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- 1) la serie di manuali dei Quaderni del CeSLiC: Functional Grammar Studies for Non-Native Speakers of English, nata nel 2005, che già vanta cinque volumi pubblicati (ISSN 1973-2228);
- 2) gli Atti dei Convegni patrocinati dal centro, nati nel 2005 (ISSN: 1973-932X):

- a cura di D. Londei, D.R. Miller, P. Puccini, Gli atti completi delle giornate di studio del CeSLiC del 17-18 GIUGNO 2005:

“**Insegnare le lingue/culture oggi: Il contributo dell’interdisciplinarietà**”, a <http://amsacta.cib.unibo.it/archive/00002055>,

disponibile anche in versione cartacea:

Londei D., Miller D.R., Puccini P. (eds) (2006) *Insegnare le lingue/culture oggi: Il contributo dell’interdisciplinarietà*, Atti di Convegni CeSLiC 1, Bologna: Edizioni Asterisco.

e

- a cura di Miller D.R. e Pano A., *Selected Papers* di quelli presentati al convegno internazionale CeSLiC del 4-5 dicembre, 2008, dal titolo:

“**La geografia della mediazione linguistico-culturale/ The Geography of Language and Cultural Mediation**”, a

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- a cura di Miller D.R. e Monti E. (2014) *Selected Papers* di quelli presentati al convegno internazionale CeSLiC del 12-14 dicembre, 2012, dal titolo “**Tradurre Figure / Translating Figurative Language**”, a

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disponibile anche in versione cartacea, pubblicata da BUP, Bologna, 2014.

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3) la collana di Studi grammaticali, dal 2008 (ISSN: 2036-0274);

e

4) la collana di Altre pubblicazioni – AMS Acta, nata nel 2010 (ISSN: 2038-7954).

Tutte le pubblicazioni sono disponibili a:

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Sono molto lieta di presentare un nuovo *Occasional Paper*, offerto da Marina Manfredi, linguista e studiosa di Translation Studies. Ricercatrice di Lingua e Traduzione inglese presso l’Università di Bologna, si occupa principalmente di linguistica sistemico-funzionale e di teoria e pratica della traduzione, soprattutto in un’ottica linguistico-culturale. I suoi principali interessi di ricerca includono la linguistica sistemico-funzionale, la teoria e pratica della traduzione di testi specializzati, semi-specializzati e letterari, il rapporto fra linguistica sistemico-funzionale e traduzione, la didattica della traduzione. Si è a lungo interessata di teoria e pratica della traduzione postcoloniale, traducendo in prima persona opere di importanti autori indo-inglesi contemporanei per note case editrici italiane e offrendo

studi teorici e analitici nell'area dei Postcolonial Translation Studies. Negli ultimi anni si è occupata assiduamente di didattica della traduzione, in particolare dell'applicazione di un approccio teorico Hallidayano alla pratica traduttiva, e in questo ambito ha prodotto due volumi all'interno degli E-libri del CeSLiC, nell'ambito della serie *Quaderni del CeSLiC: Functional Grammar Studies for NonNative Speakers of English*, pubblicati anche in versione cartacea:

(2008) Marina Manfredi, *Translating Text and Context: Translation Studies and Systemic Functional Linguistics. Volume 1: Translation Theory*, Bologna: Dupress (<http://amsacta.unibo.it/2441/>)

(2014) Marina Manfredi, *Translating Text and Context: Translation Studies and Systemic Functional Linguistics. Volume 2: From Theory to Practice*, Bologna: Asterisco (<http://amsacta.unibo.it/4142/>)

Di recente la studiosa si è interessata di traduzione audiovisiva, in particolare di sitcom multiculturali rivolte a un pubblico giovanile. Attualmente i suoi studi si concentrano principalmente sulla traduzione nell'ambito della divulgazione scientifica, con particolare riferimento alle riviste scientifiche in formato cartaceo rivolte a un pubblico di non-specialisti. Il suo interesse si è altresì ampliato fino a includere i nuovi media.

