

Analysis on Translation of Chinese Characteristic-item in English Newsmagazines

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Abstract: This essay intends to provide an overview of the style of translation of Chinese Characteristic-items in current western English newsmagazines. By drawing groups of Chinese-to-English translation examples from news and reports in two of the most influential English newsmagazines – Time Magazine and Newsweek Magazine, the author carries out an analysis on the translation of English news on Chinese topics that featured with Characteristic-items, which are seen as unique to the Chinese culture and Chinese community. The essay starts with explorations into the progress of journalist news in English in China. The author then puts together a profile of the translation styles on Chinese Characteristic-item from politic, economic and cyber cultural point of view. Four translation methods of Chinese Characteristic-item are summarized as most frequently used in English news about China, and are presented with relative examples, they are: transliteration, transliteration with explanation, literal translation, and literal translation with explanation. These translation methods are further discussed from a cultural perspective with two underlying main translation strategies widely used by the English newsmagazines, namely, Foreignization Translation and Domestication Translation. Towards the end of the essay the author depicts the problems in the translation of Chinese Characteristic-items in western newsmagazines in an effort to draw attention to translators and news workers as to promote accurate, sufficient, and unbiased translation.

Keywords: English news, translation, Chinese Characteristic-item

Introduction

Nowadays, in the highly-informative society, media is getting more and more important to human beings. It is true that every minute, every second sees hundreds and thousands of events taking place across the world -- births, deaths, accidents, natural calamities, fights, strikes, discoveries, meetings, announcements, sports contests, so on and so forth. However, only a tiny fraction of all these events are caught, selected and processed

by journalists as news. Although only a few people, as a matter of fact, happen to witness the whole process of an event, thanks to news reporting, people are able to get an idea of what is happening around the world. We can even read or hear about the news live if the event is reported live.

People can obtain a variety of news from newspapers, magazines, radio broadcasts, TV programs and the internet. With the increase of cultural exchanges among different countries, news processed and circulated in English plays an increasingly important role in people's communication. Quite a lot of researches have been carried out on different styles of English, which has made a big difference to the whole industry. Consequently, it is not only a necessity for journalists, but also to English learners as well, to keep a keen eye on the research of the way English news being processed and circulated. Many English learners have realized that English news carries special style features that make them different from the other English expressional styles. In order to ensure the functional equivalence to source text, special attention must be paid to the accurate and meaningful translation of neologisms, vivid headlines and compact and brief leads where cultural characteristic-items may be presented most frequently.

In China, there are quite a few English newspapers and magazines which play a crucial role in spreading what happens in China to the rest of the world. Most of these reports and articles in these media are, to a certain degree, translated directly from their Chinese equivalent. In these cases translators' translating skills and their sense of ethical responsibility attribute much to the accuracy, and readability of these Chinese news items conveyed in English

Journalistic English sprang up in China at the beginning of the 1980s. With the continuous movements under China's 'reform and opening to the foreign countries' policy, China develops into a steadily prosperous country towards the end of the 1990s. China needs to understand the outside world and is eager to get the outside world knowing more about China. Much information is conveyed from the mass media in English as it is the most widely used language. For anyone who wants to learn English well, English in media becomes a rich resource for learning. As modern English is increasingly developing and updating, English learners have to spend a big percentage of their study time in reading

English news papers and magazines, listening to English radio, otherwise they may become out of date. Therefore the way how Chinese news are produced and processed influences not only readers understanding of China, but also English learners of China.

Talking about producing news reports for readers from foreign countries other than China, especially America and European countries, many people think it as simple a job as translating Chinese into English from Chinese media, for example, Chinese Daily and Xinhua News Agency. It is easily assumed that foreign media will be able to catch these messages and pass them on to the rest of the world. This view is arguably lacking the knowledge of the features, significance, problems and characteristics of English news.

