

Chinese to English Translation of Foreign Publicity Materials—From the Perspective of Functionalist Translation Theory

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Being a bridge between China and the outside world, the translation of publicity materials, deserves much more attention. However, the current situation and study of C-E translation (Chinese to English) of publicity materials are far from satisfactory for negligence of the differences between domestic and foreign publicity, of the differences between the rhetorical devices, and of the unawareness of cultural gaps. According to Skopostheorie, the core of the functional translation theories, translation is not merely a linguistic process, but a purposeful action. To achieve the communicative purpose of foreign publicity, it is a must for us to start from text typology and text functions and produce the translation version which agrees with targeted audiences' cultural characteristics. After analyzing the existing problems and the text typology of foreign publicity materials, this paper summarizes some valid translation strategies and techniques which are applied to the translation of foreign publicity materials from the perspective of Functionalist Translation Theory.

Keywords: functionalist translation theory, foreign publicity materials, skopos, text typology, strategies and techniques

Introduction

More and more foreigners have been eager to learn about China with its deepening reform and opening up policy in the past 40 years. So, greater importance should be attached to the translation of publicity material which has a direct influence on international communication.

Being a window through which foreigners could learn about China, the current situation and study of C-E (Chinese to English) translation of publicity materials are far from adequate and satisfactory for our negligence of the differences between domestic and foreign publicity; for the differences between the rhetorical devices and of the unawareness of cultural gaps, which if not dealt with properly, will reduce the communicative effectiveness of publicity materials. Therefore, the C-E translation of the publicity material is a comparatively less explored area, the study of which needs the guidance of a powerful theory.

The functional translation theory has brought about a new outlook to translation studies. According to this theory, translation is an intercultural communication act, the purpose of which is to produce a target-oriented version to meet the expectations of the target audience. Skopostheorie, the core of the functional translation theories, goes beyond the static linguistic typologies of translation and takes translation as not merely a

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linguistic process but a purposeful action. As one kind of practical translation, the translation of foreign publicity materials focuses on the transmission of information and the communicative effects.

This paper analyzes the distinctive features of publicity materials, the present situation and existing problems in C-E foreign publicity materials based on the functional translation theory. The data and examples collected demonstrate that functionalist approaches prove to be valid and applicable in translating such non-literary texts as foreign publicity materials. On the translation strategies and techniques, deletion, addition, combination, restructuring and rewriting of the source texts are also necessary and inevitable translation strategies and techniques applicable to the translation of foreign publicity materials.

Functionalist Approaches to Translation

The modern functional concept of translation was put forward by some German scholars in the 1970s. The functional theories of translation include Katharina Reiss's functionalist translation criticism, Hans J. Vermeer's skopostheorie and its extensions, Justa Holz-Manttari's theory of translational action, and Christiane Nord's functionality plus loyalty model.

Katharina Reiss, in her book *Possibilities and Limits of Translation Criticism* (1971), first introduced a model of translation criticism based on the functional relationship between the source and target texts. Though still based on equivalence theory, Reiss' objective approach to translation criticism can explain certain exceptions from the equivalence requirement. Such exceptions occur when the target text is intended to achieve a purpose or a function other than that of the original. Examples include a novel being adapted for a movie, Shakespeare's works being translated for children, and various forms of ideological editing motivated by religious, ethical, or commercial criteria. Thus, the translation is judged not by features of the source texts but by the function of the target texts in the translation context.

In her book coauthored with Vermeer, Reiss presented her correlating text type and translation method as a specific theory. She applied Karl Bühler's "organon model" of language functions to translation studies and classified three text types, namely, content-focused text (informative), form-focused text (expressive) and appeal-focused text (operative). Reiss' text typology still adheres to functional invariance between source text and target text. But text typologies help the translator specify the appropriate hierarchy of equivalence levels needed for a particular translation skopos (Reiss and Vermeer 1984, p.156). Reiss' text types, although very simple, are very powerful in helping translators determine the primary functions of the text and decide on appropriate translation strategies and methods.

