

A Project Report on the Translation of News of the Business Channel on *Huanqiu NewsOnline*

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Abstract:

This report is based on the English-Chinese translation of online news from the business channel of Huanqiu NewsOnline. Supported by the transediting platform of Huanqiu NewsOnline, the source news for translating all come from the famous foreign websites, such as the Daily Mail, The Wall Street Journal, and the translated news are published on the well-known Chinese websites, such as People.com.cn, and so on. The news of this project mainly involve the topics of finance and technology. This report includes 4 parts. Part i is the translation project introduction, including project background and significance. Part 2 is the description of source websites and linguistic features of the source text. Part 3 is about the translation difficulties and solutions. One of the difficult points is the translation of the terminology and proper nouns such as place names, people's names, organization and institution names, the other lies in the the selection of the information from the source news. The solutions are using reference books, addition and omission, which are analyzed through the translation cases. Part 4 is the summary of lessons learned, and unsolved problems.

Key words: News of the business channel; transediting; addition; omission

1. Introduction

1.1 Project background

News is the event which happened recently and has the value of broadcasting. With the rapid development of information age, the Chinese media industry has absorbed a large amount of information from foreign countries. Almost every piece of news abroad we read in the Chinese newspaper is translated. News translation is common in our times. Therefore, the Chinese media industry requires a large number of news translators. Transediting, as an efficient and useful way to quickly process information, has already

become the most useful method in news translation. Professor Liu Qizhong from Hong Kong Shue Yan University once stated that “News transediting belongs to a method of translation by both translating and editing. This is a process in which news written in the source language will be transformed into the target language. It is not just a kind of change in language but a rewriting for the readers”. Liu also defines it: “News transediting is a method of news translation by expressing the information in target language through translating and processing the original news text in the way of translation and edition.” And according to Huang zhonglian, he puts forward that “transediting is a combination of translation and edition with the edition is prior to translation.”

As a translator intern of *Huanqiu NewsOnline*, the author was able to get a general knowledge of the transediting methods, and apply them to translate the English news to Chinese. The *Huanqiu NewsOnline* is put online in 2007 with the investment of *People's Daily* and *Global Times*. It is a large bilingual news portal that has the right to edit global news. Cooperated with some top universities and colleges, the News Transediting programme of *Huanqiu NewsOnline* was set up in 2009. There are 11 columns on *Huanqiu NewsOnline*: Fashion, Travel, Military, Finance, Technology, Odd News, Sports, Entertainment, Automobiles, Pictures and Public Welfare. Based on one's interests and ability, interns can choose any one of those columns. The author of this report chose the business channel. Which involves the transediting. Of financial and technological news.

1.2 Project significance

This project report has two major significance. First, it aims to illustrate the effectiveness and bright prospect of news transediting. Second, by analyzing the representative cases, the report finds out the efficient methods of transediting, such as using reference books, addition and omission. Since the Transediting programme of *Huanqiu NewsOnline* is still cooperated with many colleges and universities, thus the translation strategies listed in the report can be used for reference for freshmen, and the problems remained and the lessons summarized by author may also be helpful.

2. About the Source Texts

2.1 About the source texts

All of the source news come from the world-famous news web portals. The *Daily Mail* is a British daily conservative, middle-market tabloid newspaper owned by the *Daily Mail* and General Trust. It has been awarded the National Newspaper of the Year in 1995, 1996, 1998, 2001, 2003 and 2012 by the British Press Awards. In addition, the *Daily Mail* journalists have won a range of British Press Awards, such as “Website of the Year”, “Columnist of the Year - Popular”. The *Wall Street Journal* is a business-focused, English-language international daily newspaper based in New York City. The newspaper has won 39 Pulitzer Prizes through 2015 and derives its name from Wall Street in the heart of the Financial District of Lower Manhattan. CNBC is an American basic cable, internet and satellite business news television channel. In 2007, the network was ranked as the 19th most valuable cable channel in the United States.

2.2 2 Linguistic Features

According to Christiane Nord, various text-linguistics models can be used to analyze the source text. When the transediting of news report is concerned, the source text analysis is very important. Financial and technology news are general formal and objective. On the lexical level, there are many terminology jargons, such as “hydroxide”, “isotope”, “Valles marineris”, and many international institutions and organizations names or related projects, such as “SETI Research Center”, “Wood Mackenzie”. Abbreviations are also frequently used in the news, for example, “IMF”, “NASA”. Second, in the syntactical level, professional and abstract expressions are used to define and explain abstract concepts and ideas. And nomination makes the news awkward and hard to understand. In addition, long sentences are also used in financial and technological news.

