content
 Evaluating it

Hoek (1972) believes that these three functions may not be all present in one context at the same time.

Titles should be able to attract the readers emotionally, because as Nida and Tabar (1974) claimed, “we don’t only understand the reference of the word; we also react to them emotionally” (p. 61). Above all, Newmark (2001) believes that “if the source language text title (original title) adequately describes the content, and is brief, then leave it; otherwise the translator may truncate the title if it begins with an unnecessary phrase in the target language, highlight the main point, and make the title more inviting.” (p. 140).

According to Reiss and Vermeer (1984), the most important reason for translation is determined by the texts’ skopos. A number of theories have been put forward for translation in general and translation of titles in particular. Skopos theory is one of them. Violin (2011) in her *‘Translating Title of Novels: why and how we translate them’* discusses the translation of novels. In doing so, she tests two main theories, i.e. Newmark’s (1988) theory of title translation, and the theory of connotative meaning suggested by Nida and Tabar (1974). The result of her study reveals that the translation of titles requires the translator to put into consideration the whole text, the titles’ connotative meaning and the readers’ response. In another study conducted by Yin (2009), the researcher aims at titles within the framework of audience oriented approach. Also, in

his “*on the translation strategies of English film titles from the perspective of Skopos theory*”, Mei (2009) discusses the translation of film titles from English into Chinese based on the Skopos theory.

Although research on title is a recent area of study itself, it has not been paid due attention by Persian translation scholars and translators. Due to the importance of titles and lack of adequate research in Persian context, the present study was designed to analyze the translation of titles. It specifically deals with exploring the strategies of translating titles based on ‘naming approach’ (Yin, 2009) within the framework of Skopos theory (Reiss and Vermeer, 1984). Thus, to achieve the purposes of the study, the following two research questions were addressed:

RQ1. What are the forms, types and naming strategies used by Persian translators in translating English psychology book titles from English into Persian?

RQ2. Are there any differences between English translated psychology books in terms of their title functions?

Review of Literature

Titles can give us information about the book by summarizing the main plot, uncovering the theme or offering some idea. They provide a means for understanding the content in a direct or indirect way. Even if the title is vague, at least it may give us a notion of the story. Titles are not merely for decoration; they act like clasp in getting people to read the book. The first thing that catches the eyes of every book reader is the book title. In the same way, a well-translated title can attract millions of readers. Lodge (1992) states, “The title of the text (a novel, a play, or a poem) is an integral element of the textual world.” (p. 113). Titles are, in fact, introduced as important constructions which play a vital role in the organization of a cultural product. The titles given to texts, images and artifacts have been the subject of sustained, but sporadic, critical attention over the last four decades. However, as Gibbon (2008) puts it, titles have many widely overlooked aspects of reading experience and textual analysis.

The significance of title first came into study during 1970s by the works of Duchet (1973) and Grivel (1973). Genette (1987) did a full scaled study of titles in 1987 in his seminal work, pointing to the functional descriptive aspect of titles. Many other researchers also entered into this area. Some of the well-known studies include Hollander (1975), Kellman (1975), Levin (1977), Fischer (1984) and Adams (1987). These studies were conducted with different methods and with different perspectives. For example, researchers from the field of the ‘theory of title’ (referred to as titology and titologie) tried to determine whether the label is part of the text itself or on the contrary, as an independent, paratextual element (Genette, 1987). Two aspects have always been at the center of attention; namely, function of titles (Hoek, 1981; Viezzi, 2004; Virbel, 1988; Nord, 1992; 1994; Lodge, 1992; Genette, 1987) and the form of the titles (Fischer, 1984; Nord, 1995; Gibbons, 2008; Hartley 2007; Soler 2011, etc.). It is worth mentioning that the study of titles started with literary titles of novels and poems but in recent years, the study on titles has shifted to the field of academic writing and scientific books. Since in the 20th century science has been transferred very rapidly in the world, studying titles of scientific products is justifiable.

Psychology books are among the most popular and influential kinds of writings in the world. Nominal names given to these books are the inseparable parts of them. Translation of psychology books and especially their titles is a demanding job which needs much effort. In the translation of titles attention should be paid to the features of the title and its connection to the plot of the book. Different translation strategies and procedures are used in order to translate