Partendo dal presupposto che sia il giornalismo elettronico sia la traduzione di testi per il mondo digitale mirino a 'immediatezza', 'trasparenza' e al cosiddetto 'plain speaking' (cfr. Cronin 2013), Manfredi ha indagato tali nozioni in un corpus di articoli tratti dalla rivista *National Geographic*. In seguito a un precedente studio focalizzato sull'analisi della traduzione 'interlinguistica' dei titoli di articoli di argomento scientifico contenuti in un corpus di testi di partenza e di arrivo pubblicati su *National Geographic* e *National Geographic Italia* (Manfredi 2014), la studiosa ha deciso di utilizzare lo stesso corpus di testi di partenza, ma in ottica 'intralinguistica', realizzando il contributo che andiamo a presentare, dal titolo:

The language of popular science from the printed page to the Web: The case of the Table of Contents

In questo studio Manfredi ha scelto di confrontare i titoli inglesi dell'edizione cartacea con quelli, sempre in inglese, della versione online, rivolgendo la sua attenzione a una particolare sezione 'paratestuale' dell'articolo, l'Indice, che spesso presenta scelte linguistiche

differenti. Nel suo studio si propone di indagare: (1) le ‘strategie’ più comuni messe in atto nel passaggio dall’edizione cartacea a quella online, (2) le ‘funzioni’ prevalenti (Nord 1995, 2012) dei titoli e (3) le possibili motivazioni all’origine di tali differenze.

Il suo approccio è fondamentalmente linguistico e trae i maggiori spunti dai Translation Studies, tuttavia, vista la peculiarità dell’area di ricerca, si avvale al contempo di contributi interdisciplinari, in particolare di giornalismo, nuovi media e comunicazione digitale. Nel suo studio si prefigge di dimostrare come il processo di ‘rimediazione’ (Bolter & Grusin 1999) nel passaggio dalla carta stampata al mondo digitale possa essere considerato un esempio di ‘traduzione’ intralinguistica. Il fine ultimo della studiosa è quello di indagare se l’Indice di una rivista scientifica divulgativa online possa rappresentare un nuovo registro/genere testuale nell’era del giornalismo scientifico digitale. Alcuni risultati iniziali di uno studio più ampio sono presentati nel seguente articolo.

Bibliografia citata:

Bolter, J.D. and R. Grusin (1999) *Remediation: Understanding New Media*, Cambridge (MA): MIT Press.

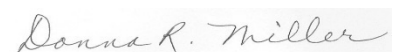
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Concetti chiave: divulgazione scientifica, rimediazione, traduzione intralinguistica, esplicitazione, indice



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The language of popular science from the printed page to the Web: The case of the Table of Contents

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1. Introduction

In our ever-more globalized world, the digital age profoundly affects mass media communication. Over the past two decades, the online publishing industry has undergone a number of changes, from technologies of production, transmission, reception and consumption to journalism skills. With more consumers using mobile devices like tablets and smartphones to access the online versions of newspapers and magazines, digital technology also entails changes in reader expectations. As an expert in the field like Thurman (2005a) clearly states, online journalism is different. He points out that the Web essentially differs from print because “[...] technology is not just part of the production process but is fundamentally bound up with the content” (Thurman 2005a: 228). Firstly, “[i]ts screen-based nature changes readers’ physical relationship with the textual surface”; secondly, “[i]ts global reach [...] changes [...] the geographic profile of the readership”; finally, “the ease and speed with which readers can interact with publications challenges the hierarchy inherent in traditional editorial processes” (Thurman 2005a: 226). Such differences inevitably have an effect on the way language is tackled by journalists in the new medium: it tends to be adapted for the screen.

Similarly, digital technology has a major impact on the process of translation nowadays. As Cronin (2013) observes, on the one hand, a drive towards automatic translation calls for the production of ‘controlled languages’, that is to say simplified languages easily translatable by a machine. On the other hand, needs to cope with an ever-increasing global audience claim for a global *lingua franca*, which “[...] is deemed to be simpler, safer [and] more culturally sensitive” (Cronin 2013: 38).

Both online journalism and translation, for these reasons, tend to come to grips with notions of ‘immediacy’, ‘transparency’ and ‘plain speaking’ (cf. Cronin 2013).

