

Analysis of News Translation Multi-strategy Fusion Translation Mode

Xiaorui Feng^{1,a,*}

¹*Heilongjiang International University, No.1 Shida South Road, Limin Development Zone, Harbin City, Heilongjiang Province, China*

a. tsmithq84919@student.napavalley.edu

**corresponding author*

Abstract: News, as an important transmission medium, can accurately and rapidly transmit the latest events in the world to the audience timely and accurately, while its most important function is to disseminate information and convey opinions. Through the textual characteristics of news and the specific characteristics of Chinese news in English translation, by listing a large number of news and news translation cases, this paper will discuss the characteristics of news translation, as well as the commonly used translation strategies and the specific translation methods of Chinese news translation. It also analyses the feasibility of combining the domesticating and foreignizing strategies and translation methods in previous news translations according to the cases. It is expected that by using case studies of Chinese news translation and publicity in English to find out how to get the optimal Chinese news translation in English, in order guide better Chinese news translation in English in the future.

Keywords: news functions, characteristics of news translation, Chinese news translation into English, news translation strategies and methods

1. Introduction

With the rapid development of China and its rising international status, China is playing an increasingly important role on the global stage, and the worldwide attention to China is also getting higher and higher. While news is one of the important channels for international communication and for foreign audiences to understand China, the significance of news translation is getting increasingly high, and Chinese news translation into foreign languages serves as a very important part of China's news translation. Therefore, this paper aims to explore Chinese news translation, especially when translating Chinese news into English, by exploring the characteristics of news reports and their functionality to find out whether Chinese news translation should be better combined with various translation strategies and methods, to ensure the international community can truly understand China, hearing China's voice truthfully and objectively way, and comprehending China's values.

2. Characteristics and Functionalities of News Reporting

As a unique genre and medium of information communication, news embodies all kinds of information, which is disseminated through a variety of channels such as newspapers, television and the Internet. Its key functions include recording and disseminating the important events that take place in society, and timely and promptly reporting on the major events that are happening both at home and abroad. Therefore, news usually features timeliness, accuracy and objectivity when it reports and records an event that has recently happened or is happening [1]. But the event, the fact itself, is not news; only when the event is reported and disseminated can it be called the real news, when the value of news can be fulfilled [2].

With the rapid development of Internet technology and the deepening integration of global collaboration in various fields, there has been more and more inter-country contact over the past half-century. Exchanges between nations involving politics, economy, culture and other areas are getting deeper and deeper, and the international news related to such domains never stops. As the “main language” of the international news language, English has gradually become the most commonly used news language in international news reports. With the increasingly close contact between China and the world, China’s discourse awareness in international communication gradually rises [3], and the demand for translating Chinese news to foreign countries is also increasing. It is often necessary to use various translation strategies when translating Chinese news into English, so as to make the translation of Chinese news in line with the requirements of the news style and the characteristics of reporting, enabling the national audience to understand China more intuitively and realistically.

News translation in English usually shows the characteristics of quickness, truthfulness and objectivity, with the features of tight and compact discourse structure, plain and concise wording, and highly condensed information [4]. The process of the foreign English translation of news is a common form of realizing foreign communication and foreign exchange [5], while foreign dissemination itself is also a part of news transmission [6].

3. Characteristics of the Chinese News Translation to English

Since the publicity of news is based on the text of the news when it is translated into English, the translations of news are inextricably linked with the genre, language requirements and characteristics of the news itself [7]. Generally, in the process of translation practice, different genres can be divided into different translation categories as literary translation, scientific and technological translation, political translation and application translation etc. News translation is an important category in the translation of application text, its importance and specificity goes without saying [8].

Through analyzing and reviewing a large number of current news publicity translations, the following four characteristics of news publicity translations are found: 1. easy to understand, close to the audience 2. high timeliness 3. rigorous and accurate, truthful and objective 4. brief and concise, logical and clear.