book and movie titles. According to Venuti (2012), *adaptation* is the most frequently-used strategy in the translation of books and movie titles. Newmark (1988) differentiates between two strategies. He states that ‘descriptive’ titles "describe the topic of the text" and ‘allusive’ titles "have some kinds of referential or figurative relationship to the topic" (p. 57). He proposes to keep the descriptive titles, including ones that are based on the protagonist’s name, and to rework allusive ones only if necessary. According to Zatlin (2005), "many titles carry over easily" (p. 95) and it is a rule not to keep play titles in a foreign language. He adds that problematic titles are those with cultural references and the best strategy for comic titles is *adaptation*. Some studies have investigated the translation of movie titles. In one of them, through applying Newmark's translation theory, Yin (2009) investigated the translation of movie titles from English to Chinese. Four main translation procedures identified were *literal translation*, *transliteration*, *free translation* and *semantic translation*. It was suggested that by integrating different translation strategies and procedures with a theory, a translator can provide suitable translations to "get the audience a better understanding of ... the film itself" (p. 83). In the second study, Yin (2009) examined translation of movie titles from English into Chinese too. In this study, the techniques used in translating movie titles were categorized into two groups: 1) *transliteration and literal and explication* which show respect for the original title and 2) *adaptation* and providing a new title which get rid of the original title. As Yin proposed, a good title "should obey such principles as faithfulness, cultural awareness, and combination of commercial and aesthetic effects" (p. 173).

Methodology

Corpus

For the purposes of this study, a corpus-based collection of psychology book titles along with their Persian renderings was selected based on availability factor. Actually, about 200 titles were collected from Isfahan Municipally Library. The selected books were among the most published ones in the field of ‘personal success’ in Iran from 2007 to 2013.

Design

This research was conducted with a descriptive-qualitative design. According to Creswell (1998), qualitative research is “an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of information, and conducts the study in a natural setting” (p.15). On this basis, this study provided a descriptive analysis of the book titles translated from English into Persian.

Models of the study

In order to search for functional equivalence, the researchers took three steps as follows:

The first step was to identify the types of titles. Based on Lahlou’s (1989) framework, there are six entitling patterns named below:

- 1 T: Title
- 2 TS: Title+ Subtitle
- 3 TG: Title+ Generic Indicator
- 4 TSG: Title+ Subtitle+ Generic Indicator
- 5 GS: Generic Indicator+ Subtitle
- 6 G: Generic Indicator

The second step was to compare title forms. Title form comprises a linguistic category such as nominal, adverbial, etc. In this section, the researchers used the categories suggested by Nord. Also, title functions were evaluated based on Nord's model: distinctive, metatextual, phatic, referential, expressive and appellative.

The third step was to identify translation strategies. For this purpose, the researchers exploited Vinay and Dalbarnet's model of translation procedures, because this model has a comprehensive scope with a clear classification of translation strategies. There are seven procedures in this model representing direct or oblique translation method, stated below:

1. Borrowing: the SL word is directly transferred into the TL. Hatim and Mason (2004) define it as "the use of SL item in the TL." (p. 335)

2. Claque: Claque is a special kind of borrowing in which the SL expression or structure is transferred in a literal translation. According to Hatim and Mason, claque (2004) is "the process whereby the individual elements of an SL item are translated literally to produce a TL equivalent" (p. 335).

3. Literal Translation: It is the fairly straightforward word-for-word translation that is possible between cognate languages (between languages with the same culture and origin)

4. Transposition: in this process one part of the speech changes for another without changing the sense

5. Modulation: this changes the semantics and point of view of the source language

6. Equivalence: where languages describe the same situation by different stylistic or structural means

7. Adaptation: changing the culture reference when a situation in the source culture doesn't exist in the target culture (Munday, 2012)

Procedures

Data collection procedures

The required data, i.e. titles, were selected from psychology published books translated since 2007, with the main theme being 'personal success'. The selection was done through online libraries as well as bookstores. The primary sources were, of course, different websites, due to ease of access. They were: Ketab.ir, lib.ir, Nosabooks.ir, National Libraries of Iran (www.nlai.ir) and municipal library. The most important benefits of these sites were that you could easily find the list of published translated psychology books with a short description of the books' themes. The researchers did not limit themselves only to the internet sources—they visited some of the libraries in Isfahan in search of the needed data.

Data analysis procedures

The steps taken to analyze the gathered data were as follows:

- Evaluating the collected data to identify the type and the frequency of titles based on Genette's (1987) model of analysis,
- Identifying the title form and other frequencies based on Nord's model (1995),
- Explaining the strategies used in translating titles,
- Evaluating the functions that titles aimed to achieve,
- Putting the ST-TT data in their context of culture and explaining the research findings,
- And stating the implications of the study and providing guidelines for the translation of titles.

Results and Discussion

The taxonomy of title types

Genette (1987) proposed the elements of title, sub-title and generic indicator for identifying types of titles, and then Lahlou (1989) used the combination of these constituents and formulated the following entitling patterns:

1. Title
2. Title + Subtitle
3. Title + Generic indicator
4. Title + Subtitle+ Generic indicator
5. Generic indicator+ Subtitle
6. Generic indicator title

He also pointed that not all these patterns are equally used, and that the most frequent patterns are 1 and 2. He himself provided a list of examples of literary books for each form except one category. Based on his categorization, in table 1 below, the frequency of title types in psychology books is presented.

