

Implicit Strategies and Explicit Strategies in News Translation Practice

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Abstract: News is based on facts rather than creation and imagination. Translation and news translation is to accurately convey the actual information contained in the source language, so that readers can have a more real experience. Cultural default is a cultural phenomenon that easily affects the translation effect. Therefore, it is necessary to find out the causes of cultural default in cross-cultural translation, adopt appropriate cultural compensation strategies, and accurately convey the deep cultural connotation of the original text.

1. Introduction

Since the beginning of the new century, the exchanges between countries have become increasingly close. In the process of understanding the current affairs of different countries, news serves as a bridge for people to communicate and understand. News translation is a process of reprocessing relevant information in order to meet the basic requirements of current political followers in a timely manner. In news translation, the translator usually omits the cultural information shared by the reader of the source language. The default information can be activated in the mind of the reader by a specific cultural context, so that the reader can get a coherent semantic understanding. However, when the target reader encounters such default, there will be a meaning vacuum, which makes it difficult to mobilize various factors other than language to participate in discourse understanding and form coherent semantics. The tacit understanding between the source language author and the reader is missing between the translator and the target language reader. Therefore, the translator should be bilingual and bicultural, make appropriate cultural compensation and accurately convey the deep cultural connotation.

2. The Cultural Default in the News Translation

2.1. An Analysis of Cultural Default in the News Translation.

As the thesis begins, one thing should be known is that cultural default belongs to the category of default, it is initially an IT word and then this conception was proposed by linguists who used it to stand for the phenomenon of omission in communication. When talking about the phenomenon of cultural default, most scholars lay emphasis on the cognitive process of the human brain. Some researchers gave insights into the human brain and to reveal the internal mechanism in the process of knowledge acquisition and communication. Margaret W. Matlin describes the schema as the organization of knowledge in human cognitive process involves units that are larger than words and concepts. Knowledge about familiar situations, events and the relationship among these situations and events are both included in the organization. (Matlin, M. W., 1998: 222). Scholars Brown and Yule conducted research about artificial intelligence, which proved that there is a certain function in a human being's mind to intelligence, which proved that there is a certain function in a human being's mind to restore background information which is named schema (Brown & Yule, 1987:234-237).

Enlightened by the above description, the definition of schema can be drawn as: a collection of relevant knowledge about situations and events. Besides, Gillian Brown and George Yule adopt the classic restaurant example to materialize the definition of default, which proves that a person's schema plays an important role in communication. It is well-known that previous knowledge or so-called schema is indispensable for a successful communication, which can help the readers to fill the blank caused by different knowledge and cultural backgrounds.

In essence, cultural default shares a close connection with the cognition part in human communication. It involves many mental operations and cognitive elements. Another connection between language and cognition can be found in conceptualizations. As it is described, conceptualization is the mental process of classification" (Ungerer & Schmid, 2001: 2). Its production and concept have close attaches to language for that they are stored in our mind and signaled by the words of a language. Therefore, by studying the cultural default, the focus should be put on both cognitive forms and linguistic forms.

Cultural default refers to default of relevant cultural background knowledge shared by the author or speaker and his or her targeted readers or hearers in communication (Guo Jianzhong, 2000:235). In other words, cultural default is very common in communication, whether written or spoken. In China, Wang Dongfeng, the leading figure in this field, devised many useful compensation strategies through analyzing the influence of cultural default on reading. In fact, the influential notion of equivalence in the reader's response is connected with original language readers and target language readers, even translators are involved. In conclusion, translation is not only based on a superficial language level, but it also has a deep connection with cultural communication (Wang Dongfeng, 1997:55). In Wang Dongfeng's opinion, cultural default is also related to cognition. In reading, readers need to apply their cultural knowledge; in writing, translators must discover the knowledge structure of the target reader and use some special methods to retrieve the relevant information. These two processes are belonging to cognitive activities. Therefore, it is also important to study cultural default from the cognitive perspective. Another important opinion was proposed by Wang Dalai, with the help of combining of Schema Theory and Cultural Theory; he makes a systematic explanation on the linguistic level of cultural default in translation. In Wang Dalai's opinion, compensation on cultural background is urgent for target readers, who have the obligation to share the joy brought by the aesthetic value of the original texts. As he once stated, the lack of relevant background knowledge of a text can lead to hesitation, resulting in the vacancy in the whole schema (Wang Dalai, 2008:84). Meanwhile, many scholars such as Hu Pengzhi (2004) and Sun Haiyan (2006) have conducted studies on cultural default from the angle of aesthetic of the Reception Theory.