3.1. Easy to Understand, Close to the Audience

Because the main audience of the English translation of Chinese news is usually the international audience from different countries and different nationalities, there are great differences in the lexical and syntactic structure between Chinese (source language) news and English (target language) news. Moreover, there are cultural differences between China and English-speaking countries, which means that people from different countries with different cultural backgrounds usually have different feelings when they listen to the same information [8]. Therefore, when translating news, it is necessary to fully consider the cultural differences between the source language audiences and the target language audience, and the different ways of thinking. Translation, as one of the most important

tactics of foreign-oriented publicity, aims to enable the expression of news translation and its presentation to attract the attention of the international audience, making foreign readers genuinely interested in the news and current affairs that are occurring in China, allowing them to understand China and comprehending of the country rather than misunderstanding China [3]. Therefore, when translating Chinese news into English, it is necessary to deal with the different cultural phenomena between China and English-speaking countries by using a variety of translation strategies and translation methods. Based on the original publicity intention of ensuring that the translation is faithful to the meaning and value of the original news, the translation should be close to the needs that foreign audiences have for the news. And to find out the combining point between the publicity purpose of the original subject and the needs of the translated audience [9] so as to make the expression closer to the way that the audience can understand.

3.2. High Timeliness

Timeliness, on the one hand, is reflected in the news coverage of the events that are generally real-time occurrences in society; unlike literary translation with plenty of time to spend on word-for-word deliberation and embellishment [2], the news publicity translation in English is greatly affected by the time and the social context, to ensure that the news is reported in the first time, the time available for news translation is usually very tight.

On the other hand, timeliness is reflected in the use of new words and concepts in the news that are time sensitive. These new words and concepts usually have the specific meaning and heat at a certain period of time. In another period, it may lose its unique novel meaning and heat, which becomes a synonym for a particular period of time (e.g. 新新人类 new-new generation, Network popular words in 1980-1990, first originated from the advertisement words, using superimposed words, to express the most trendy young people in the human beings at that time, pursuing all the new things within reach.) (e.g. 钻石王老五 “diamond bachelor”, a buzzword consisting of a film character referring to a bachelor who is very rich but has no family) all serve the function of increasing the vividness and comprehensibility of the text, and these words generally have a specific or indicative meaning for a certain period of time.

3.3. Rigorous and Accurate, Truthful and Objective

News reporting is an objective statement of facts. A successful news translation not only needs to meet the standard form of news but also requires refined and logically clear language, rigorous and accurate representation of current events, and accurate and faultless conveyance of the information [10]. Truth and accuracy as the soul and life of news, accurate wording, comprehensive narrative, and objective perspective are the fundamental requirements in the news language and the news translation of publicity. Therefore, when translating a concrete news event, there should not be any mistakes, especially in the translation of Chinese news; it is the responsibility of each news translator to accurately and objectively translate and convey the real news events to overseas readers so that they can have a comprehensive and correct understanding of China, and it is a key principle to measure the merits of the translations, the inaccuracy of the translations will confuse the readers, making them doubt the truthfulness of the reports and even generating misunderstandings [2].

3.4. Brief and Concise, Logical and Clear

News reports and publicity news translations all emphasize simplicity and clarity, as the number of words in a news report should not be excessive. To save the word count and length of the news, journalists as well as news translators usually endeavor to express the news content in a limited number of words when reporting news facts and translating publicity, avoiding lengthy and complex

vocabulary as well as sentence expressions, so as to enhance the readability of the news in English. And then from the news publicity translation in the unique vocabulary and expression phenomenon, it is necessary to have a sufficient degree of understanding of the original text in order to choose the words and sentences brief clear, accurate, and concise logic.

3.4.1. Lexical Characteristics of the English Translation of News

News translations tend to use shorter words. For the consideration of space and length, English news reports are more inclined to use simpler words, such as the Chinese verb “支持 support”; the corresponding English words are “sustain,” “support”, “back,” etc. However, since “back” is more briefly spelled, and the semantic meaning of support is obvious, it can be seen that English news is generally expressed by some short and small words [11]. Similarly, the word “ban” is often used in English news instead of its close synonym, “prohibition” or “forbid”. This is due to the fact that simple and short words usually have a more comprehensive range of lexical meanings, which makes them more flexible and applicable when they are used.