Table 1. Frequency of title types identified in psychology books

Title type	Total
Single title (T)	114
Title + subtitle (TS)	124
Title + Generic Indicator (TG)	0
Title + subtitle + Generic indicator (TSG)	7
Generic Indicator + Subtitle(GS)	0
Generic Indicator Title(G)	0

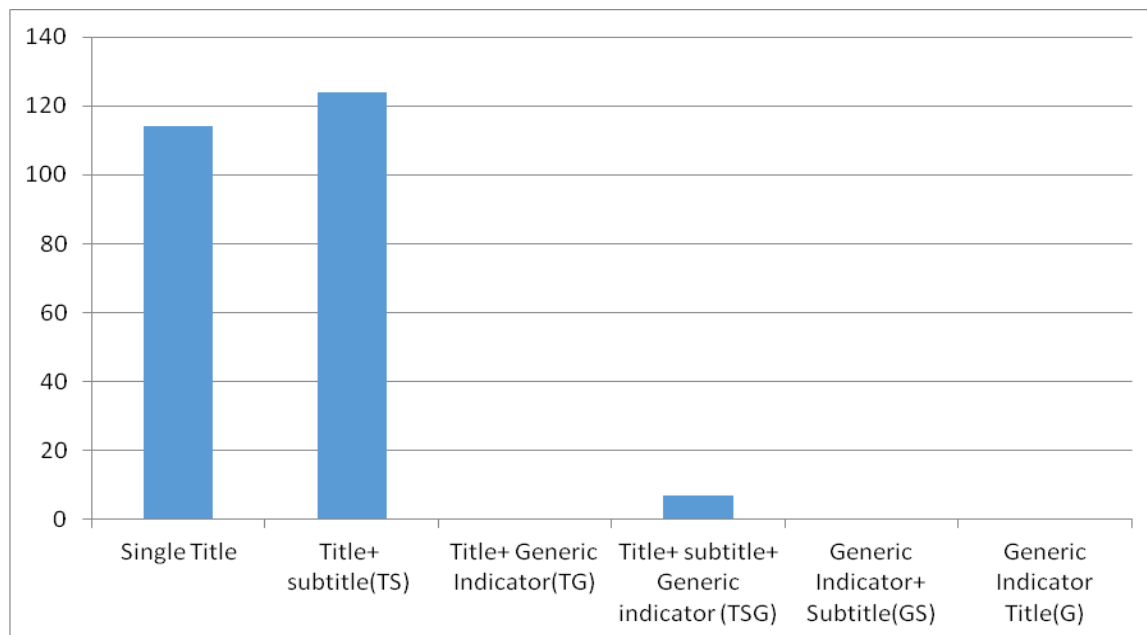


Figure 1. Title types frequency in psychology books

The above table and figure clearly show that in the corpus, most of the titles have the form of *title plus subtitle*. The second frequent structure is *single title* which is in a close competition with *title plus subtitle* category. The third observed category is *title plus subtitle plus generic indicator*, with a low frequency. Based on the figure, it is obvious that there were no instances of other above-mentioned proposed categories in the database.

Evaluation of title translation

A. Single titles

Table 2. Frequency of *single* as single title translation

Single title: 113	97	16 (all changed to S+T)
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The results show that out of 113 *single titles* (out of the whole corpus), most of them (97) were translated into the same type, and only 16 were translated in a different way; so, translators show their preference toward maintaining the original structure of the title. Maybe the original title was informative enough and it didn't need modifications such as adding a *subtitle* or *generic indicator*. Another reason for not adding a *subtitle* or *generic indicator* is maybe for the sake of the genre. The entire sample is chosen from psychology genre and the translators preferred to keep the original structure not to jeopardize the prospects of selling the book. Regarding the above chart, only 7 instances were changed in translation and the interesting point is that all the 7 were changed to *Title + subtitle + Generic indicator (TSG)*. It reveals that the translators felt the need to add a subtitle to provide extra information about the book and also create an appellative function.

Some examples:

1. Single titles translated into single titles

In the following examples, the title type has not been changed:

Six thinking hats

شش کلاه برای تفکر کردن

In praise of stay at home moms

در ستایش مادران خانه دار

Life lessons for women

درس های زندگی برای زنان

The game of life and how to play it

بازی زندگی و چگونگی بازی آن

2. Single titles translated into single titles plus subtitles

In the following exemplar cases, the title type has been changed to the title plus subtitle type:

Managing oneself
کنیم؟

شگردهای زندگی: چگونه خود را مدیریت

As it can be seen, here the original title of the book is *Managing Oneself*. It is about dealing with problems in different situations. The choice of the writer here has been to add a

short subtitle in the initial position as *شگرد های زندگی* to elaborate more on the content of the book. The translator has put the subtitle in the initial position and separated it from the title by a colon. It simply shows that he has not been satisfied by just a single title. Perhaps he has desired to enhance the appellative function of the book.