3. Translation Difficulties and Solutions

3.1 Translation Difficulties

To begin with, due to the linguistic features of the financial and technological news, in the lexical level, there are many terminology jargon, such as “hydroxide”, “isotope”, “Valles marineris”, and many international institutions and organizations names or related projects, such as “SETI Research Center”, “Wood Mackenzie”. Abbreviations are also used in the news, for example, “IMF”, “NASA”. The frequently used terminology jargon are unfamiliar for the author, so it caused the translation difficulties.

The text also involves plenty of long sentences, including compound and complex sentences which are not common in Chinese, because the structures are so complicated. Therefore, to meet the needs of Chinese readers' reading habits, translating those long sentences is not an easy job. It requires translator's translation skills, ability of analyzing and understanding as well as the capability of Chinese writing skills.

In addition, the characteristics of news transediting requires translators to make a quick translation as soon as possible, and the transediting programme of *Huanqiu NewsOnline* ask the interns to finish the work with two hours, and one hour is much preferred. Time limiting, it sets a high standard of processing information. Some information are the key parts of the source news, one should find them out, however, a large number of information which did are not important to the whole news, one is required to omit. Here comes the difficulty, whether to add or delete information, the author paid much attention to this part and made a lot attempts.

3.2 Solutions

3.2.1 Using Reference Books and Search Engines

In order to better translate the terminology jargon and proper nouns, reference books are essential for the author. For example, Chinese-English Dictionary of Finance, English-Chinese Dictionary and English-Chinese Microfinance Dictionary. More importantly, looking up by search engines is also accessible, for example, Baidu, Google, Wikipedia, Bing, etc.

Example 1:

ST	Ophir Chasma	SETI Research Center	Pareidolia	Toichiro Mizushima	Japan Pension Service	Bloomberg Commodity Index
TT	火星俄斐峡谷	搜寻地外文明计划研究中心	幻想性错觉	水岛藤一郎	日本年金机构	彭博社大宗商品指数

The words and phrases above in Example 1 are all proper nouns such as terminology jargon, organization and institution names, people's name, project's name. To ensure the objectiveness, correctness and authenticity, those items can not be translated casually but allow the author to refer to dictionaries and search engines.

3.2.2 Addition

(1) addition in the leading part

There exist many differences between Chinese and English in cultures, life styles, habits, ways of thinking, values and etc. Therefore, addition is a frequently used way applied in the transediting to add some background information and explanations to the ST readers to make sure they can have a better understanding of the source text.

Example 2:

ST: A super volcano in the heart of America's northwest has the potential to blanket the US in a "nuclear winter".

TT: 在美国黄石公园地下, 潜伏着一个超级火山, 犹如一枚“定时炸弹”, 一旦喷发, 将导致至少 9 万人即刻丧生, 熔浆、火山灰大面积蔓延、气温骤降, 整个美国将陷入“核冬季”(核武器爆炸释放大量烟雾进入大气层, 从而形成异常寒冷的天气) 中。

Example 3:

ST: Technology that allows electric cars to be powered by equipment underneath the road surface is to be trialled in England.

TT: 大多数电动车在行驶 100 英里 (约 161 公里) 左右时就需要再次充电, 但据英国《每日邮报》8 月 11 日报道, 英国目前正推行一种电动车无线充电设备, 在全国进行试点, 若成功, 将在英国高速公路和主干道上推行这项技术。

The two examples are the lead parts of news. There are some differences in leading parts between English and Chinese news. Western journalists usually use one sentence in lead, however, Chinese journalists pay more attention to make clear the events regardless of the number of words. So the lead part in translated news should be informative and attractive, thus readers will be have curiosity to read the body part. In the ST of Example 2, one sentence is used to introduce the fact. While in the TT, the author added more details and background information to make the introduction more informative and attractive. More importantly, in ST, the "nuclear winter" may be strange for Chinese readers, so the author add its

explanation to ensure readers can gain a better understanding. In Example 3, the major information and background is added in the leading part.