News English and Profile of Chinese Characteristic-item

Definitions of news English

The word ‘News’ is made up of four letters, which are the initials of the words for four directions: North, East, West and South. By spelling, the word news has shown clearly what it is about, that is, things springing up everywhere around the world. There is a well-known saying about news: ‘It is not news when a dog bites a man, but absolutely news when a man bites a dog’. (J, Bogart, qtd by Mott, 1950: pp376) This man-bites-dog definition, though seems to be absurd at first glance, fully illustrates one of the widely accepted news values, that is, the unusual, bizarre nature of a recently happened event. The authentic definition accepted by Chinese news academic is that, news is ‘new or important information about recent events’ (Compact Oxford English Dictionary, 2008). But there seems to be an absence of something important here. Is the reporting of anything recently happened a piece of news? Obviously a sole word ‘recent’ is not adequate to clarify the category of news.

Since there are quite a few stylistic features of English news or News in English, which are connected with different areas of social activities, it seems that there is no widely accepted definition for it till now. Crystal & Davy (1969) argued that news English is the ‘integration and admixture with various news writing features’, rather than a particular language style. The primary function of news is to report news events on time. The author reckons that English news could be defined as generally referring to the English used in news

report articles that carries news features, satisfies the requirements of news reports and attributes to news circulations. Whereas the most important function of news reports is to bring out timely and effective issues of news values in limited time and space, news English should be brief and informative in addition to being accurate and easy to understand. The language of newspaper reporting is subject to a number of constraints: the need, for instance, to compress a great deal of information into a limited space; and the need to be clear and unambiguous. Since newspapers must also be comprehensible to readers from very diverse educational and social backgrounds, they are, in principle, designed to be simple and easy to read.

Profile of Chinese characteristic-item

Chinese Characteristic-item refers to the general feature of the Chinese words and expressions that have no equivalents or have different associative meanings in the Anglophone culture due to the differences between the Anglophone and Chinese cultures. For example, Siheyuan (四合院), a style of traditional resident building in Beijing, China, is unique to Chinese culture. Take for another example, there is no such a thing called Chi Gong (气功) in Anglophone English which is the name of a category of Chinese martial art. The items accumulated from these English newsmagazines are quite representative in transmitting the U.S. ideas and thoughts on Chinese culture. The author finds that when rendering Chinese nouns such as ‘白酒’(white spirit) and ‘包子’(steamed dumplings) into English, the U.S. newsmagazines Time and Newsweek adopt different translation methods to put them into ‘baijiu’, and ‘steamed stuffed bun’. The author searches for the cultural items in issues of these two newsmagazines and put them together into a profile and carries out a research on these characteristic-items in an effort to lay some foundation for further studies on cultural exchange.

Although scholars have classified culture-specific items into various detailed groups, this essay will discuss the Chinese Characteristic-item in 3 groups: politics-related items, economy-related items, and cyber-related items. The reason being that China's political system and her rapid growth in the last two decades has made China a hot debate topic for quite a few media from all over the world, especially from U.S. and West Europe. Two of the most influential U.S. newsmagazines, Time and Newsweek, are constantly publish article

and interviews on the political issues undertakings and the fast economic development in China. The author believes research on Characteristic-items from these two newsmagazines represents the mainstream Chinese features of news English on Chinese topics.

Politics-related items

It is well-know that Politics is a sensitive topic to deal with. Items bearing political differences are always hard to render. Two ways are found to deal with political items with distinctive Chinese features in the U.S. newsmagazines: one is to quote directly from Chinese translations, the other is to paraphrase the translations according to journalists own understanding. Following are some examples of Chinese political terms quoted directly from the English translation by U.S. journalists and editors. These quotations usually take quotation marks. For example:

- (1) China's leaders speak of 'serving the people' and 'building a harmonious society.' (为人民服务, 建立和谐社会)
- (2) Hu instead spent the week launching a campaign to 'consolidate the ruling status' of the Communist Party. (巩固执政党地位)