Follow Your Heart

آخرین راز شاد زیستن؛ پیرو قلب خود باشید

In this example, the original title is again a single title, but the translator has reproduced it in the form of *title plus subtitle* type by adding the phrase *آخرین راز شاد زیست*. The book is about people who live for themselves and do not care for what others say and thus, the entire content is reflected in a single title. Now, since psychology books are among the best sellers in the world and Iranian audience who are stuck in the economic and social problems of their lives, are among the hot fans of these books, translators and sometimes publication houses prefer to alter the title of the book and make it more attractive for the potential buyers. Here, by having a glance at the title of the translated book, people actually seek a phrase or sentence that can soothe them and be a kind of promise for solving their problems.

B. Title + subtitle

Table 3. Frequency of title plus subtitle type translation

Title+ Subtitle (124)	68	56 (53 TS were translated into T, and 3 instances were changed into TSG)
Total sample: 245		

Based on the above table, from our corpus (245), 125 titles were in the form of *title plus subtitle*. This huge number shows that in the genre of psychology, writers prefer to add a subtitle to the original title to elaborate more on the content of the book. In the reproduction of titles, however, 68 of them were translated with the same structure and 57 of them were changed. The interesting point is that from among the 57 changed titles, 54 of them were translated into *single titles* again, demonstrating that translators preferred to omit the subtitle part. In only three cases, the *title plus subtitle* type has been changed to *title plus subtitle plus generic indicator*.

1. Title plus subtitle translated into title plus subtitle

Here are some examples in which the title plus subtitle type hasn't been changed:

Daring wives: insights into women's desires for extramarital affairs

زنان بی پروا؛ تاملی بر روابط خارج از زناشویی زنان

Change or die; the three keys to change at work and life

عوض شوید وگرنه تمام؛ سه کلید برای کار و زندگی

The vortex: where the law of attraction assembles all cooperative relationships

گرداب جذب: آنجا که قانون جذب بر تمامی روابط متقابل حکم فرماست

For men only; a straightforward guide for the inner lives of women

فقط مردان بخوانند؛ چه چیزهایی را به عنوان مرد لازم است از دنیای درونی زنان بدانیم

Failing forward: turning mistakes into stepping stones for success

شکست سرآغاز پیروزی؛ از اشتباهات خود به عنوان پلکانی برای رسیدن به موفقیت استفاده کنید

2. Title plus subtitle translated into single titles

Here are some examples in which the *title plus subtitle* type has been changed to *single title* type:

The way to wealth; success strategies of the wealthy entrepreneur

راز موفقیت کارآفرینان توانگر

The winner's brain: 8 strategies great minds use to achieve success

مغز برنده

Who killed change? Solving the mystery of leading people through change

چه کسی تغییر را کشت؟

Bad childhood, good life; how to blossom and thrive in spite of unhappy childhood

کودکی بد، زندگی خوب

3. Title plus subtitle translated into title plus subtitle plus Generic indicator

When I say no, I feel guilty: how to cope using the skills of systematic assertive therapy

روان شناسی اعتراض؛ وقتی که نه می گویم، احساس گناه می مکنم.

Take charge of your life: how to get what you need with choice therapy

زمام زندگی خود را در دست بگیر: چگونه با استفاده از روان شناسی نظریه ی انتخاب به آن چه نیاز دارید برسید؟

C. Title + subtitle + Generic indicator

Table 4. Frequency of TSG

Translated as TSG (7)	4	3 (all three were translated into ST)
Total sample: 245		

1. TSG is translated into TSG

What happy women know: how findings in positive psychology can change women's lives for the better

آنچه زنان شادمان می دانند؛ چگونه یافته های جدید روان شناسی مثبت می تواند زندگی آنان را بهتر کند.

God in everyman: a new psychology of men's lives and loves

انواع مردان: شیوه ای عمیق، دقیق و کاربردی برای شناخت مردان بر اساس نظریه ی نمادهای اسطوره ای و روان کاوی یونگ

Here, the type of original title is S+T+G and the translator has kept the exact structure and the word “psychology” as a generic indicator is translated into روان شناسی. It is apparent that the translator has preferred to emphasize the type of the book by not removing the generic indicator.

2. TSG is translated into ST

Knowing women: a feminine psychology

مرد وارونه

Kitchen table wisdom: stories that heal

اگر خدا ما را فراموش کند

In both examples, the generic indicators of “psychology” and “stories” have been removed.