Hans Vermeer is Reiss' student and he regards translating as a purposeful action. The purpose (skopos) of the translation action is the prime principle that determines any translational process. Hans J. Vermeer's skopostheorie which is the most influential among functionalists greatly widens the research field of translation and puts translation research into the framework of cross-cultural communication, instead of the narrow framework of source and target texts, or the transmission between two languages. Skopostheorie is regarded as the core of German functionalism. In the framework of this theory, one of the most important factors determining the purpose of a translation is the addressee, who is the intended receiver or audience of the target text with culture-specific world language, expectations and communicative needs. Every translation is directed at an intended audience, since to translate means "to produce a text in a target setting for a target purpose and target addressees in target circumstances" (Vermeer, 1987, p. 29). The status of the source text is apparently much lower in Skopostheorie than in equivalence based theories.

In his paper “Framework for a General Translation Theory” (1978), Vermeer first formulated his skopos theory, putting forward three rules with regard to the translator’s translation decision-making: the skopos rule, the coherence rule (intratextual coherence), and fidelity rule (intertextual coherence).

The top-ranking rule for any translation is the “skopos rule” which implies that a translational action is determined by its skopos; that is, the end justifies the means (Reiss & Vermeer, 1984, p. 101).

Each text is produced for a given purpose and should serve this purpose. The skopos rule thus reads as follows: translate/interpret/speak/write in a way that enables your text/translation to function in the situation in which it is used and with the people who want to use it and precisely in the way they want it to function. (Vermeer, 1989, p. 20)

Based on the principles of action theory, Justa Holz-Manttari formulated her theory and methodology of “translational action” in 1981. In her model, translation is defined as “a complex action designed to achieve a particular purpose” (Holz-Manttari & Vermeer, 1985, p. 4). Holz-Manttari not only enriches applicability of skopstheorie but also contributes to the “translation brief” to be developed by Vermeer’s skopstheorie.

As the second generation of functionalism, Nord not only follows what the previous representatives’ advocate, but also supplements and develops the theory to apply it to a broader field. In his opinion, loyalty demands that translator should be responsible for the target readers, but this does not mean that the translator is always obliged to do exactly what the readers expect. Yet at the same time, the translator should also have a sense of moral responsibility not to deceive his readers (Nord, 2001). He must explain why he translates the source text in the way he does.

Thus the loyalty principle adds two important qualities to the functional approach. Since it obliges the translator to take into account the difference between culture-specific concepts of translation prevailing in the two cultures involved in the translation process; it turns skopstheorie into an anti-universalist model, and since it induces the translator to respect the sender’s individual communicative intentions, as far as they can be elicited, it reduces the prescriptiveness of “radical” functionalism. (Nord, 2001, p. 126)

From this, we can see that the combination, function plus loyalty, makes a supplement rule to perfect the functionalist theory which guides the translating process. Function refers to the factors that make a target work in the intended way in a target situation, while loyalty refers to the interpersonal relationship between the translator, the source text sender, the target text addressees and the initiator. Loyalty limits the range of justifiable target text functions for one particular source text and raises the end for negotiation of the translation assignment between translators and their clients (Nord, 2001).

Foreign Publicity and Translation of Publicity Materials

Publicity is usually classified into two categories—domestic publicity and foreign publicity which differ in that they aim at different audiences. The former one targets at Chinese while the latter aims at the audience in foreign countries. In this paper, foreign publicity is the main topic. The term “foreign publicity” (对外宣传) refers to China’s international communication with other countries. It means explaining a situation or disseminating truth to the masses of people (New Age Chinese-English Dictionary, 2000, p. 1751).

Features of Foreign Publicity Materials

As a special literary form, foreign publicity, different from literary works, has its own characteristics that should not be ignored in its translation. This requires us to do our utmost to make our publicity translation clear and intelligible when introducing China to the outside world.

With regard to the translation of foreign publicity materials, the translators should always bear the following features in mind. The first one is extensiveness. As we know, publicity materials cover many aspects, including politics, economy, customs, society, history, culture, and so on, so the translator should be knowledgeable and well informed. He or she can translate the foreign publicity materials according to the intended function of the target text and the need of the target readers, reducing the gap between the two cultures.