More examples are 'peaceful rise' (和平崛起), 'Mao Zedong Thoughts' (毛泽东思想), 'One country, two systems' (一国两制), etc. The other way is to deal with items which handy translations might be difficult to find, in these cases description are given according to journalist's own understanding and reasoning. For example:

- (1) The rejuvenation campaign nicknamed *baoxian* (literally, 'stay advanced') (保先) offers a fascinating peek at today's CCP. (P16, May 30, Newsweek)
- (2) The only splash of color on her was the red armband, which bore three characters that struck fear in millions of Chinese: *Hongweibing* (Red Guard). (红卫兵)
- (3) Every week there were obligatory sessions called, without irony, Democratic Life Meetings (民主生活会). Party leaders extolled the Great Helmsman and exhorted the faithful to show ever more revolutionary spirit.

When putting Chinese political items into English, the U.S. newsmagazines tend to combine transliteration and explanation. By adopting these methods, the both Chinese

political and language flavors are retained, which makes sense to both Chinese and readers from other countries.

Economy-related items

China's booming economy has attracted lots of coverage in the U.S. newsmagazines. Along with China's growth as a heated topic, news and reports on Chinese economic situation attracts more and more attention. Rendering of many new economic terms and expressions with Chinese characteristics becomes necessary in media publications. The author tries to present this rendering translation in following examples:

- (1) Iron Rice Bowl (铁饭碗): A guaranteed job many Chinese people dreamed of getting during the era of the planned economy. People didn't need to worry about their future once they gained a post usually in government departments and State or collectively run factories.
- (2) In China, with its surging trade surplus and huge holdings of dollar reserves, CNOOC's (China National Offshore Oil Corporation) action is called the 'going-out' strategy (走出去战略): for the past two years, the Beijing government has been urging Chinese firms to expand their presence in overseas markets.
- (3) A moderately prosperous society: In the 1980s, late Chinese leader Deng Xiaoping set a target for the country to realize 'a moderately prosperous society' (小康社会) by 2000, which was mostly about growth in the economic indicators.
- (4) Economical Housing (经济适用房): Housing sold at low prices to low-income earners to get them affordable shelters.

Cyber- related items

This group includes culture and cyber-related items apart from the above two types. With the rapid development of internet, some offbeat buzzwords have turned up, and most of them are made up of different kinds of Chinese characters.

- (1) Copycat 山寨
- (2) Cyber Manhunt 人肉搜索
- (3) convert payment, red paper containing money as a gift 红包

(4) wages online exposure 晒工资

(5) to link up with, to integrate, to switch over to (与国际) 接轨

(6) NEET: Not in Education, Employment or Training 啃老族

While dealing with politics-related items, the U.S. journalists and editors are pretty restrained: they either quote directly from Chinese authoritative versions or translate literally with explanation added when necessary. As to economy-related items, a mixture of literal translation, literal translation and explanations are used to offer a more sensible idea. And the translators are free to choose translation methods in putting other cultural items into English.

Translation methods of Chinese Characteristic-item

There are limited suitable English words which can match the Chinese Characteristic-item property. The translation of the Chinese Characteristic-item has become a hotspot in both domestic and foreign media translation. How do media of western countries deal with this problem? Time and Newsweek magazines intend to keep the Chinese cultural meanings and images when using Chinese culture-bound words and expressions. Four techniques are used as follows:

Transliteration

By transliteration, translators translate from pronunciation. This translating technique is commonly used on the translation of names and proper nouns, for example, Mr. Zhang. Quite a few expressions with Chinese Characteristics are seen translated in this technique. Following are some examples:

Example 1: A soothsayer, steeped in the art of fengshui (风水), advised the clan to invite a family named Ding to live in their midst. (Newsweek, Oct.16, 2002)

Example 2: She is bored and rich. He is young and handsome. Yuan (缘) will bring them together. (Time, Mar. 19, 2001)

Example 3: Here, as elsewhere, the Han culture (汉文化) had triumphed. The Koreans were perfectly assimilated. (Time, August 19, 2002)

Example 1 just gives the Chinese pronunciation ‘fengshui’ but did not make any further explanations. Although ‘fengshui’ has already been included in some English dictionaries, it may still sound unfamiliar to some foreigners. It is the same case with example 2, ‘yuan’, which may not make sense to native English readers. Arguably the use of transliteration is very limited in conveying full meaning of the expressions with Chinese characteristics.