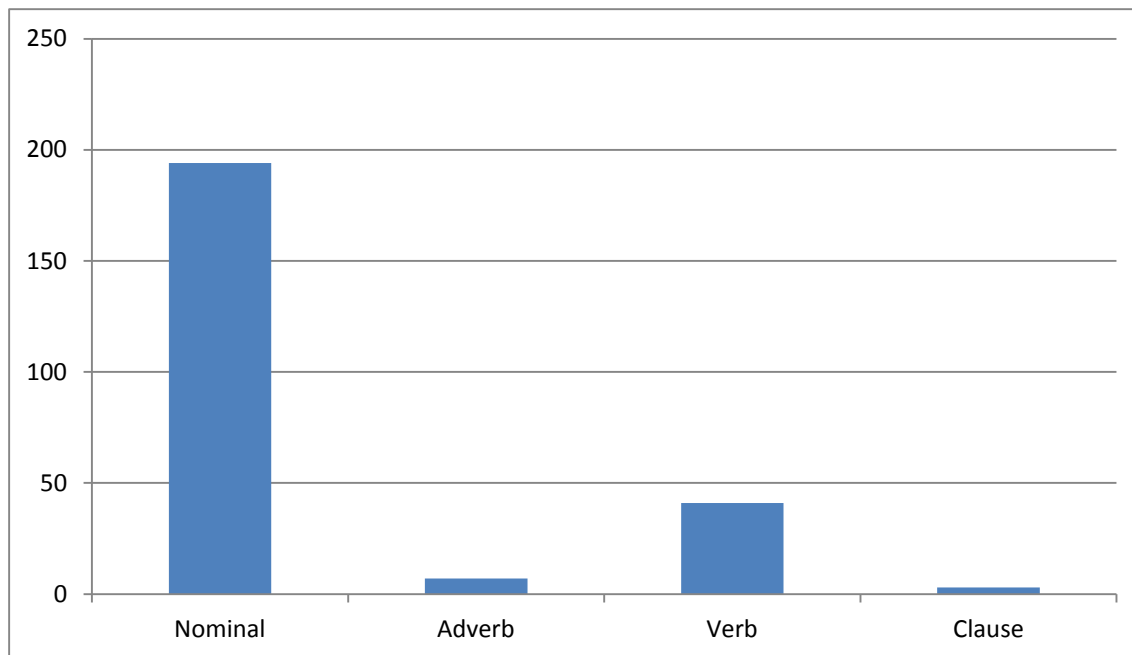
Title Forms

In this section, title forms have been analyzed based on Nord's methodology, and different forms in the corpus of the present study have been identified as follows:

1. Nominal titles: these titles consist of a noun phrase with two or three complements.
2. Adverbial titles: these titles are introduced by a preposition
3. Verb titles: these titles consist a verb, in the form of infinitive
4. Clause titles: these titles are in the form of a main/or subordinate

Table 5. *Frequency of title forms identified in psychology genre*

title form	frequency	translated the same	translated different
Nominal	194	194	0
Adverb	7	6	1
Verb	41	5	36
Clause	3	3	0

**Figure 2.** *Title forms frequency in psychology books*

The first most frequent category in the above figure is the nominal titles, with a striking difference in comparison with other categories. The second more frequent one is the verb category which is much less frequent than the nominal one. The third less frequent category is the adverb category, and the last rare one is clause titles.

1. Translation of nominal titles

In the corpus of the study, there are 245 samples from which 194 items are nominal titles which have been translated into the same original form. Here are some examples:

Women in mid-life crisis

زنان در بحران میانسالی

The superwoman syndrome

نشانه های ابرزن بودن

2. Translation of adverbial titles

There are 7 adverbial titles in the corpus from which 6 items have been translated the same as the original and one rendered differently. Here are some examples:

For women only

فقط خانم ها بخوانند

From the heart

از دل

After the affair

اعتماد در زناشویی

In this example, the original adverbial title is translated into nominal title.

1. Translation of verb titles

Among 41 verb titles, 10 of them have been translated into the same type as the original and 31 titles have been translated differently. Here are some examples:

Change or die

عوض شوید وگرنه تمام

Think and grow rich

ببیندیشید و ثروتمند شوید

Calming the family storm

طوفان در خانواده

Standing at the sun

چشم در چشم خورشید

Exploring personality type

بهترین شو

Stop making excuses and start living with energy

بدون بهانه به استقبال زندگی بروید

2. Translation of clause titles

Incredible you!

بچه ها شما خارق العاده هستید

Who killed change?

چه کسی تغییر را کشت؟

The first clause title above has been translated into a verbal title and the second one has been translated into the same sentence type as the original.

General Translation Strategies

Based on Vinay and Dablenet's model of translation strategies, this part examines the frequency of strategies used for title translation.