Second, it has distinct political purpose and the publicity materials may be filled with many new terms. On one hand, publicity materials have a strong political purpose to defend the interests of the People's Republic of China. On the other hand, there are many new terms in the publicity materials. As for these new terms, we can't find equivalents in dictionaries, so how to effectively introduce recent changes taken place in China to the target audience is a big challenge for the translators. The third is that Chinese publicity materials usually contain a lot of flowery language using many four-character words, pompous words, modifiers, repetitions and parallel structures, for example, tourism materials, which is quite the opposite in English publicity materials. English publicity materials prefer simple words, plain language and focus on offering substantial information. If we translate Chinese publicity materials without any adaptation, we probably cannot get the wanted effect. Last but not least, we should heed that foreign publicity is different from domestic publicity.

The readers of foreign publicity are foreign audience whose social, cultural, and historical backgrounds and language habits differ from ours. The task of China's foreign publicity is to report China's socialist cause with Chinese characteristics and the Chinese people's efforts in accomplishing this cause in an accurate, truthful, timely, and comprehensive way and to clear up the misunderstanding and distortion in overseas public opinions about China to give other governments and their people a correct idea about China's reality. To achieve the aim, foreign publicity materials should be target-reader centered. Only in that way can we appropriately deal with culture differences and offer effective background knowledge.

Text-Type Analysis of Publicity Materials

From Nord's view, there are four major functions of text, namely: referential function, expressive function, appellative function, and phatic function. Of course, seldom does a text have merely one function. Most texts are intended to carry out all the functions with an emphasis on one or two of them. So are publicity materials.

Referential function involves "reference to the subjects and phenomena of the world. It is mainly expressed through the denotative value of the lexical items present in the text" (Nord, 2001, p. 40). It is one of the major functions of Chinese foreign publicity. In order to translate such text well, the translator should be aware that if the cultural prospective and tradition differ between the source and target text, or if the source and target readers share the same amount of previous knowledge about the topic, adaptation is needed for the sake of the comprehensibility of the text, for the reason that comprehensibility is where "the referential function depends on" (Nord, 2001, p. 40).

As to expressive function, Nord (2001, p. 40) puts it as "the sender's attitude toward the objects and phenomena of the world". Publicity materials apparently have this function because they are closely related to a country's diplomacy and international relations. In international communication, we need to make clear our stance, attitudes, and opinions, of which an indispensable part is our foreign publicity.

Appellative function in translation is of great importance in foreign publicity, especially in business and tourism promotions. As Nord (2001) puts it, "appellative function directed at the receivers' sensitivity or

disposition to act, the appellative function is desired to induce them to respond in a particular way” (p. 42). She further explains that if we want to illustrate a hypothesis by an example, and we appeal to the reader’s previous experience or knowledge, the intended reaction would be recognition of something known. If we want to persuade someone to do something or to share a particular viewpoint, we appeal to their sensitivity, their secret desires. If we want to make someone buy a particular product, we appeal to their real or imagined needs, describing those qualities of the product that are presumed to have positive values in the receivers’ value system. If we want to educate a person, we may appeal to their susceptibility to ethical and moral principles.

With careful consideration, we may find that almost all the practice listed by Nord has been taken up in publicity materials. Why is the appellative function emphasized here? Because it is the ultimate goal of publicity materials are intended to realize. Foreign publicity exists mainly for the purpose of attaining understanding and support from other countries, drawing foreign investment, improving a country’s international environment, and better serving domestic construction.

Phatic function, as Nord (2001) defines, “aims at establishing, maintaining or ending contact between sender and receiver” (p. 44). As an important function that publicity materials are intended to perform, it is an essential means to set up and hold a friendly relationship between the foreign readers and us. Nord also argues that the phatic function largely depends upon the conventionality of the linguistic form of the utterance. It is true because unconventional form may strike the eye and make the readers interpret the phatic message wrongly as referential, expressive, or even appellative. Translators of publicity materials should take that into consideration.