Transliteration with explanation

Transliteration with explanation method is used much more frequently in the translation practice, which is a combination of literally translation according to pronunciation with explanation of the meaning of source expression. Compared with transliteration on its own, transliteration with explanation method makes it possible for readers to make a better sense of the source text.

Example 1: But for now, most Chinese see the deal as a shuangying (双赢), or win to win for both Beijing and Washington. (Newsweek, Nov. 29, 1999)

Example 2: That business was aided immensely by Tose and Leun’s guanxi (关系) or connections. (Time, Jan. 26, 1998)

Example 3: But the Xiao dao Xiao Xi (小道消息), the news on the street, rings with fresh reports that quickly reach workers in other cities. (Time, Jun. 17, 2002)

Example 4: Shifu (师傅) , or master (Time, Jun.10, 2002)

One thing worth mentioning is that, depending on how well the explanation is made, this method of translation may or may not make full or true sense of origin text as it is in Chinese. In the case of example 3, ‘小道消息’ the explanation ‘the news on the street’ indicates rumor without source, however in Chinese it actually means ‘hearsay’ on top of being a ‘rumor’.

Literal translation

This method is to translate by its literal meaning, and is used quite frequently in new English. Here are three examples:

Example 1: It also made him part of the Shanghai crowd, a network spreading from China's biggest, brawniest and most cosmopolitan city - the nation's self styled 'dragon Head' (龙头). (Newsweek, Mar. 3, 1997)

Example 2: Since 1997 the central government has brought its nationwide 'strike hard' (严打) campaign to Xinjiang with a vengeance, hoping to wipe out local

Example 3: On July 1, President Jiang Zemin - under the rubric of something called 'the Three Represents' (三个代表) — declared that the party's doors more open to private entrepreneurs, technical elites and other occupations once denounced as 'capitalist'. (Newsweek, May. 3, 2003)

Although Chinese language is widely known for its multi-meaning feature, journalists and editors seem to unilaterally seek only the literal meaning of Chinese expressions in most of these cases which involves Chinese characteristic-items. This method can arguably have influence on English language and input some exoticism into the English language.

Literal translation with explanation

This is the translation made by translating literally and followed up with some explanation. Good thing about this translating technique is that it offers the reader a chance to link the literal meaning of the expression with the actual one. It presents the reader a more vivid expression of the original text. The author shows this technique in three examples:

Example 1: Some went to the Worker's Cultural Palace Park (工人文化宫), a recreation center built for the proletariat during the heyday of communism. (Time, Apr. 1 2002)

Example 2: So with the near end of China's system of lifetime employment, known sometimes as the iron rice bowl (铁饭碗), where is the expected back lash? (Newsweek, special issue 2002)

Example 3: The P. L. A.'s new doctrine came together in 1999, say military analysts. It still carries its old name, 'Active defence' (积极防御), but the stress has moved to the first word. (Time, Sep. 30 2002)

Above four translation methods are the most used ones in Western newsmagazine represented by Time and Newsweek. It has been reported that English newsmagazines of western countries in a lot of cases are not reflecting what really happens in China, as some facts are ignored while others exaggerated. On the one hand Chinese characteristic items are tricky to translate or interpret; on the other hand, it might be helpful that journalists and reporters develop a more practical combination of translation techniques in news English to better represent Chinese characteristic-items.