In brief, cultural default means the vacuum of sense caused by cultural and language differences between original readers and target readers. This phenomenon is common in the process of translation and writing, as the authors will assume that their target readers share the common cultural background with them. As a result, he or she will write in a specific way or leave some hints for readers to figure out the underlying meaning. However, some target readers live in a totally different social-cultural environment so they can't understand the meaning and connotation what the translator wants to express. Therefore, some expressions from the author may seem eccentric and hard to understand.

2.2. Reasons for the Problems Caused by Cultural Default in the News Translation.

Cultural default refers to the omission of mutual cultural background knowledge between communicative parties in the process of communication (Wang Dongfeng, 1997:56). In order to create the dialogue of witty words, improve the efficiency of communication and resonate with the audience, the film makers adopted the cultural default strategy. However, there are differences in cultural practices, historical traditions, values and social systems among countries or nationalities, which make the audience misunderstand the news and thus mislead the audience. As an important way to spread culture, news translation needs to faithfully reproduce the original information, properly fill the cultural default phenomenon in the news, so that the audience can appreciate the meaning that the original news wants to express, in order to successfully promote cross-cultural

exchanges between countries. As the messenger of cultural exchange, the translator has the responsibility to adopt appropriate and effective translation strategies to solve the cultural default phenomenon in the information, so that the news content can be transmitted in a complete manner. Translation itself is a cognitive and communicative activity, and relevance theory is a cognitive communicative theory, which has some similarities and compatibility. As a communicative strategy in writing, cultural defaults are also closely related to cognition, so the relevance theory can be a good explanation of cultural defaults and their compensation translations. In order to prevent the readers of the translated language from misreading the translation, the translator needs to faithfully reproduce the communicative intention of the author of the primitive language and create the best relevant context for the readers of the translated language. On the one hand, the translator's first task is to identify and analyze the cultural defaults in the original text, to infer the original information intention, to understand the author's communicative intention, and then to express it to the translation reader. On the other hand, translators should seriously speculate on the cognitive environment of the readers of the translation, use appropriate translation strategies to translate the cultural defaults in the original text, and construct their familiar cultural context for the readers of the translated language, so that the translation produces the same contextual effect as the original text.

News translation no matter C-E news translation or E-C news translation are involved in a large number of cultural background knowledge, translation results are also based on idioms, slang or colloquial expressions and other cultural load words, constitute a cultural default phenomenon. Cultural load words refer to "words, phrases, and idioms that mark the holding of something in a culture." These words reflect the unique ways in which specific peoples have accumulated in the long course of history and are distinct from other nationalities "(Liao Qiyi, 2004:232). By analyzing the cultural load words in the news, the author according to the five seed culture proposed by Nida, that is, ecological culture; language culture; Material culture: Social culture; religious culture (Nida, 1964: 91), which classifies the load words that appear more frequently in news translation, that is, material culture load words: social and cultural load words: Religious culture Load words: Language and culture load words. By classifying and analyzing these kinds of load words, the author hopes to fully understand the meaning contained behind them, so as to put forward effective translation compensation.