As has been discussed, the referential, expressive, and phatic functions are the basic functions of publicity materials while the appellative function remains the basic function of publicity material and the ultimate objective of our external publicity. Yet the appellative function cannot be achieved without the performance of the referential, expressive, and phatic functions. Under the guidance of text classification, translators are able to analyze texts more thoroughly and work out suitable strategies for a particular translation situation.

Classification of Problems, Their Causes and Proposals

In his article entitled “呼吁:请译界同仁都来关心对外宣传” (“A Call on Translators for Good Publicity Materials”), Duan (1990) classified the problems in C-E translation of publicity materials. He compared the problems in translation to different diseases with symptoms A and B respectively.

Symptom A refers to those translations whose mistakes are most apparent, i.e. grammatical mistakes, spelling mistakes, and misuse of words. Such mistakes not only damage the interests of the parties concerned but also undermine the image of our country. Symptom B differs from Symptom A in that there are no spelling mistakes in the translated version and the sentences are grammatically correct. However, they are beyond the comprehension of foreign readers. Translation of this kind is subcategorized into four types. The first type is loaded with Chinese names of places and persons, dynasties and literary quotations. The second type is loaded with political terms and slogans, such as “Three Represents”, “the Four Cardinal Principles”. Foreigners find these hard to comprehend. The third type is full of jargon that is clear to the Chinese people but vague or incomprehensible to the foreigners. The forth type is filled with flowery words or clichés, the effect of which runs counter to the translator’s desire.

The article was recognized as the most important one that addressed the problems in C-E translation of publicity materials and has been quoted repeatedly. Besides classifying the problems in C-E translation of

publicity materials, Duan also analyzed the causes and suggested possible solutions to them.

The causes of Symptom A are simple, i.e. poor command of English and an irresponsible attitude on the part of the translators. Many of the mistakes can actually be avoided if the translators are more careful and responsible, and if experts are hired to proofread the materials before they go to the press. The causes of Symptom B are more complex, the major one being cultural differences. In order to solve the second type of problems in C-E translation of publicity materials, Mr. Duan prescribed a treatment, i.e. “interpretive translation” which includes “filling”, “slimming”, and “restructuring”. This paper will focus on the causes of Symptom B and try to put forward to some proposals for it.

Main Factors Affecting C-E Translation of Foreign Publicity Materials

Nord (2001) holds that translation is “intercultural communication”;

Within a particular culture community the situations of sender and receiver generally overlap enough for communication to take place. When senders and receivers belong to different cultures, situations can be so different that they need an intermediary who enables them to communicate across time and space. (p. 17)

Therefore, it is essential for translators of foreign publication materials to bridge the gap between differences not only in language, but also in culture. C-E translation of publicity materials is a cross-cultural activity which conveys information from the source language culture to the target language culture. Nida (2001) points out that “for truly successful translating, biculturalism is even more important than bilingualism, since words only have meanings in terms of the cultures in which they function” (p. 82). Therefore, translators should bear in mind culture differences, and attach great importance to the reaction of foreigners, for feedback is the measurement of the effect of communication.

Strategies and Specific Techniques Applied to the Translation of Foreign Publicity Materials

Translation and Adaptation

When it comes to the translation of foreign publicity materials, it is necessary for the translator to abide by the three rules of Skopostheory, namely: the skopos rule, the coherence rule, and the fidelity rule. It is also essential to decide on the strategies to realize the transfer from the SL (source language) to the TL (target language). And the functionalist theories simply focus on the relationship between the SL and the TL, which provides guidance for us to solve problems involving in the translation of foreign publicity materials.

Translation is the production of a functional TT (target text) maintaining a relationship with a given ST (source text) that is specified according to the intended or demanded function of the TT (target text). Translation allows a communicative act to take place which because of existing linguistic and cultural barriers would not have been possible without it. (Nord, 2001, p. 32)

Nord implies that there is a certain relationship between the ST and TT. The extent of the relationship is up to the intended function of the TT, which also determines which part of the ST should be retained and which part should be adjusted or rewritten under specific situational circumstance.