This paper seeks to explore the world of print and digital magazines within the domain of popular scientific discourse. In particular, it aims at investigating what happens when headlines contained in a Table of Contents undergo a process of *remediation* (Bolter and Grusin 1999) and are published online. It is argued that such a shift represents an instance of

“intralingual” (Jakobson 1959) translation. Focussing on a case study centred on *National Geographic* (henceforth NG), in its printed and online versions, we will carry out a linguistic analysis to examine how language choices differ when migrating from the page to the screen.

The final goal of this study is to see whether such differences between printed and online Table of Contents could be related to (1) practical constraints of the digital medium, (2) issues of global communication and/or (3) needs to cope with the rhetoric of ‘immediacy’ and ‘transparency’ typical of the new media (cf. Cronin 2013).

2. Background and theoretical framework

This paper draws on the author’s previous research (Manfredi 2014) into the analysis of the *interlingual* translation of headlines in the feature articles contained in the same issues of the American printed edition of NG and of its Italian version, with special focus on metaphor, both lexical and grammatical (Halliday 1994). With respect to this small corpus, analysis of data had shown that, despite a general tendency towards a more explicative style, headlines essentially remained metaphorical in the process of translation.

Here we aim at examining the headlines of the Table of Contents (mostly different from those of the articles themselves) and see whether in the process of *remediation* from print to Web similar strategies of *translation*, in this case *intralingual*, were adopted. Drawing on existing research on the so-called ‘explicitation hypothesis’ (Blum-Kulka 1986; Baker 1996; Steiner 2002), this paper seeks to examine whether ‘simplification’ and ‘explicitation’ also pertain to this case of intralingual translation.

We hold that a cross-disciplinary approach can help analyse the *remediation* of headlines included in the Table of Contents of popular scientific magazines.

Our linguistic study is fundamentally grounded on translation studies (henceforth TS), with some insights from journalism, media studies and online communication. TS offers us both the theoretical framework to explore the much-discussed concept of ‘explicitation’ and the analytical tool for categorizing the functions of headlines (Nord 1995; 2012). However, since we are dealing with a text-type embedded in the world of journalism, also some notions from that field are, we believe, vital for a more thorough understanding.

Before turning to the analysis of concrete examples from our corpus, we will sketch very briefly the major theoretical issues underpinning our approach.

2.1. Explicitation

In the literature on translation, widely-accepted claims regard preferences for ‘simplification’ and ‘explicitation’ in a target text (TT) with respect to the source text (ST) – from Levy (1969) and his assumption that lexical impoverishment and explicitation are tendencies of translated texts, to Toury and his well-known “law of growing standardization” (1995), according to which TTs tend to be standardized with respect to their STs. The specific notion of explicitation was firstly introduced by Vinay and Darbelnet, who defined it as “a stylistic translation technique which consists of making explicit in the target language (TL) what remains implicit in the source language (SL) because it is apparent from either the context or the situation” (Vinay and Darbelnet 1995: 342). The concept was further investigated by Blum-Kulka (1986) and Baker (1996), the former positing the ‘explicitation hypothesis’, which “[...] postulates an observed cohesive explicitness from SL to TL texts regardless of the increase traceable to differences between the linguistic and textual systems involved” (Blum-Kulka 1986: 19); the latter arguing for “[...] an overall tendency to spell things out rather than leave them implicit in translation” (Baker 1996: 180). More recently, applying a systemic functional linguistics approach to translation, Steiner (2002) has explored the ‘explicitation hypothesis’ to establish properties of translated texts, with special reference to the language pair English-German and to the translation of metaphor.

Analysis of our data will attempt to demonstrate that resort to explicitation can be said to be also typical of the process of remediation at issue.

2.2. Function(s) of headlines

From the perspective of journalism, Papuzzi (2010: 192) makes clear that the primary function of a headline is that of condensing news and information, accordingly reducing the time for reading. Its second function is that of introducing and commenting the topic of the article. We argue that headlines included in the Table of Contents of a popular scientific magazine like NG have the additional function of catching the readers’ attention and engendering their curiosity.

Papuzzi (2010: 194) proposes a distinction between ‘enunciative’ and ‘paradigmatic’ headlines¹, thus an alternative between ‘plain’ and ‘effective’ headlines, the latter similar to slogans aimed at enticing the reader into a story.

