

# Text Reorganization in Popular Science Translation: Section Headlines and Crossheads

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## Abstract

*The paper discusses National Geographic section headlines and crossheads in translation into Polish and is partly based on the last chapter of the book by Boltuc (2016). It is noteworthy that both section headlines and crossheads have been neglected in translation studies, if compared to the analysis of headlines and even sub-headlines in the translation process. Due to a very broad scope of the material analyzed, the analysis conducted is not quantitative but qualitative, with some major tendencies being indicated. Special emphasis is put on the degree of equivalence in their translation from English into Polish. It should be mentioned that there are some minor or major alterations in the translation of these heads, which often results in text reorganization and considerable shortening of Polish language versions of the articles in question. It should also be said that the constraints on National Geographic heads, as well as their style also derive from the social, cultural or technological changes, and/or context in which this journalistic discourse has been produced.*

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