Translation strategies: Foreignization and Domestication

Translation is not only the transformation between the two languages, but also involves two sets of different cultures. As language is one of the carriers or part of the culture, it is argued that any language issues should be considered within the realm of cultural background. How to deal with foreign language cultural background is an intractability question among translators. Foreignization and domestication represents one of the most confronted conflicts in the practice of translation. Compared with methods of translation which could be studied just at the language level, foreignization and domestication may be considered as the upgraded level as aspects of culture studies.

Foreignization and Domestication

Foreignizing Translation (FT) is intentionally breaking the target language routine and keep the exoticism, that is, accept foreign culture or foreignness. Try not to disturb original translator, let the reader approach him. (Venuti, 1995: pp.19)

Domesticating Translation (DT) is to minimize the exoticism and provide the target language readers a natural and smooth literary, that is, transformation the external culture or nationalization, localization. Try not to interfere with the reader and let the original translator approaching him.”(Venuti, 1995: pp.19-20)

In recent years, debates on these two kinds of translation methods are getting heated. It is reckoned that the traditional translation principle, something of Domestication, is to achieve smooth in reading and understanding. It makes the translation typical, vivid and easy to understand. However, in the process of Domestication the national characteristics of the

source language are possibly reduced or even lost. Eugene Nida, who is regarded in the contemporary international translation field as the representative master of domestication, suggested that translation should take the reader's response as the center of consideration (Nida, 1993). Lawrence Venuti questioned Domestication and put forward the principle of foreignization, by which it is promoted to retain something different in the foreign text in translation (Venuti, 1995). It takes the target language as the dominant position, and displays the difference in language and culture of foreign text.

Venuti defined foreignization as 'an ethno deviant pressure on those values to register the linguistic and cultural difference of the foreign text, sending the reader abroad'. He defined domestication as 'an ethnocentric reduction of the foreign text to target-language cultural values, bringing the author back home.' (Venuti, 1995) The author makes an comparison of Foreignizing Translation with Domesticating Translation by presenting the following examples of English-Chinese and Chinese-English translation.

Example 1: He made you for a highway to my bed; but I, a maid, die maiden-widowed.

他本要借着你做捷径，登上我的床；可怜我这处女，活守寡，到死是处女。(FT)

他要借着你做牵引相思的桥梁，可是我却要做一个独守空阁的怨女而死去。(DT)

Example 2: 早霞不出门，晚霞行千里。

Red sky at night, shepherd's delight; red sky in the morning, shepherd's warning. (FT)

Pink clouds in morning indicate that it may rain; Pink clouds at dusk predict that it would be fine. (DT)

Example 3: Shall I compare thee to a summer's day?

能否把你比作夏日璀璨？(FT)

能否把你比作春日璀璨？(DT)

Example 4: 癞蛤蟆想吃天鹅肉。

A toad hankering for a taste of swan (FT)

A case of 'the toad on the ground wanting to eat the goose in the sky' (DT)

The usage of Foreignization in practice

As demonstrated above, Foreignization Translation tries to transmit information of one set of culture and language to another while maintaining its original appearance. This kind of translation is beneficial for mutual expression and communication between people having the two different cultures and languages as each people understands better in their own language.

The theoretical basis of Foreignization is the openness and the penetrability of culture. First, culture by itself is an open system, and also has inestimable ability of containing and inclusion. Every national culture continuously has existed and will continue to exist uniquely.

Through Foreignization, information of one culture and language can be transmitted to another without losing its original meaning. Therefore, the mutual fusion among each country and culture could be driven forward greatly. Because of Foreignization, a massive western cultural information filtrates into the Chinese culture and it greatly enriches Chinese culture and the Chinese expressivities.

So in a sense good use of Foreignization is beneficial for absorbing fresh elements from other language system. Once these elements are accepted by the society, namely they are accepted through common practice, they become new members of the traditional language and culture. As a result, they can enrich the ways of expressions, promote the approach and exchange between the languages and strengthen the language vitality.