For the sake of saving time and space, abbreviations are often used in the English translation of news. For example, WHO (World Health Organization), SME (small and medium-sized enterprise) and so on.

In addition, due to the strong timeliness of the news, there are very often temporary new words with contemporary characteristics, which makes it necessary to deal with these new words flexibly and vividly in the translation of the news. In terms of wording, news translation pursues documentary and rigorous accuracy basis on expressing the novel meaning of the original news, and often uses rhetoric-rich “temporary neologisms” flexibly, for example, “Ghost colleague 幽灵同事”, a neologism that appeared during the epidemic, (It means an employee of a company who works alone, often at home, and is not in frequent contact with other people who work for the same company)

“Cold-shoulder dresses 露肩装” - (describes a style of clothing for the upper body in which the shoulders are cut away) and other newly coined words to increase the readability and vividness of the news, facilitating the dissemination of the news.

3.4.2. Short and Simple Sentences in News Translation (to English)

The sentences in Chinese are generally shorter and more concise, with a strong independence of each individual phrase in every group of sentences. Therefore, in the news translation to English, simple and short sentences or phrases are often used to replace complex long sentences so that the overall news content of the translated expression is simpler and clearer [8], conveying succinct and concise information expressions of the source language news with “original taste and flavor”, while reducing the audience’s burden of comprehension and reading, to save their reading time[12], making the news translation better serve the audience to understand the news message and its expressed viewpoints.

4. Case Study of the Listed Features of Chinese News Translation

This part mainly takes Chinadaily English-Chinese bilingual news, the 2023 Chinese Government Work Reports and the bilingual transcript of General Secretary Xi Jinping’s speech at the first meeting of the 14th National People’s Congress as examples to analyze and verify the characteristics of the news mentioned above and the translation of news in English, analyzing in detail, through the cases of each practical news in English publicity, what are the characteristics of the translations in the commonly-used languages and the translation methodologies and strategies used in the translations of their articles.

In this context, we need to clarify such a concept. That is, there are differences between translation strategy and translation method; translation strategy tends to be the sum of modalities, methods and approaches adopted under different circumstances to achieve different effects of translation, which is instructive and general; while translation method is the way and means adopted in translating tasks to reach a certain goal of translation, which is more specific [2]. In the following cases, different Chinese news publicity translations will be analyzed in a comprehensive form.

4.1. Combining Literal Translation Method in the Domestication Strategy

Domestication is a translation strategy that employs a transparent and fluent style in translating to minimize the strangeness of the original text [2].

Example 1. 官员 8 月 13 日表示, 准备工作正在稳步推进的 2023 年中国国际服务贸易交易会(服贸会)将继续作为扩大开放、深化合作、引领创新的重要平台。

With preparations progressing steadily, the 2023 China International Fair for Trade in Services, or CIFTIS, is expected to continue to serve as a platform for promoting opening-up, deepening business cooperation and boosting innovation, officials said on Sunday.

[<https://language.chinadaily.com.cn/a/202308/14/WS64d9cb35a31035260b81c04a.html>]

Since English emphasizes paratactic and Chinese emphasizes hypotactic, English sentences tend to use more compact phrases to express complex meanings. In terms of sentence structure, the English sentences often use more tightly structured phrases to express more complicated meanings, the more common ones include noun phrases, non-predicate verb structure, with compound structure, multiple prepositional structure, etc. [13].

When translating this sentence of Chinese news, the translator does not translate it mechanically, but partially rewrites the original news by combining with the domestication translation strategy, to make the Chinese hypotactic features conform to the English hypotactic expression pattern. By using the “with” compound structure as the beginning of the adverbial modifier in the translation of this sentence, making the background of the event and the logic of the narrative in the Chinese news clearer and closer to the understanding and reading habits of the English-speaking audience abroad.