Within the framework of TS, Nord (1995; 2012) classifies titles and headlines according to their function, or rather functions, since they can be fulfilled contemporarily. The

¹ Papuzzi talks about ‘titoli enunciativi’ and ‘titoli paradigmatici’ (2010: 194).

scholar, linking to language functions, identifies six different functions of titles and headlines, namely: ‘distinctive’, ‘metatextual’ (which the scholar has recently renamed ‘metacommunicative’: see Nord 2012: 69), ‘phatic’, ‘informative’ (or ‘referential’), ‘expressive’ and ‘appellative’. While the ‘distinctive’ function helps distinguish a headline from another, the ‘metatextual’ function makes it recognizable as a title of a given text-type. The ‘phatic’ function serves the scope of “establishing a first contact with any prospective reader” (Nord 1995: 264). When any piece of information with regard to the topic is provided, we are dealing with the ‘informative’ (or ‘referential’) function, while when the author’s attitude or emotion is conveyed the ‘expressive’ function is at work. Finally, “to evoke the attention and interest even of those readers who have had no previous interest” in that kind of text, the ‘appellative’ function is achieved (Nord 1995: 264).

In our analysis, we will focus in particular on the ‘referential’ and ‘appellative’ functions. Indeed, as is typical of popular science (cf. Gotti 2012), the ultimate aim of headlines/subheads in magazine articles is both informing and entertaining their highly educated readers. It is argued that the Table of Contents is intended to achieve the same function(s) as well. It allows readers to scan it before making a choice about which articles to read in depth. Not surprisingly, headlines in Tables of Contents – usually written by editors rather than journalists – often function like ‘advertisements’. In the case of the Web, securing a web audience implies even fiercer competition. As Thurman puts it, “[w]hereas on the printed page stories compete with a dozen or so others for readers’ attention, online the competition is much greater. Users are just a few clicks away from billions of web pages.” (Thurman 2005b: 239)

3. Material and methodology

The analysis is based upon a small corpus of feature articles from the popular science magazine NG, in its printed edition and online version, which we name, for analytical purposes, National Geographic: Print (henceforth NGP), and National Geographic: Web (henceforth NGW). NG is the official journal of the American National Geographic Society and its interests include geography, archaeology, natural science and the promotion of environmental and historical conservation. As many other magazines nowadays, it also offers a digital edition, which does not charge for access, but requires registration. The product under investigation is thus a “digital adjunct”, rather than a “purely digital magazine (i-mag)” (cf. Holmes 2013: 190ff).

The small corpus comprises the headlines included in the Table of Contents of 6 issues, from January to June 2012, in print and online, and consists of 35 headlines respectively². Despite the limited size of the corpus, we hope that it can offer some working hypotheses for further studies.

In our small corpus, 31 % of headlines in the Table of Contents are the same in the printed and online edition; 19 % are the same as the articles' headlines, while 50 % are 'new', with respect to both the printed Table of Contents and to the articles themselves. Our study will mostly (but not exclusively) focus on the latter category.

For the purpose of analysis, headlines have been classified according to their function(s) and their metaphorical value. To offer an overview of our study, some illustrative examples have been selected.

4. Analysis

The linguistic analysis reveals that language choices in the Table of Contents often differ in the two versions of NG, NGP and NGW.³ Let us now move on to see to what extent through a selection of practical examples.

4.1. Instances of explicitation

Explicitation can be applied through different techniques, even though addition is definitely the most widely employed.

The printed versions show a preference for strings of nouns, which are often explicated in the digital editions by the addition of a verbal group and/or a prepositional phrase, like in the following examples:

(1) NGP: Hi-Line, Hard Life; NGW: Hanging On in the Hi-Line (NG 1)

(2) NGP: Outer Banks Bliss; NGW: At Home in the Outer Banks (NG 6)

(1) announces an article about northern Montana's Hi-Line, a zone characterized by harsh isolation, which one century ago had represented a 'homestead' – i.e., in North America, "a plot of public land granted to a settler for the purpose of establishing a home and

² Although the study also includes an analysis of another crucial element in the Table of Contents, i.e., the so-called "nut-graph" (a paragraph that summarizes the essential elements of an article briefly, hence 'in a nutshell'), space constraints prohibit illustration.