Hence it is believed that we can find out that Foreignization is helpful to the construction of national culture, is help to absorb the expressions of foreign languages, and is helpful to enrich our national Chinese language. However, it is by no means perfect. Although it is loyal to the original language, it destroys the norm of the target language. As translation from FT seems to be so close and natural to one's own language, target translation receivers text may lose sight of the original sets of language and culture. Through this way of translation, sometimes the translation may be unavoidably coarse, or even obscure and difficult to understand.

For example, 'dragon' is often related to the emperor in Chinese culture, and Chinese people are regarded as 'the descendants of dragon'. But in English, 'dragon' is the name of a vicious monster, and is regarded as the incarnation of demon by Christianity. The contrast is

very distinctive if it is compared to the Chinese dragon, which symbolizes nobility. Therefore due to the conflicts in culture between the source language and the target language, translators are recommended not to use FT method blindly in the translation of idioms.

The four translation methods of Chinese Characteristic-item discussed as seen in western newsmagazines, which are Transliteration, Transliteration with explanation, Literal translation, Literal translation with explanation, are considered to be on the Foreignization strategy as they are more oriented towards the Chinese language and culture. Readers may instantly recognize the foreignness in the expressions. In China FT translation is widely adopted in news English media such as newspapers circulated in English and TV programs broadcasted in English.

The usage of Domestication in practice

Domestication Translation theoretically regards language as the functional tool of human communication. In practice, Domestication emphasizes on easy understanding. Translators adopting this strategy make special efforts to avoid equivocal meanings and ambiguity. In practice, source language expressions are transformed into equivalent terms or idioms in target language. When there are no existing expressions that carry same or most similar meaning, source language will be rephrased and translated into target language. The underline principle and purpose of this practice is to turn these terms to expressions of the target language which readers are familiar with.

An example of DT is: 本末倒置. Literal translation could be: ignoring original intention by focusing too much on the unintended. A translation with DT strategy would be: Put the cart before the horse. In this case not only does this translation express exactly the meaning in source language, it also makes the translation sounds native to readers. The concrete procedure of Domestication is to leave aside the original words and expressions and the syntax, to hold the pragmatic meaning and select the same expression with the primitive pragmatic meaning from the target language. Domestication is to use the words and expressions, which has the same frequency of use with the source words and expressions. That is to say, Domestication is a kind of translation method that finds the coordinator in the target language in order to link the translated words and expressions closely to the primitive ones. With DT strategy eliminates the barriers in cognition and understanding and mitigates

the conflicts between the two different cultures.

Despite of the advantages discussed above, Domestication also has its limitations. Although DT translation can help people appreciate the resemblance that differentiates languages and reducing the difficulty with reading, it requires from the translators very high standard proficiency and knowledge of target language and culture. As matter of fact, such translators are limited to a small number among the whole profession. Also translation using DT strategy could sacrifice massive cultural subsidiary information. To a certain degree, it causes the readers to lose the opportunity to appreciate and comprehend foreign culture as it does not draw these different culture and language together, but let them with nothing to do with each other.

For example, the English idiom ‘go to law for a sheep ,you lose a cow’ can be translated into the Chinese idiom ‘捡了芝麻， 丢了西瓜’, which literally means one gets a sesame seed at the cost of losing a watermelon. These two expressions carry the same cognitive meaning but are using completely different similes that are common to each other’s own culture. For example, sesame seed and water melon are commonly seen daily supplies for Chinese people, but not for British or Americans. Visa versa, sheep and cow are more commonly counted as precession by local people for British rather than a Chinese family. Also although the idioms in both language expresses the meaning ‘the gain does not equal the lost’ (得不偿失), the English version reflects the cultural that people is accustomed to resolve dispute by law. While in the Chinese version, nothing is hinted regarding how to solve the dispute. Therefore, it would be better to use Freignization method and translate the idiom as: ‘为一只羊打官司， 却损失了一头牛’. It may be much easier to understand and also can manifest the subsidiary cultural information.