4.2. Combination of Literal Translation and Free Translation

Example 2. 近代以后, 中国逐步成为半殖民地半封建社会, 饱受列强欺凌、四分五裂、战乱频繁、生灵涂炭之苦。中国共产党成立之后, 紧紧团结带领全国各族人民, 经过百年奋斗, 洗雪民族耻辱, 中国人民成为自己命运的主人, 中华民族迎来了从站起来、富起来到强起来的伟大飞跃, 中华民族伟大复兴进入了不可逆转的历史进程。(习主席讲话)

With the advent of modern times, China was reduced to a semi-feudal and semi-colonial society, when bullying by foreign powers and frequent wars tore the country apart and plunged the Chinese people into an abyss of great suffering. Since its founding, the Communist Party of China (CPC) has closely united and led the Chinese people of all ethnic groups in working hard for a century to put an end to China's national humiliation. The Chinese people have become the masters of their future, the Chinese nation has achieved the great transformation from standing up and growing prosperous to becoming strong, and China's national rejuvenation has become a historical inevitability.

In the second half of the first sentence in this news paragraph, a large number of four-character structure which is unique to the Chinese language appear densely, making the original Chinese news article seem catchy, short and powerful. At the same time, as the four-character structure of Chinese language is usually neat in format, condensed in meaning, short and concise, but rich in connotation, merely using the four-character structure to summarise the complex meaning of the Chinese language, the great cultural load can be imagined. Therefore, when translating the first paragraph of the original

news in Chinese, the news translation makes comprehensive use of the domestication strategy, by using the combination of literal translation and free translation.

The first half of the first sentence in this paragraph is translated literally, which accurately translates China's historical background of being gradually reduced to a semi-colonial and semi-feudal society since modern times. In the second half of the sentence, it adopts the method of free translation to express the suffering history of being invaded by foreign powers during the modern times of China, which is described by four consecutive four-character structures appearing in the Chinese original text. Since the word “生灵涂炭” has no corresponding meaning in the English language, this word is treated by combining figurative rhetoric with paraphrasing through free translation method, which vividly and imaginatively reproduces the scene of the Chinese people being plunged into deep misery and torment at the time of the country's perilous demise. To enable the foreign audience to understand better the depth of the suffering that China and the Chinese people have endured since modern times.

The second sentence of the paragraph is translated into English by means of literal translation, which divides the logical relationship of the long Chinese sentence into two logical sentences for the translation process. The translation is faithful to the original text with a clear and accurate description of the great achievements that China has made under the correct leadership of the Communist Party of China (CPC) in terms of the revolution and the rapid development of the country.

Example 3. 加强法治政府建设, 使经济社会活动更好在法治轨道上运行

We stepped up efforts to develop a law-based government and ensured economic and social activities were carried out in compliance with the law. (2023 政府工作报告)

The original Chinese version of the publicity news uses the rhetorical device of simile, which likens the orderly operation of social activities to running on the established track of the rule of law. When translated into English, this sentence does not mechanically translate the literal meaning of Chinese, but based on faithfulness to the content of the original Chinese news by combining the translation strategy of domestication with the free translation method, converting the metaphorical rhetoric of the Chinese expression into the logical consecutive sentence of the English language for the translation process. Although the translation expression does not use simile rhetoric, it is much more in line with the English expression, which makes the translation effect similar to that of the Chinese news expression.

4.3. Combination of Domestication Strategies and Amplification Translation Methods

Example 4. 国际货币基金组织(IMF) 在其 25 日发布的最新一期《世界经济展望报告》中预计全球经济增速将从 2022 年的 3.5%下降到 2023 年的 3.0%。报告同时预计 2024 年全经济增速为 3.0%, 预计 2023 年中国经济增速为 5.2%。

Global growth is projected to fall from an estimated 3.5 percent in 2022 to 3.0 percent in 2023 and 2024, bumped up 0.2 percentage points from its previous estimate three months ago and China's growth will stay unchanged at 5.2 percent for 2023 and 4.5 percent for 2024, said the International Monetary Fund (IMF) in its latest World Economic Outlook released on Tuesday.