Table 6. Frequency of strategies used in the translation of psychology book titles

Procedure	Frequency
1. Borrowing	1
2. Calque	0
3. Literal translation	96

4.Transposition	11
5.Modulation	123
6.Adaptation	1

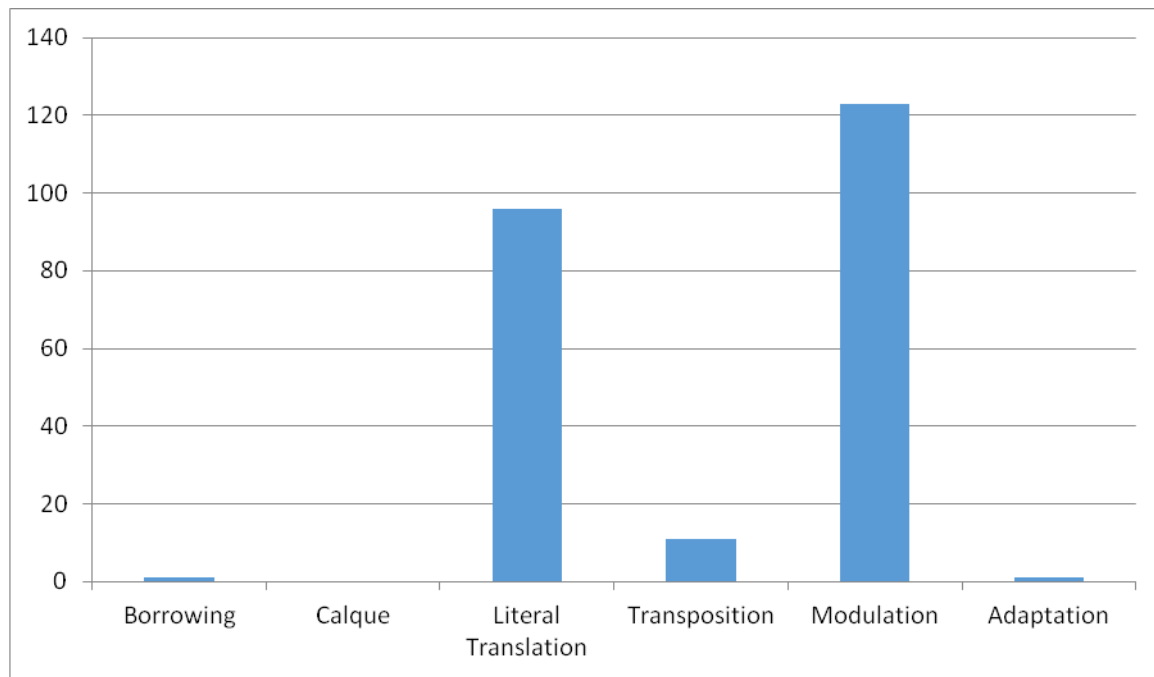


Figure 3. Frequency of translation strategies in translated psychology book titles

Based on the above table and figure, *modulation* is the most frequent strategy used by the translators in the psychology genre (with 123 instances out of 245). *Literal translation* is close to the *modulation* (with 96 out of 245). It means that Iranian translators typically prefer to use direct translation strategies. For the rest, there are eleven instances of *transposition*, one instance of *adaptation*, one instance of *borrowing*, and no instance of *calque* strategy.

Here are some examples:

1. Literal translation

The power of hope

نیروی امید

Marriage in men's lives

ازدواج در زندگی مردان

An unshakable mind

ذهن تزلزل ناپذیر

Secrets about men every woman should know

اسراری در مورد مردان که هر زنی باید بداند

2. Borrowing

Soup: a recipe to nourish your team and culture

سوپ؛ راه کارهایی برای بالا بردن کار گروهی

3. Modulation

The present

بهترین هدیه ای که می توانیم به خودمان بدهیم

Here, the translator has used the *amplification* strategy by adding more words. It's quite acceptable, because without this addition, the reader won't understand what kind of gift they're talking about.

Marriage on the rocks

خانواده بر لبه ی پرتگاه

In this example, the word 'marriage' is substituted with the word خانواده, i.e. part for whole, which goes under the category of *modulation*.

A smart girl's guide to friendship troubles: dealing with fight, being left out and the whole popularity

حفظ دوستی

In the above example, a very long title plus a subtitle has been shortened into a small phrase (*dilution* strategy). It would have been better if the translator had mentioned the type of friendship among the girls, because readers do not have a clue about the context of the friendship.

Don't behave like you live in a cave

با کلاس باش

The original title has a negative form, but the translator has used a positive form which is absolutely catchy and interesting.

Solitude

روان شناسی برای همه ی نابغه های تنهایی

Here, a single title has been translated into a much bigger title through *explication* strategy. In fact, the gist of the book is reflected in the title to make the title more informative.