(2) Descriptive Comments

Descriptive comments are sometimes needed to make the meaning of a sentence more complete. After getting the main idea of a sentence or news, the author is able to make supplements. In most cases, the effects are beyond imagination, because the common emotion of readers are resonated.

Example 4:

ST: Most electric cars need recharging after around 100 miles but the new system, called “dynamic wireless power transfer”, will remove the need for lengthy stops.

TT:这种充电设备安装在路面下,称为“动态无线传输”技术,电动车可以随时在路上进行充电,再无需停靠站内,着实为车主解决了一大烦恼。

The TT of Example 4 above includes the descriptive comments which illustrated in the last sentence. The summary comments are often added at the end of a story as conclusion. “着实为车主解决了一大烦恼” is a concluding comment added by the author based on the key information of each piece of news. If Chinese readers read the source texts, they will feel the story are not over, so addition descriptive comments plays a role in resonating readers' emotion.

3.2.3 Omission

For one thing, in order to make the theme of news clearer and shorten the length, the author made a selection of information which has more close relation to the theme. For another thing, due to the different social and cultural background and values, it is of vital importance for the translator to omit some information which is against the core values of Chinese socialism.

Example 6;

ST: In another strange claim this week, alien hunters have seen what they believe to be a woman on Mars.

UFOvni2012 recently uploaded the image the image of the ‘woman’ on YouTube and it has seen been viewed more than 300,000 times.

It’s hard to tell if this is a living being, or a statue of a being from long ago,’ said Scott Waring from UFO Sightings Daily.

However, a statue that small would be eroded and destroyed easily, so it has a higher chance of being a living being.

One of the commentators on the footage suggested that the ‘woman’ is an alien version of the Statue of Liberty.

If she would be standing on that cliff you maybe a lot taller than anybody from Earth’, he said.

TT:据悉,人们不止一次在火星上发现匪夷所思的图像了,比如之前就有人看到过金字塔甚至军事掩体。而这周,还有人称在火星照片上看到了一个女人。该照片被上传至了 YouTube,浏览量已超过30万次。有网友评论说“简直就是外星版是自由女神像”。

This part of news is just about another case of apophenia and some comments from cyber citizens. It’s not the major part of the whole news, so the author omitted some information and shorten the length.

Example 7:

ST: Tzouris says Greek farmers are beginning to embrace technology, but they need to go further. “We need to do a better job. Have a better product.” he says. “That’s what we need to do.”

TT:一位农产品贸易公司老板 Menelaos Tzouris 表示希腊农户应采取更明智的方式耕作，目前，农户们已开始借助科技，且任重道远。

It can be seen in Example 7, the underlined sentence has the similar meaning with “Greek farmers are beginning to embrace technology, but they need to go further.” So what Tzouris said is just the repetition. Whether the purpose of the repetition is an emphasis or alternative expression, what the author need to do is to omit the repetitive one and extract effective information.

4. Summary

4.1 Lessons learned

In carrying out this project report, the author has gained lessons on how to tackle with financial and technological news transediting.

To start with, due to the objectiveness and authenticity of the financial and technological news, translators should make a adequate preparation, including reading some related documents and model essays, referring to dictionaries and use search engines such as Baidu, Google and Bing.

Secondly, adding information is frequently used during transediting. It can help readers build a better understanding of the news, the two cases are: adding information in the lead part to inform and attract readers; adding descriptive comments if the translation is incomplete so as to meet with Chinese readers’ reading habits and ways of thinking.

Third, omission is as important as addition when necessary. It aims to make the theme of news clearer and shorten the length. The two cases are: When the information in ST is not so important or unrelated with the whole news; when the information is repeatedly emerged in the ST.

Last but not least, translator should pay attention to the mechanics which is of vital importance for news writing. In addition, the selection of words should be in line with the linguistic style of ST.

Finally, after finishing the transediting work, translators should check the translated news carefully. Proofreading makes translation perfect. In other words, a positive attitude is the most important and basic requirement. Only by having a responsible and positive attitude, can the translating work be done perfectly.

4.2 Unsolved Problems

Transeditors enjoy more freedom in the process of news transediting. The selection of words and linguistic styles are subjectively determined by the translator. However, unjustified personal feelings, desires, beliefs and standpoints all should be avoid. Therefore, how to avoid biases in the future is necessary.

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