[<https://language.chinadaily.com.cn/a/202308/01/WS64c8a410a31035260b819ae3.html>]

The sentence translation clearly uses a significant amount of amplification of the translation, which does not reflect a highly detailed data context in Chinese, whereas the English translation clearly spells out a contrast with the economic growth rate data from three months ago and explicitly lists the economic growth rates in 2023 and 2024 to show that China's growth rate will remain stable. The content of news data omitted from Chinese news is presented. By listing the data in a very clear, rigorous and objective way, it is closer to the international audience's habit of reading and thinking about objective factual data.

Example 5. 推进政府依法履职和治理创新，保持社会大局稳定。

We continued to perform government functions in accordance with the law and develop a new ways of conducting governance and ensured social stability.

In both this case and Example 3, the subject “We” is added at the beginning to make the translation of the Chinese news publicity more in line with the English expression.

Example 6. 切实落实”两个毫不动摇”

Unswervingly consolidating and developing the public sector and unswervingly encouraging supporting, and guiding the development of the non-public sector.

Example 6 adopts the means of free translation directly to translate the actual connotation not expressed in the acronym “two no irresolutions” principles “两个毫不动摇” in the 2023 Chinese Government Work Reports publicity news, which avoids foreign audiences merely seeing the expression of the acronym without knowing what is “two no irresolutions” principle, and what is the real meaning of the “two no irresolutions”. It facilitates foreign readers to understand the content of the 2023 Chinese Government Work Reports publicity news and avoids misunderstanding and misinterpretation.

4.4. Combining Domestication and Foreignization Strategies

Foreignization is to accommodate the foreign language author and the culture of the source language as much as possible in translating, preserving the exotic flavor of a foreign country. It is a translation strategy that takes account of the differences in national cultures while preserving and reflecting the characteristics of foreign nationalities and linguistic styles.

In the news reports translated from Chinese to English, domestication and foreignization are two kinds of translation strategies that exist in dependence on each other at the same time and neither of them is indispensable. If only the domestication strategy is used, the original Chinese text will lose its exotic flavor, which is not conducive to the dissemination of Chinese culture; while if only the foreignization strategy is used, the article will become obscure and difficult to understand, and readers will lose their interest in reading it. Therefore, these two strategies are dialectically unified. In the current context of news translation, domestication strategy is often used as the main translation strategy, while foreignization is an indispensable supplement [2].

The characteristics of news dictate the principles of legibility and authenticity in news translation. The audience of news usually does not spend too much time and energy reading the news reports they are interested in, so the domestication translation strategy can ensure that the news articles are easy to understand and read, stimulate the readers’ interest, satisfy the readers’ reading expectations, and avoid the readers’ confusion and frustration of reading. Moreover, the moderate adoption of a foreignizing translation strategy, by introducing certain authentic Chinese cultural elements into Chinese news translation, may help to introduce and disseminate Chinese culture on the premise of maintaining legibility and to enhance the prestige of Chinese culture in the global arena [2].

Example 7. 三伏天 dog days

Sanfu (三伏), also called China’s “dog days of summer”, refers to three 10-day periods that are predicted to have the hottest days of the year.

[<https://language.chinadaily.com.cn/a/202307/11/WS64aca9b3a31035260b815a89.html>]

The translation of this headline reflects the strategy of domestication, using the corresponding expression in English to explain the concept of “三伏天 Sanfu”, a culturally-loaded word unique to the Chinese language. However, the foreignizing translation strategy is still used in the next step, which is directly translating from Chinese pinyin, and then using the paraphrase translation method to explain the specific meaning of the name “三伏天 Sanfu”. Employing such a comprehensive translation strategy and translation method might promote intercultural communication and the

positive recognition of the importance of the particular culturally loaded word “Sanfu” in Chinese Language among foreign audiences.