On adaptation, Nord holds the view that adjustment or “adaptation” of the ST to target-culture standards is a procedure that is part of the daily routine of every professional translator. There is a relationship between translation and adaptation means that to some degree. As adaptation consists of the essential elements of

translation such as ST and TT, adequate conveyance of ST information into TT, it is translation. In the process of adaptation, the translators should bear the following elements in mind: the functions of the TT, the linguistic and cultural differences between the two language communities. On the other hand, the translators had better manage to achieve the intended purpose more effectively.

Nord views that any translated version contains the element of adaptation which is the embodiment of the purpose. Adaptation, as a type of translation, tends to gain momentum nowadays because the renderings may be as creative and original as the ST, which is especially applicable to the translation of publicity materials. Adaptation is a translation approach that involves editing and translating. It is an activity with the purpose of achieving the communicative functions of the STs by applying techniques such as summarization, deletion, combination, restructuring and rewriting to improve readability of the TT and make it easily accepted by the target readers.

Specific Techniques

This section of the paper will analyze and illustrate how to apply some of the techniques of adaptation, such as: deletion, combination, borrowing and summarization into the translation of foreign publicity under the guidance of Functionalist Translation Theory. Examples for illustration and comments on the translation are provided for each.

Deletion. Chinese writing features a flowery and lyrical style while the English language tends to be factual and clear. Chinese is characterized by elegant, ornate language with exquisite diction. In order to achieve an aesthetic beauty in sound, form and meaning, four-character compounds and rhetorical devices such as antithesis, parallelism are widely employed. On the contrary, western culture tends to be comparatively objective, concrete, and plain. In order to make our translation as relevant as possible to foreign audience's reading habits, we have to properly delete some flowery expressions and emphasize the facts only. Here are some examples which display that simplicity and preciseness are preferred in English.

Example 1: The Deletion of Flowery Expressions

特别是各位女士的服饰格外鲜丽，群芳荟萃、姹紫嫣红，为今天的晚宴增加了一道亮丽的风景线。
(选自2014年11月10日 习近平主席在APEC欢迎宴会上的致辞)

Let me mention the ladies especially. Gaily dressed in a riot of colors, you are particularly glamorous tonight. Your presence has lit up this banquet hall.

Comment: The Chinese version is beautifully written and three four-character compounds are employed to create symmetry and parallel structure. If we translate this sentence word for word, the version will be filled with flowery words which are unacceptable and unreadable to the target readers who tend to appreciate the simple and concise expression. Therefore, three flowery words “格外鲜丽，群芳荟萃、姹紫嫣红” are deleted or translated into “Gaily dressed in a riot of colors” which is simple and objective.

Chinese writers of publicity materials prefer to use some high-sounding and boastful words to express their opinions and show their appraisal. However, in English writing, the author usually introduces facts and hides his/her opinions about the facts, letting the readers judge or make conclusions by themselves.

Example 2: The Deletion of High-Sounding Expressions

郑东新区位于国务院批准的郑州城市总体规划的城市东部。为了使新区达“高起点规划，高品位设计和高质量建设”的总体发展目标，并遵循国际通行惯例，对郑东新区远景总体概念规划实行设计征集。经过国内外专家对征集方案反复评审，修改后的日本黑川记章方案脱颖而出。

According to Zheng Zhou's overall urban construction plan, as approved by the State Council, Zhengdong New District is located to the east of downtown Zhengzhou. In the international bid for its construction planning, the outstanding plan submitted by the Kisho Kurokawa Architecture and City Planning Institute won. (China Today: Vol. 9, 2002)

Comment: In the Chinese version, there is a subjective and preaching tone. The high-sounding expressions like “高起点规划, 高品位设计和高质量建设” are used, which sound too exaggerated. In western culture, emphasis is put on the facts and truth. “Facts speak louder than words”, they prefer to state facts and let facts speak for themselves. Taking this into consideration when we deal with the foreign publicity materials, high-sounding and empty phraseology should be deleted while the valuable, objective and factual information should be retained. Though the translator omits this high-sounding slogan, the English version provides enough information and is also faithful to the original.