1. Transposition

Discipline without shouting or spanking

تربیت کودک بدون تنبیه

Victor Frankl's principles at work

به کارگیری اصول ویکتور فرانکل

The original title is nominal but translation is verbal; thereby, a grammatical change.

2. Adaptation

Mustang sallies: success secret of women who refuse to run with the herd

زن توانا: اسرار موفقیت زنانی که به دنبال گله نمی روند

In this title, Mustang is a kind of horse of North America, famous for its strength and rebelliousness. This concept is very vague for Iranian readers. So, the translator has preferred to compare it with strong, unique woman, a very wise choice; otherwise, the reader would think the book is about animals.

Titles' Functions

The best method for translation is the one which makes the goal of translation true (Vermeer, 1989). Since titles have got a functional nature, Nord (1995) believes the most suitable

strategy for the translating titles is to use functional or Skopos approach. Thus, in this section, Nord's model is used to analyze the functions of titles and their translations of the corpus.

1. Evaluating distinctive functions

Distinctive function distinguishes one text from another. It also makes the same works different in the eyes of audience. Thus, it can be claimed that all the original titles in our corpus are distinctive. This function plays a very huge rule in the success of books, because if the books have the same title, they will be neglected by the readers and the book market will fail. So, publication houses try to avoid the books with the same titles. In this research, some instances were identified in which translators or publication houses had changed the titles over time to avoid monotony in the market. Here are some examples:

Tuesdays with Morrie: an old man, a young man and life's great lessons

سه شنبه ها با موری؛ با عشق تا مرگ
سه شنبه ها با موری؛ مرد پیر، مرد جوان و بزرگ ترین درس زندگی
آیین زندگی

Think big and kick ass in business and life

بزرگ فکر کن؛ موفقیت در کار و زندگی
آیین میلیاردر شدن

The five long languages of teenagers

پنج زبان محبت نوجوانان
پنج زبان عشق نوجوانان
چگونه نوجوانی آرام داشته باشیم؟
کاش می دانستم نوجوانم چه می خواهد؟

2. Evaluating phatic functions

Phatic function opens the communicative channel and paves the way for a successful reception. According to Jakobson (1956), phatic function of the text refers to the use of language to create and maintain social contact with the readers. It can be said that any title that is on the cover page of the book communicates with the readers and directs the readers to the content of the book. So in our data, all titles perform a phatic function too in establishing and maintaining the contact with the readers. Here are some examples in which phatic function is more evident:

French women don't get fat

چرا زنان فرانسوی چاق نمی شوند؟
زنان فرانسوی چاق نمی شوند

After the affair

اعتماد در زناشویی

This translated title is extremely powerful in catching the eyes of married couple who are experiencing some turbulence in their life. So the phatic channel is extremely open between the receiver and the speaker.

Ability therapy

تو هم می توانی

This book is about a woman with a kind of physical disability. She encourages the disabled to improve their lives and live a happy life. The translated title is very communicative in the way that the potential readers think by buying this book they can overcome all their problems.

Evaluating metatextual functions

Nord believes that this function should be called metacommunicative instead of metatextual, because it refers to other factors of the communicative situation apart from the text, so it should be regarded in the subcategory of phatic function. Nord (1995) states “there is a general metacommunicativity in every title; all titles are metacommunicative in the sense that they point to the existence of somebody who wants to communicate and of a text which can be used for communication.” It is worth mentioning that some titles are explicitly metacommunicative because they refer to the text itself; for example they indicate the genre. Here are some examples:

What happy women know: How findings in positive psychology can change women's lives for the better

آنچه زنان شادمان می دانند؛ چگونه یافته های جدید روان شناسی می تواند زندگی آنان را بهتر کند؟

A new psychology in men's lives and loves

شیوه ای عمیق، دقیق و کاربردی برای شناخت مردان بر اساس روان کاوی یونگ

The road less travelled; the new psychology of love, traditional values and spiritual growth

عشق راه کم گزر

In the above examples, the genre indicator as the word ‘psychology’ is mentioned. and all the titles act metatextually as a channel for communication. In the translation of the first two titles, the word روان شناسی is kept, so the titles go above the level of co-text, it means the word روان شناسی talks about the text itself, not what the text is about.

Evaluating referential functions

Nord believes that one of the general functions of any title is to inform about the content of the text; the reference to one or more informational aspects of the co-text (Nord, 1995). In different genres, the level of reference is different; for example, in the literary genre, the focus is more on appellative function, but in the experimental or humanity, the focus is more on referential function.

In Iranian translation industry, the psychology genre is more intended to grab the attention of the audience; therefore, the appellative function of the titles seems to be more dominant compared to referential function. Here are some examples:

Are you ready to succeed?

(referential translation) چگونه می توانم آدم موفق باشم؟

(expressive translation) معجزه و رازهای موفقیت

The first translated title has got a more referential function, but the next translated title is more expressive and is more concerned about the aesthetic aspect of translation.