In Chinese and Western cultures, the order of names is completely opposite. For example, in Elle Macpherson, where Elle is the first name and Macpherson is the last name. At the same time, the structure of names is also different. Surnames and first names are usually used in Chinese, and English is usually composed of three parts: Christian name, middle name and last name. Howard Robard Hughes Jr, first Howard is the Christian name, the religious name is taken by the priest or family and friends, the second Robard is the middle name, usually taken in memory of the ancestors or respected people, and finally Hughes is the last name. The surnames of both English and Chinese are inherited from their parents, but in different positions. In addition, Jr. Is the abbreviation for Junior, which is used after the son's name when the father and son have the same name?

3. The Cultural Compensation in the News Translation

Cultural default is a very common phenomenon in cross-cultural communication. It gives rise to many translation problems in the practice of translation. Readers from a different culture may sometimes feel at a loss and sometimes feel awkwardly by the default cultural information due to the lack of cultural background knowledge in their cultural schema. The idea that cultural default element should be reconstructed in the target language has been universally accepted. Whereas, what compensation strategies should be employed to reconstruct the cultural default element remain varied to different translators. This paper holds that different compensation strategies need to meet the requirement of different translators on different conditions.

3.1. Omission.

By omission we mean we properly omit some words or expressions in order to make the translated version brief, concise, clear. Proper omission in English-Chinese translation often involves the omitting of some words (such as prepositions, articles, certain pronouns, conjunctions, etc.) that are indispensable in the source language text but not in the target language text.

BEIJING, Jan. 19 (Xinhua) Chinese President Xi Jinping left Beijing on Tuesday for state visits to Saudi Arabia, Egypt and Iran.

Xi is invited by Saudi King Salman bin Abdulaziz Al Saud, Egyptian President Abdel-Fattah al-Sisi and Iranian President Hassan Rouhani .

Xi's entourage includes Wang Huning , member of the Political Bureau of the Communist Party of China (CPC) Central Committee and director of the Policy Research Office of the CPC Central Committee; Li Zhanshu, member of the Political Bureau of the CPC Central Committee, member of the Secretariat of the CPC Central Committee and director of the General Office of the CPC Central Committee; and State Councilor Yang Jiechi.

This example of news is a common source language of the country's leaders' visit reports, usually include visiting time, visited countries and his entourage, the translation of the original word for word translation, can be said to accurately convey the original information, however, compared to the original and the translation, we can see it is longer than the original length because the translator in translation entourage underlined the original name and position in turn introduced again, it's only three entourage, but the position of two people more than one, introduced the long position has been completed, will account for a large space and longer than the main content. Here, translators ignore the change of receivers. For western news audiences, they are not familiar with the entourage, and the positions of these attendants are not the key information of the news. Such information is of little value to foreign audiences and is not important information. A large amount of introduction to the entourage will make the main content of the news not prominent enough, which will reduce the efficiency of the audience to obtain information. In addition, in English news writing, there is almost no way to list the name and title of the entourage in the main body of the report. If such information is presented, it will not conform to the reading habits of the general audience. This piece of news is best translated in a reduced form, where the introduction to the entourage is omitted and translated into:

“Chinese President Xi Jinping left Beijing on Tuesday for state visits to Saudi Arabia, Egypt and Iran.

Xi is invited by Saudi King Salman bin Abdulaziz Al Saud . Egyptian President Abdel-Fattah al-Sisi and Iranian President Hassan Rouhani .”

In this way, the target language news theme is prominent, the content is concise, more in line with the audience's reading habits, the dissemination of information is appropriate.

3.2. Addition.

When translating information containing a unique cultural, social or political background, the translator should pay attention to the difference between the object of news communication and the object of news communication in the source language, and the content that the source news readers can easily understand, if passed on to the translated news readers intact, may be confusing to them. At this time, the translator needs to add the necessary explanation or background introduction to the translation, otherwise it will affect the understanding of the news audience of the translated language and can not convey the information accurately. The addition of translation does not mean that translators can add picture as much as they want, but must abide by the basic principle of adding words that are essential in syntax, semantics, or rhetoric, that is, adding words that the original text does not appear but is contained in its actual content.