People like to quote ancient poems and verses in their writings. This is of no exception in publicity materials. “As for publicity materials, there should not be too many quoted poems. If too many poems are piled up, or the translation of the poems might lose its original poetic flavor, the translator can take the liberty to delete them.” (Duan, 1992, p. 324)

Amplification. Amplification means adopting appropriate explanation or annotation in the translated text to expound the implicit meaning of the source text. Each language has plenty of implied information for its natives to comprehend with their own linguistic and cultural knowledge. It is not easy for foreign readers to conceive without sufficient background knowledge. Therefore, when we deal with the foreign publicity materials, in order to reduce the gap and help foreigners acquire more knowledge about China, it is a must to employ amplification or addition to satisfy foreign readers' comprehension of historical information, such as: times of dynasties, social status, or achievements of historical figures.

秀美的山川, 纯朴的民风, 养育了一代又一代的历史名人, 近现代就有林则徐、严复、林觉民、侯德榜、高士其、陈景润、郑振铎、冰心、邓拓等著名人物...(瓮福林, “左海名郡东南明珠”)

The celebrities in the history of Fuzhou include Lin Zexu, governor-general of Guangxi and Guangdong Province in the Qing Dynasty (1644-1911), known for burning great quantities of opium shipped from Britain, Yan Fu, the initiator of enlightenment and thinker in modern times; Chen Jingrun, a famous mathematician; and scholars such as Bing Xin, Deng Tuo, and Zheng Zhenduo (Weng Fulin, “A City, Ancient and New” in China Today, Vol. 49, No. 8, August 2000, p. 63).

Comment: This paragraph employs two translation techniques: deletion and addition. The main purpose is to tell the foreigners that there are many famous persons in the history of Fu Zhou rather than give a description of Fu Zhou's scenery so the description of Fu Zhou is left out. The celebrities mentioned in the source text are famous figures in modern and contemporary Chinese history. Without some basic personal information, the target readers may not know who is who. The author adds some personal information and necessary background information about the most famous celebrities mentioned in the source text.

Combination. In the expression of languages, Chinese works stress rhythmical prose style with parallelism and pursue neatly well-proportioned rhythmical and beautiful tradition and habit. Redundancy is influential and appropriate in Chinese but unacceptable in English. To avoid redundancy, combination is often employed by rendering two or more characters of the same or similar meanings into one corresponding English equivalences.

我们高兴地看到,“一带一路”倡议提出3年来,沿线各国聚焦政策沟通、设施联通、贸易畅通、资金融通、民心相通,不断深化合作,已经取得了可喜的早期收获。(选自刘奇葆在2016“一带一路”国际研讨会上的主旨演讲)

We are happy to see that since the Belt and Road Initiative was proposed three years ago, the countries along the routes have carried out increasing cooperation in policy communication, facility, trade and asset connectivity and people-to-people exchanges. As a result, early harvest has been fruitful.

Comment: The Chinese version “政策沟通、设施联通、贸易畅通、资金融通、民心相通” are full of four-word phrases and employ parallelism which sounds lyrical, beautiful, and powerful. In the English version, 联通、畅通、融通 are combined together and use one word: connectivity to avoid redundancy and repetition which are much more readable and acceptable for the target readers.

Restructuring. When it comes to the translation of foreign publicity materials, the translators should do some creative work in order to eliminate Chinglish and translationese. This kind of translation strategy is called restructuring. Restructuring means to break away from the original arrangement of the sentences in the source text and reorganize them in a way that is more coherent in the target text. To better convey the meaning of source text and achieve the function of communication, translators have the liberty to restructure the source text by rearranging words, phrases, clauses, sentences, or even the whole text according to the translation purpose (Li Changshuan, 2004: 405)

The skopostheorie allows the same text to be translated in different ways according to the purpose of the TT. Since the TT readers of publicity materials are foreigners, a literal translation of the Chinese discourse pattern would lose unity and coherence. In this case, the translator should make the English version logical and accord with the English mode of thinking when transferring the Chinese discourse patterns into English.