Due to the fact that both FT and DT strategies have their own advantages and disadvantages, it is up to the translators to decide what strategy to use to best transform Chinese expressions into English in the new. The employment of domestication may lead to a smoother flow of information and easier understanding of the Chinese cultural items, Foreignisation maybe a better alternative. On the one hand, the faithful rendition in form and meaning may provide an authentic exotic picture to the target readers, allowing them to appreciate the features of Chinese culture. On the other hand, it may inject new elements into

Anglophone language, and culture.

Problems in the translation

The most important reason why the Foreignization strategy is preferred in translating Chinese Characteristic-item is an ideological one. Ideologies are best viewed as ‘systems of ideas’ or ‘world views’ which relate material conditions to linguistic structure.

According to Lefevere (1992, pp.9), the most important consideration for translation is the ideology of the translator, or the ideology imposed on the translator by patronage. The dominant ideology in the target language culture dictates the basic strategy the translator is going to use and the solutions to specific problems. He also comments that the translator's ideology (whether he/she willingly embraces it or whether it is imposed on him/her as a constraint by some form of patronage) is the first factor that basically determines the image of a work of literature as projected by a translation(1992, pp.41).

Influence of the U.S. ideology towards China

China is led by the communist party while the U.S has long been fighting against the communist ideology since the 1920s. Herman and Chomsky (1988) in their ‘publicity model’ listed ‘anti-communist ideology’ as an important criterion for news selection. Therefore, mainstream media are arguably easily influenced by this anti-communist ideology when picking covering China-related news, thus journalists and editors are accordingly more interested in searching and reporting China-related news in this perspective. Naturally, the western media led by U.S. ideology may lead to negative coverage about China.

In news about China, Time magazine are criticized of displaying prejudice and hostility towards China. For example one comment reads: ‘China’s ability to launch a manned space probe is representative not of technological superiority but of inefficient resource allocation. The Chinese people would be better off if the country’s resources were focused on finding solutions to such pressing issues as mounting pollution levels, intellectual-property violations, inefficient and outdated state-owned enterprises and widespread corruption.’(Nov. 21, 2005) It has been reported that the Chinese public as well as government are upset by this negative coverage in U.S. news magazines which over-

exaggerate the possible threat a rising China may bring to the rest of the world in the fields of economy, environment and social life.

Insufficient translation

The ideological difference may lead to false interpretation of the Chinese Characteristic-item, inappropriate or partial understanding of the Chinese culture would result in insufficient translations.

It is understandable for the U.S. news journalists and editors to make some insufficient translations, when a Chinese characteristic-item is not fully understood. For example, Tiananmen (天安门) as a Chinese cultural and political symbol was put as ‘Gate of Heavenly Peace’. The causes of this insufficient translation may fall into but not limited to three groups: Firstly, Timeliness as the key characteristic of news report may leave limited time to journalists to dwell on specific cultural Characteristic-item especially when it is not the focus of news to be reported. Secondly, the differences between the Anglophone and the Chinese cultures may lay big barriers for the U.S. translators to grasp the full meaning of the Chinese cultural items. Lastly, western journalists and editors may deliberately avoid using the more appropriate Chinese translations due to their values and ideology.

Conclusion

Although the increasing mutual influence and exchange between Western and Chinese cultures lead to more mutual understanding and acceptance in the way of expression, there still remain many Chinese Characteristic-items that may hinder the satisfactory reading process of the English newsmagazines. Characteristic-items specific to China are pervasive in the Chinese language and cannot be avoided in China-related reports in English newsmagazines. Sufficient translation of Chinese characteristic items both in form and in meaning is constructive to the cross-cultural communication, especially when China is growing more and more powerful and influential, which gives sufficient and accurate translation of Chinese Characteristic-items even more importance in the promotion of cultural exchanges between China and other countries, including developed countries like the U.S. and west European countries.

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