³ The articles, by contrast, are simply maintained intact.

farm”⁴. Whereas NGP contains an elliptical structure, with two nominal groups, separated by a comma and linked by a double alliteration (‘h’ and ‘l’), which seems to emphasize the ‘hard life’, NGW explicates, through a verbal group (‘hanging on’), the action of homesteaders and their descendants, who have been remaining clinging to the land.

In (2), North Carolina’s Outer Banks – a string of narrow barrier islands often hit by storms and hurricanes – is the home (and heart) of the photographer writing the article. While NGP conveys his love for that place by expressing his feeling through the evocative noun ‘bliss’, i.e., “perfect joy, supreme delight”, pre-modified by the toponym, without making any explicit reference to the fact that he loves living there, NGW explicates the sense of belonging through more explicit prepositional phrases, ‘at home’ and ‘in the (Outer Banks)’.

Explicitation sometimes implies both addition and grammatical restructuring, such as pre-modification transformed into more explicit post-modification, like in:

(3) NGP: Masked Meanings; NGW: Masks That Make Magic (NG 4)

Here the article revolves around masks, which in Africa are said to embody spiritual forces. NGP is definitely more ambiguous, since the epithet ‘masked’ seems to convey the figurative meaning of “having the real features or character obscured or disguised”, rather than making concrete reference to wearing a mask. Conversely, NGW offers a concrete reference to the object ‘mask’, which has become a noun, post-modified by a defining relative clause, ‘that make (magic)’. Also the effect that these masks are supposed to have, i.e., ‘magic’, is added, making the nominal group more explicit.

In other cases, even in the absence of any addition, nominalization of NGP is ‘unpacked’ in NGW, as we can see in the following instance:

(4) NGP: Ghostwalker; NGW: Walking with Ghosts (NG 4)

In this specific case, NGP focuses on the doer of the action, i.e. the film-maker Cameron, who wandered through the sunken wreck of Titanic, among the spirits, and is therefore defined a ‘ghostwalker’. In NGW, the nominalization is ‘unpacked’ into a verbal group, ‘walking’, followed by a prepositional phrase, explicitly realizing a circumstance of accompaniment.

⁴ All definitions of items are borrowed from *OED* (online edition: www.oed.com).

Let us now discuss an example of an apparently different nature:

(5) NGP: He's Such a Player; NGW: A Showboating Bird (NG 5)

(5) concerns an article about a species of bird, the male club-winged manakin that lives in the tropical forests of South America and, in order to woo a female, dances and makes music with its wings. NGP, untypically, displays a finite clause where the qualities of the manakin are hinted at, through the noun 'player'. However, the reference through the personal pronoun 'he' is endophoric, i.e., extra-textual. NGW, on the contrary, despite featuring a condensed nominal group, makes the protagonist, a 'bird', explicit. What is striking is the unusual collocation with 'showboating', meaning that "seeks to attract public attention", which can engender the reader's curiosity, making the headline more appellative.

A good number of examples regard the addition of toponyms in the online edition:

(6) NGP: Strange Socotra; NGW: Yemen's Legendary Island (NG 6)

(7) NGP: Smitten by an Owl; NGW: Smitten by an Ural Owl (NG 6)

(8) NGP: Rocks on a Roll; NGW: How the Rock Got to Plymouth (NG 3)

In (6), (7) and (8), the explicitation of 'Yemen's', 'Ural' and 'to Plymouth' make the digital headlines definitely more referential. In (6), the explicitation can be said to be double, since the proper noun 'Socotra' in NGP, most probably unknown to many readers, has been replaced with the geographical common noun 'island' and with the country where it is located, i.e., Yemen. As regards the epithet 'strange', for some unaccountable reason, it has become 'legendary' online, offering a case of adaptation. 'Strange', indeed, refers to biodiversity in Socotra, which is home to endemic species, strange plants and animals found nowhere else on Earth. Presumably, 'legendary' has been considered more appellative for a web reader. (7) preserves the appellative function fulfilled by 'smitten', a verbal form from the rhetorical and rare 'to smite', meaning "to strike or hit", far from plain language. (8) is definitely the most referential, not only because of the addition of the place name Plymouth, but also for the complete omission of the pun of the printed version, where 'Rocks on a Roll' clearly evokes the musical term 'Rock 'n' Roll'. Here the focus is on the geological phenomenon of boulders, also known as 'erratic blocks', that is to say special large rocks

apparently brought by glaciers. In this case NGW explicitly mentions the concrete noun ‘rock’, the action performed (‘got’), one of the places where it moved (‘Plymouth’, among other destinations). In addition, it hints at the topic of the article, which is going to ‘reveal’ the origin of such unusual rocks.