The State Council, China's Cabinet, has released a guideline on the protection of left-behind children--those whose parents work away from home---delineating the various responsibilities of parents, government and society .

When Chinese politics news is translated in English, special attention should be paid to the object of communication, and the internal and external differences should be considered, taking into account the decoding ability of the western audience, eliminating the noise and avoiding the overload of information transmission under the condition of limited channel capacity. For example, the Chinese audience is aware that the State Council is the highest state administration in China, but for Western audiences who are not very familiar with the system of our national institutions, the translation "The state Council" is only a name for them, and if the explanation of "China's Cabinet" is added later, They were immediately able to understand the specific status, functions and role of the State Council. In addition, "left-behind children" is undoubtedly a very familiar group for Chinese audiences, and the opinions on strengthening the care and protection of children left behind in rural areas clearly state that "left-behind children are minors who are out of work by both parents or one-party who is not supervised by the other party and who is under the age of 16". However, if the "left-behind children" is only translated as "left-behind children", it may be difficult for the Western audience to understand what kind of children is "left-behind children". Because of the cultural differences, the Western audience on the word is a cognitive vacancy, literal translation information beyond their ability to decode, so that they have a strong Chinese characteristics of the word information confusion, so the translator once again chose to increase the translation method, added "those whose parents and away from "Home" Such an explanation, which can help the western audience to understand the connotation of information accurately and smoothly, more accurate understanding of our country's policies. It is not only faithful to convey the original information, but also easy for readers to read and understand to ensure the effect of communication. In fact, the lexical expressions of Chinese characteristics often appear in Chinese political news, which involves the unique phenomena such as politics, culture, society and history in our country, but if the literal translation is difficult for foreign audiences to understand its connotation meaning, then the translator needs to add the necessary explanation or background introduction, that is, redundancy can't be too little, In order to make the foreign audience smooth decoding, can accurately understand our country's policy and understand the domestic situation of our country.

3.3. Adaptation.

Translation is to change the structure of the original sentence, add or subtract some information appropriately, and adapt to the language expression habits of the target language, so as to facilitate readers' understanding. For example, China Started the Trade War ,Not Trump.

Foreign media actually reported that the launch of the trade war is China, not trump, how do you understand the news came in the context of: March 22, 2018 President Trump signed a presidential memo on Chinese trade, which will impose a massive tax on Chinese goods and limit investment and mergers and acquisitions between China and the United States. From this point of view, the headline clearly stands in the position of the United States, especially Trump, in making a statement, a strong argument. If the literal translation is "China has launched a trade war, not Trump," it will not only blur the facts and positions, but also arouse the revulsion of Chinese readers. However, after the translation, the addition of "foreign media should report" and "How do you understand", on the one hand, shows that we are surprised by its confusing behavior, on the other hand, let Chinese readers participate in the discussion of the politics of the country and express their views.

4. Summary

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In brief, cultural default means the vacuum of sense caused by cultural and language differences between original readers and target readers. This phenomenon is common in the process of translation and writing, as the authors will assume that their target readers share the common cultural background with them. As a result, he or she will write in a specific way or leave some hints for readers to figure out the underlying meaning. However, some target readers live in a totally different

social-cultural environment so they can't understand the meaning and connotation what the translator wants to express. Therefore, some expressions from the author may seem eccentric and hard to understand.

This paper mainly analyzes the cultural default problems, compensation strategies in the news translation. From the above analysis, the cultural default can be solved, which requires the translator's careful attitudes, high translation skills and rich cultural knowledge and reasonable compensation strategies. In the process of news translation, it is necessary to choose reasonable translation methods according to the actual meaning of news, and at the same time to better understand the background knowledge of news, so as to promote the true meaning of news can be passed on to readers. Only after the correct identification and understanding of the news information can the reader better put into the news reading, and finally achieve effective information transmission.

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