The following example is excerpted from “Charm of a City”, the official multilingual magazine. It closely links to the theme of 2010 Shanghai Expo “Better City, Better Life”.

Source Text

郑观应

主张上海办博第一人

1894年春,维新派代表人物郑观应,发表著作《盛世危言》,据说光绪皇帝读了,大为赏识,诏命总理衙门特印2000册,分发京都大臣阅读。几年之内,这本巨著竟被翻印20多次,共10余万册,还流传到日本、朝鲜等邻邦,风行一时。

《盛世危言》贯穿着“富强救国”的主题,对政治、经济、军事、外交等提出了系统的改革方案,其中就包括举办世界博览会。《盛世危言》中的《赛会》一篇集中反映了郑观应对世博会的理解,他不仅充分地认识到了世博会对一个国家社会经济发展的促进作用,而且还大胆提出了在上海举办世博会的主张。他认为:“故欲富华民,必兴商务;欲兴商务,必开会场;欲筹赛会之区,必自上海始。”

这是迄今为止所发现的最早主张中国举办世博会的实例。一百多年前,举办世界博览会是一个国家展示自己昌盛国力的骄傲行动,而那时的中国,它还只能是绕在郑观应等仁人志士心头的一个梦想。(城市之光2010/2)

Target Text

Zheng Guanying

The First Chinese to Propose Shanghai's Hosting of a World Expo

Zheng Guanying proposed the idea of Shanghai hosting a World Expo in his article “Words of Warning in Times of Prosperity” in 1894.

With the theme of reviving the country by getting richer and stronger, the article also covered reform schemes for the country's political system, economy and diplomacy.

Zheng proposed that the World Expo could promote the social and economic development of a country and that Shanghai should be the first city to hold such an event in China. (Charm of City 2010 World Expo, Shanghai, China)

Comment: This is an overseas-targeted publicity material. Its purpose is to catch the foreigners' attention and tell them Zheng Guanying is the first person who proposed Shanghai's hosting of a World Expo. Its Chinese version, firstly, tells us the popularity of his book "Words of Warning in Times of Prosperity", and then, his proposal: Shanghai should be the first to hold a World Expo. The structure of TT differs from that of the ST, but the main information of the ST is retained in the TT. At the same time, the information in TT becomes more highlighted and prominent, and the discourse pattern more idiomatic and acceptable to the foreign readers.

The TT has rearranged the structure of the ST mainly due to the different thought patterns of Chinese and westerners. The English thinking mode is straightforward and the topic is usually developed in a deductive way, while the Chinese thought pattern is spiral and the topic is usually developed in an inductive way. The reconstructing of discourse pattern can better publicize 2010 Shanghai Expo to the world and achieve the effect of communication.

Borrowing. In publicity translation we sometimes resort to the strategy of borrowing. Borrowing is to use existing proper or ordinary names in the target language to give foreigners a rough idea of what is said in Chinese. The author believes that borrowing has a unique explanatory power in C-E translation of foreign publicity. "It is not a bad way of explaining something by resorting to something already known to foreigners" (Shen Suru, 2004, p. 105). So the foreigners can associate the topic with what they have known. Thus, it can arouse their interests and enhance the readability as well as achieve the satisfactory communication effects by spontaneously overcoming the cultural differences.

It is said that once Premier Zhou invited several distinguished foreign guests to watch Beijing Opera named "Liang Shanbo and Zhu Yingtai". The interpreter said a lot about this love story, but the foreigners were still puzzled and could not grasp the main idea of the opera. Premier Zhou reminded the interpreter that Liang Shanbo and Zhu Yingtai were Chinese Romeo and Juliet. In this way, the guests immediately got the theme of this opera.