4.2. +Referential

The analysis has shown that more referentiality in the online version is often achieved through ‘plain speaking’. By way of illustration, let us consider the following example:

(9) NGP: Wayfaring Apostles; NGW: The Journey of the Apostles (NG 3)

The archaic ‘wayfaring’ (describing a person who travels or journeys by road) that pre-modifies the noun ‘Apostles’ in NGP has become a more referential head noun, ‘journey’, followed by post-modification, thereby the doers of the actions are specified.

The example that follows demonstrates the higher objectivity of the online edition:

(10) NGP: The Calm Before the Wave; NGW: Tsunami Science (NG 2)

NGP embodies a nominalization (‘calm’) and a metaphorical ‘wave’, for ‘tsunami’. NGW’s ‘tsunami science’ is factual and unadorned, hence referential and less ‘poetic’.

Resources to make the headline expressive are quite common in the printed version, as exemplified in:

(11) NGP: Marseille Miracle; NGW: Fraternité in Marseille (NG 3)

In NGP, the alliteration (‘m’) seems to emphasize the not well-specified but implicitly positive ‘miracle’, which hints at the exceptional nature of the multicultural city of Marseille, a good example of integration. NGW, conversely, disambiguates the nominal group by explicating the subject matter of the article. The insertion of a French noun like *Fraternité*, albeit widely known, seems nonetheless in contrast with the logic of ‘transparency’ inherent in new media.

4.3. +Appellative

The corpus also includes instances of less referentiality in the online version than in the printed edition and of a dominant appellative function:

(12) NGP: Kazakhstan's Tomorrowland; NGW: Tomorrowland (NG 2)

(13) NGP: Leonardo... Or Not?; NGW: Lady With a Secret (NG 2)

(12) introduces an article about Astana, the new capital of Kazakhstan. NGW shows an unusual case of omission of the referential toponym, so that the metaphorical neologism 'Tomorrowland' – used to convey the fact that a city is “brash and grandiose and wildly attractive” to young people seeking success – functions more appellatively.

(13) provides a significant example: whereas NGP includes explicit reference to Leonardo, NGW merely contains a mysterious 'lady', without any hint at the famous painting or its artist. A metonymy like 'lady' rather functions to engender the reader's curiosity, making the headline more appellative.

It might be worth mentioning as a case in point an example where the digital version maintains ambiguity, but is undoubtedly more expressive and 'literary':

(14) NGP: Sun Struck; NGW: Sunny, With Chance of Woe (NG 6)

In an article centred on solar storms, the printed headline contains a non-finite clause, 'sun struck', which sounds more objective than the epithet 'sunny' of the digital edition. Moreover, the online version adds an item that OED labels as poetic or rhetoric, i.e., 'woe', meaning “a condition of misery, affliction, or distress; misfortune, trouble; grievous or sorrowful state”, which sounds more appellative.

A further example of a more appellative nature in the online version can be represented by:

(15) NGP: Arabian Seas; NGW: Tales of the Arabian Seas (NG 3)

(15) introduces an article about modern environmentalists who try to preserve the region's seas and their treasures, from coral reefs and sea grass beds to sea snakes, turtles and sharks. While NGP simply contains a geographical noun like 'Arabian Seas', NGW shows the addition of 'tales of', which might function as an appellative element that conveys a sort of

legendary atmosphere. What is noteworthy is that the Italian printed version of the magazine presents a headline more similar to the online one: *Epoepa dei mari d'Arabia*, where the noun *epoepa* evokes myth and a legendary past.