5. Conclusion

News, as an important channel of information dissemination and a special practical style, takes on the linguistic characteristics of timeliness, accuracy and objectivity, while news translation, as a bridge for cross-cultural information dissemination, needs to make comprehensive use of various translation strategies and methods in to keep close to the linguistic characteristics of the original news based on faithfulness to the content of the news. By analyzing a large number of cases of Chinese news translation in English, this paper explores what kind of translation method or translation strategy should be used in news translation, discussing the feasibility of the translation mode that combines translation strategy and translation method. However, it is unrealistic to try to find a translation method or strategy that is suitable for all types of texts, as it is too general and vague to be of any practical significance for the discussion. The best process of translation should be based on the specific text of the translation object to determine what kind of translation method or what kind of translation pattern that combines various translation strategies should be adopted in the translation. Through the analysis of a large number of examples, it is not difficult to find that most Chinese news is translated into English by combining a variety of translation methods with domestication as the main strategy to make the translations close to the audience to achieve the goal of disseminating Chinese culture and Chinese ideas. Nowadays, all translators are supposed to fully understand the characteristics of news and news translation, using all kinds of translation skills flexibly and diversely, Nowadays, with the growing influence of China, all translators are supposed to fully understand the characteristics of news and news translation, using all kinds of translation skills flexibly and diversely, and thoroughly accumulating different cultural phenomena among various cultures, to create the translations of the Chinese news enjoyed by all the audiences!

References

- [1] Zheng Wei. *Hedges and Their Functions from the Perspective of News Reporting Characteristics* [J]. *Journal of Anhui University of Technology (Social Sciences)*, 2010, 27(06): 101-103.
- [2] Zhu Xiaomei. *News genre characteristics and the English translation strategy* [J]. *KAOSHI ZHOUKAN*, 2015(83): 29-31.
- [3] Chen Xiaowei. *Cultural Self-Consciousness and Audience Awareness in Foreign Publicity Translation* [J]. *Chinese Translators Journal*, 2013, 34(02): 95-100.
- [4] LI Ying. “Soul of News Report” --Vocabulary Features of News English Titles [J]. *Journal of Xi'an Aeronautical University*, 2013, 31(02): 81-83.
- [5] Ma Ruixian. *Research on translation strategy of publicity news in cross-cultural perspective* [J]. *THE PRESS*, 2015(01): 90-91.
- [6] Du Yanping. *Analysing China's foreign publicity English translation by combining the news dissemination concept* [J]. *THE PRESS*, 2015(22): 37-38.
- [7] Wang Huili. *Exploration of the principles of news publicity translation* [J]. *Shanghai Journal of Translators*, 2017(02): 24-29.
- [8] Liu Junxia. *The Characteristics of News Translation* [J]. *KAOSHI ZHOUKAN*, 2012(48): 28-29.
- [9] Zheng Yunrong. *Translation of Sports News in the Context of Communication Studies--Taking the English Reports of Tianjin National Games as Examples* [C]//Tianjin Federation of Social Sciences-TFSS. *Learning and Implementing the Spirit of the 19th CPC National Congress and Promoting the Construction of “Five Modernized Tianjin”--Collection of Outstanding Papers of the 13th Annual Academic Conference of TFSS (Volume One)*. Tianjin Publishing and Media Group, 2017: 232-237.
- [10] Gao Feiyan. *Research on Language Features and Translation of News English--Review of Linguistic Features and Translation of News and Reports* [J]. *News and Writing*, 2018(04): 119.
- [11] Ma Lin. *Linguistic features and stylistic translation of English news* [J]. *Times Education*, 2015(21): 215-216.

- [12] Zhao Yuxiu, Shi Jiangze. *Analysing the Characteristics and Translation Strategies of English News*[J]. *China Newspaper Industry*, 2012(10):161-162. DOI:10.13854/j.cnki.cni.2012.10.007.
- [13] ZHANG Tie-hu. *A Study on Features and Translation Strategies of English Press News*[J]. *Journal of Xi'an Aeronautical University*, 2013, 31(06):87-89.