The land of wishes

(referential translation) سرزمین آرزوها

(expressive translation) بهشت آرزوها

1000 questions for couples

(referential translation) هزار و یک سوال برای زوج های جوان

(expressive translation) چیزهایی که شما باید از همسرتان بدانید

Evaluating expressive functions

In expressive function, the sender expresses his attitude or emotion towards the object of communication. The attitude of the author is, therefore, represented in the form of evaluative

words such as adjectives or adverbs to motivate the reader. Expressive functions are more dominant in literary works in which artistic values play a vital role. Below are some examples:

Managing oneself

مدیریت برخورد
شگردهای زندگی

The original title here is referential and the first translation is referential too, but the second translation is more expressive, since it deals with the aesthetic effects.

Women's inhumanity to women

زن در برابر زن
رقابت و خصومت در روابط زنانه

Again here, the expressive function of the second translation – is more evident and clear.

Evaluating the appellative functions

The appellative function makes readers to react. It is concerned with the level of appeal and persuasiveness which forces potential readers to buy the book. This function has to provoke the same reactions in the target readers. So, the translator should translate the title in a way that is in harmony with the cultural norms of the audience in order to create similar reactions. Here are some examples:

Don't sweat the small stuff for women

خانم ها سخت نگیرید

Kitchen table wisdom

اگر خدا ما را فراموش کند

Joy peace pills

از آن سوها

In all of the above translations, a completely new title is adopted in order to be more tangible for Iranians. If the translators had translated these titles in a literal way, no Iranian would have understood that.

Results

The above descriptive analysis entailed the following results:

1. Most titles have been done in the form of *title plus subtitle* (124 out of 235),
2. Sixty eight titles have been translated into the same type, and 56 titles have lost their original type.
3. The category of *single titles* appeared as the second most frequently-used in translation (113 out of 235). To put it more precisely, 97 of the titles has been translated into the same type and 16 into *title plus subtitle* type.
4. Seven instances were found to have *title plus subtitle plus generic indicator* (7 out of 245), from which 4 has been translated the same as the original title and 3 has changed to *single title*. No instances of generic indicator, *generic indicator plus subtitle* and *generic indicator plus title* were found.

The second part of data analysis, dealing with the form of titles, revealed that the most frequent category was *nominal titles* (194 out of 245) which have all been translated into the same form. The second most frequent category was *verb titles* (41 out of 245), six of which have been translated the same as the original title and one has been translated differently. The third category was *adverb titles* (7 out of 245), six of which have been translated the same and one

differently. In the last category, there were 3 *clause titles* which have all been translated into the same original form.

The third part of the analysis dealt with the translation strategies of psychology book titles. The most frequent strategy was found to be *modulation* (122 out of 245), the second most frequent was *literal translation* (96 out of 245), the third one was *transposition* (11 out of 245), and there was only one instance of borrowing, one instance of adaptation and no clause.

The fourth part of analysis dealt with title functions. Here, it was found that translators had made some changes in the titles in order to achieve the function the market demands.

Concluding remarks

The present study sought to find answers to the following two research questions:

Q1. What are the forms, types and strategies used by Persian translators in translating English psychology book titles from English into Persian?

Q2. Are there any differences between English translated psychology books in terms of their title functions?

The answer to the first question concerns three factors, 1) regarding the type of titles, majority of English titles have been translated into Persian as *title plus subtitle type*, yet most of them have been translated into the same type as the original. This shows the inclination of translators to maintain both forms for the sake of being informative, 2) as for title form, most of English *nominal titles* have been translated into the same form. Concerning the translation strategies used, it should be noted that *modulation* strategy was most common. This demonstrates the fact that Persian translators of the psychology genre prefer, as a rule, to use *oblique or indirect translation* strategies for book titles, yet the interesting point is that at the same time many of them have used *literal translation* strategy in the corpus. One can, therefore, conclude that there is a close competition between using direct and indirect strategies.

To answer the second question, it is worth mentioning here again that based on Nord's (1995) model, the best approach for translating titles is functional approach. This was verified in the present study by analyzing the functions of book titles and their translations, as was exemplified in detail above.

All in all, the researchers in the current study hope that the findings would be constructive for teachers and students of the English-Persian translation in that the teachers can help the students become familiar with the constraints in this area of translation industry and gain experience in practice.

What remains to be reemphasized here at the end is that titles are the most important parts of books, with different functions, and that this multi-functionality can create a lot of novelty in the area of translation research. In this study, the researchers investigated title types, functions and strategies in respect to the translation of psychology genre. Therefore, it is recommended that other studies be conducted in connection with the same issues in title translation of other genres and disciplines such as experimental and literary ones.

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