4.4. Intralingual translation

Let us conclude with an example that appears to support the hypothesis of the process of intralingual translation taking place when moving from print to Web:

(16) NGP: Unseen Titanic; NGW: *The Titanic*, Illuminated (NG 4)

(16) is focussed on Titanic. NGP starts from the premise that it sank, thus is concretely “not seen, unperceived, invisible” and metaphorically ‘unknown’. From a different perspective, NGW is based on the fact that new technologies, one hundred years later, have revealed images of the famous wreck, metaphorically ‘brought it to light’, making experts aware of what really happened. This is precisely what, within the framework of TS, Vinay and Darbelnet (1958) would consider a typical instance of ‘modulation’, a method of translation that entails a change in the point of view. The *remediated* headline can therefore be considered a clear example of intralingual translation. Interestingly, also in the interlingual translation into Italian, the headline “Unseen Titanic” has been rendered through the same strategy and has become *Luce sul Titanic*.

5. Findings and discussion

The picture emerging from the findings seems to partly confirm a tendency towards explicitation and more referentiality in the process of remediation discussed so far. What might partially explain these general trends is related to the needs posed by SEO, an acronym that stands for Search Engine Optimisation (see Holmes 2013: 198). In other words, cryptic elements tend to be avoided by journalists/editors in order to make web pages more visible to search engines and consequently bring more visitors. Furthermore, since web readers tend to collect and compare different pieces of information in order to make a choice, they seem to prefer “accurate and complete information” (Thurman 2005b: 239). Needs of the web reader might also be accounted for the idea of plain speaking: research in the field of media studies showed that, on the Web, readers tend to prefer a plainer style (Thurman 2005b: 238).

Many instances of more referentiality in the online edition might also be explained by the needs of the global reader. In an era of global communication, “[a] defining characteristic

of online journalism is its ability to reach beyond the traditional limitations of [press] circulation” (Thurman 2005b: 247). A new international audience might expect less culture-specific contents and more global issues.

However, although 49 % of the digital headlines included in the small corpus are referential, out of which 15 % are more referential in comparison with their printed counterpart, they also convey an appellative function, apparently achieved by 48 % of the headlines under scrutiny. In some cases (e.g., (12), (13), (14), (15)), the digital headline seems even more appellative. Likewise metaphors, which we did not analyse in detail here due to space constraints, occur in 49 % of the digital ‘texts’ examined, if we take into account both lexical and grammatical metaphor (cf. Manfredi 2014).

The issue raised by media studies that digital headlines tend to use plainer language and avoid puns (Thurman 2005b: 246) has not been totally confirmed by our data. We argue that it might be explained, at a more general level, by the special kind of domain and by the particular kind of audience and, at a specific level, by the kind of sub- text-type we are dealing with. As Gotti (2012: 145) remarks, the concept of popularization rests on two fundamental aspects, i.e. the kind of audience and the functions of the text. An addresser, specialist in the field, shares scientific discoveries or specialized issues with a non-specialist addressee, i.e., a wide audience of educated, and interested, laypeople, who expect to be both informed and entertained. More specifically, the purposes for which feature articles are written are diverse: they “[...] may campaign with conviction, entertain with wit and verve, shock, explain, reveal, respond, caution, inspire, inform, enlighten” (Taylor 2005: 118). Even the digital world with its drive for fast and efficient communication might leave space for different expectations on the part of the readership. Arguably, only surveys in the realm of reception studies might be able to offer a valid response.

6. In closing

The small size of the corpus does not permit significant generalizations or definitive conclusions and further research is required. In order to achieve more relevant results, an analysis of a wider corpus of NG would be paramount, even from a diachronic perspective. It would also be interesting to combine a multimodal analysis of illustrations within the Table of Contents of the digital edition, in order to examine whether other semiotic signs could have influenced linguistic choices. Besides, the analysis should be extended to include a variety of sources, thus other popular science magazines. Still, a wider theoretical descriptive research could also be integrated with surveys in the area of reception, carried out by language experts.

The ultimate aim of this paper – despite the small-scale case study – would encompass an attempt to formulate hypotheses about linguistic properties of *remediated* Tables of Contents in popular science magazines and to establish whether the result of this kind of intralingual translation could be considered as representative of a specific (new) Register/Genre. Borrowing Cronin’s words, also in the case of intralingual translation here discussed, “[o]ne of the challenges [...] is how to unleash the progenerative potential of the global, digital community to allow for the emergence of new forms of expression and engagement.” (Cronin 2013: 141)

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