Summarization. Summarization aims to condense the ST, to state the same meaning in fewer words or in a concise form. The purpose of summarization is to reduce redundancy, present the TT with less space, so as to make it fit for the limited room of printing or publication. The following example is excerpted from "Charm of a City".

Source Text

陆士谔 百年前的上海世博“预言”

1878年，清光绪四年，陆士谔出生在上海朱家角的一个读书人家庭。他从小爱读稗官野史，14岁那年，父亲去世后的陆士谔到上海城里行医谋生。近代上海报刊与出版业的勃兴另中国小说繁花似锦，也为年轻的陆士谔提供了实现自己梦想的舞台，他弃医从文，最终成为市民热爱的小说家，他的作品成为街谈巷议的话题。

1910年，32岁的陆士谔完成了充满幻想的小说《新中国》，全是共分为二十回，以一个梦贯穿，虚

构了100年后的上海。主人公“陆云翔”其实就是作者本人。

陆士谔的孙子陆贞雄介绍说，他的祖父陆士谔在小说里写道，在中国上海浦东要召开一个万国博览会，要开这样一个会，中外游客都要到我们上海来。在小说《新中国》里，一觉醒来的陆云翔与妻子李友琴游历上海，他惊讶地发现，租界的治外法权已经收回，昔日趾高气扬的洋人见了中国人毕恭毕敬，而街头的新生事物则更多，以前经常碰撞行人的电车改为地下行驶。

“把地中掘空，筑成隧道，安放了铁轨，日夜点着电灯，电车就在里头飞行不绝。”更让小说主任惊讶的是：“一座很大的铁桥，横跨黄浦，直筑到对岸浦东。”妻子告诉他，这是20年前，在浦东开博览会的时候，为了方便往来，才建造这大桥的。因为开了博览会，“现在的浦东地方已兴旺得与上海差不多了。”

“长虹般的铁桥，横卧江心。……一时度过了桥，只见洋房鳞次栉比，马路四通八达，往来车马，像穿梭一般，哪里市浦东！”小说结尾，陆云翔被门槛绊了一跤，就此跌倒，方知是梦幻一场。

陆士谔的小说《新中国》问世的那一年是1910年，与2010年上海世博会的举办时间相差整整100年。百年之前的“预言”，竟如此神奇地应验了，是作家突发奇想，还是得到了某种神秘的启示？

在小说结尾，陆士谔记下了他和妻子的这样的一段话：

妻子说：“这是你痴心梦想久了，所以，才做这奇梦。”

丈夫说：“休说是梦，到那时，真有这景象，也未可知。”（城市之光2010/2）

Target Text

Lu Shi'e

A Predicator of the Shanghai Expo a Century Ago

Lu Shi'e was born to a well-to-do family in an ancient town southwest of Shanghai. He had to work as a doctor before he started writing novels.

In his novel "A New China", Lu envisaged how a universal exposition was held in Shanghai's Pudong area 100 years in the future. (Charm of a City 2010 /2 World Expo, Shanghai, China)

Comment: There are 772 characters in the source text whereas 73 words in its English version. The source text tells us some personal information about Lu Shi'e in a detailed way and his novel "A New China" which describes some changes that have taken place in Shanghai's Pudong area. He also predicates that a universal exposition will be held in Pudong. If we translate the 7 paragraphs by literal translation, it will be wordy and lengthy. What's worse, it may confuse the readers and waste their time.

By employing the technique of summarization, its English version tells the foreigners the main points with only 73 words. Although this approach is unfaithful to the TT, it never fails to achieve the effects of foreign publicity.

Conclusion

This paper looks back on the development of Functionalist Approaches to Translation, analyzes the peculiar features of publicity materials, and explores some factors in the way of obstruction-free communication. After analysis, this paper reaches conclusions that on the one hand, the functionalist translation theory, especially the Skopostheorie and the text typology can guide the translation of foreign publicity materials; on the other hand, adaptation is one of the most effective translation strategies which could improve the effect of C-E translation of publicity. In addition, deletion, amplification, combination, summarization, borrowing, and restructuring are several translation techniques applicable to the translation of publicity materials.

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