Translator's Centrality and Ideology in Chinese-English Bilingual News: A Case Study of Texts from the China Daily Website

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Abstract:

Since the outbreak of pandemic, news has been gaining increasing interest in translation studies due to its wide reach and clear ideology implications. According to the Multi-dimensional Integration Principle of Eco-translatology, in order to ultimately accomplish the goals of "svival" and "longevity," translators must take into account the adaptation choices of the translation within language, cultural, and communicative ecosystems in addition to being true to the original text and accommodating the reader. The translator becomes the focal point of the procedure as a result. This study examined the centrality of translators and their ideological reflections in news translation from three aspects of the integration principle using bilingual news texts from People's Daily, China's official media outlet, over the previous three years. This study will deepen the understanding of Translation Ecology applications, systematically grasp China's image, stance and direction in international opinion, and enhance translators' skills and international competence in external communications.

Keywords: Eco-translatology; news translation; translator's centrality; ideology

1. Introduction

In recent years, due to the expansion of network coverage and the popularity of Internet social media, news reading has become the daily habits of people around the world. According to *Digital News Report 2023* from Reuter, the Internet penetration rate in most countries in Asia, Europe and the Americas exceeds 80%, and in some specifics countries, such as the Nordic countries, the United States, the United Kingdom, Japan and South Korea, the penetration rate exceeds 90%, and the Internet penetration rate shows a close positive correlation with the degree of news dissemination. In some countries, news has attracted widespread attention, such as 39% of people in Norway and 21% of people in the United

States who said they would pay for a daily news subscription in 2023, indicating that news consumption is on the rise and reflecting the importance of news to the public (*Digital News Report 2023* from Reuter). Additionally, it has become a new method of disseminating video news on social media due to the emergence of new audio and video formats that are popular among young people, such YouTube and TikTok. People tend to believe content that aligns with their interests, values, and preconceived notions, according to a survey by Jesper Stromba et al. on news acceptance. However, news media can also influence public opinion by selectively reporting on certain topics [1]. According to Amanul Haque et al., news might cause readers to develop or strengthen particular political prejudices because it represents the publisher's worldview [2]. This reflects that on a global scale, in addition to reporting facts, presenting problems and solutions, news can also spread ideas on a large scale, and shape global readers' impressions, opinions and even positions on a certain event and a certain participant. Therefore, translating news and presenting it to readers around the world has become an extremely important measure to convey attitudes and opinions and build images.

The study of translation and ideology has attracted scholars' attention since the 1980s. Hermans linked ideology with manipulation and power relations in translation; Lefevere emphasized the importance of the translator's ideology and the dominant poetics of the target language in defining the translated text, and he thought that translation was the most readily identifiable type of adaptation that could project the author's and the work's image into another culture; Hatim and Mason highlight how the translator uses his own knowledge and beliefs to interfere in the text processing process, making a distinction between ideology in translation and the translation of ideology; Fairclough believes that language is a social behavior to express ideology, and proposes to expose the ideology hidden in media texts through text analysis; Bielsa and Bassnett contend that news texts are "ignored" by translation studies but are studied by media studies or linguistic studies. Munday investigates how translation may be used or manipulated to accomplish particular ideological goals and highlights the subjective involvement of translators in the translation process. It is evident that researchers in this discipline have a propensity to examine the connection between ideology and translation in the progressive division of text kinds..

In this study, the global edition of *China Daily* is selected as the target of the author's Chinese-English bilingual news analysis, covering domestic cultural communication, national diplomatic news, international cooperation, and China's reports on some international controversial events, which can convey a country's attitude and stance in the international arena. The time span is from 2022 to 2024. Through the analysis of translator's choice of reporting terms, the ideology and ideological bias contained therein can be referred from the language level [3].

Since its inception in 1981, *China Daily* has been committed to becoming an important bridge of mutual understanding between the world and China. Over 900,000 copies are published globally, with the majority of those copies being distributed abroad. The International edition of China Daily further expanded its reach and influence in 2023 by optimizing its channel construction, covering over 60 countries and regions, and collaborating with over 30 media outlets worldwide to publish editions in English, French, Spanish, Russian, Japanese, Albanian, Italian, and other languages.. Besides, the contents of the *China Daily*'s report are varied. First, it strengthens cultural exchanges, holding a number of global speech competitions, international media interviews, and lecture halls around artificial intelligence in 2023, covering 1.2 billion audiences worldwide. In addition, it assumes the role of monitoring public opinion, and publishes quick and sharp opinions on domestic and foreign social and diplomatic events. Some reports have been quoted more than 200 times by foreign media such as *The Associated Press* and *Washington Post*, and have been read more than 100 million times on overseas social media. It can be seen that *China Daily* is an important window for China to communicate and exchange views with the rest of the world.

Using a qualitative analytical approach, this study chooses to analyze multilingual news from the *China Daily*. The importance of translators in translating news and the ideologies that influence the translation techniques they employ are examined under the Eco-translatology theory. This will give readers a fresh viewpoint on how to perceive news in practice, broaden the practical analytical scope of translation theory, and offer rich instances for theoretical development..

2.Theoretical Foundations

2.1 Eco-translatology and Multi-dimensional Integration

Humans' ecological consciousness is growing daily as time goes on, and the world's society is starting to transition from an industrial to an ecological civilization. Given this context, the "ecological" dimension has progressively permeated many areas of the humanities and social sciences, including translation studies, and evolved into a novel translation theory known as Eco-translatology, which was first put forth by Hu Gengshen in 2001 and completed in 2009 [4]..

Eco-translatology is a holistic study of the translation ecosystem, focusing on the relationship between various elements within the translation ecosystem. It is necessary to include the following research ares: the coordination between translation activities and language, culture, human society, and even nature; the relationship between translators and translation ecosystem; the relationship between authors, readers, sponsors, publishers, critics and translation; the relationship among translation essence, translation process, translation principles, translation methods and translation standards. The macroscopical, mesoscopic and microcosmic aspects of Eco-translatology are all involved in the study of the relationships among the elements within the translation system. These factors are subject to certain social norms and follow various presuppositions about the value system.

Based on this, Hu Gengshen put forward the principle of Multi-dimensional Integration as the criterion for evaluating translation in 2011, that is, on the basis of maintaining the text ecology, the translation can "survive" and "live long" in the new language, culture and communication ecology [5]. Given that the aforementioned translation is impacted by a number of societal elements, it should be considered a weakness if the translator disregards these influencing factors during the translation process. This is because it is not consistent with the reality of translation and it is unjust to pass judgment. It is evident that this approach requires translators to take into account other societal aspects in addition to merely converting the source language [5]. As a result, the translator is given more prestige and ethical accountability.

Multi-Dimensional integration, also known as multidimensional transformation, is essentially three-dimensional transformation.This indicates that the translation principle of multidimensional selective adaptation and adaptive selection comparatively emphasizes the alteration of linguistic, cultural, and communicative dimensions through adaptive selection. Among these, the communicative dimension concentrates on the interpersonal intention of translation, the cultural component concentrates on the contextual impact of translation, and the linguistic dimension concentrates on the expression of the translated text. To accomplish the translation from language expression, contextual effect, to interpersonal intention, the translator, who is at the heart of the process, flexibly employs a variety of translation procedures.. Therefore, the translator's intention and thoughts can be inferred from these three aspects.

3.Research Methodology

This study adopts the method of qualitative research, and the time range of bilingual news of China Daily collected is from October 2022 to October 2024, covering four aspects: politics, economy, diplomacy and culture. The reason for this approach is that the author is able to understand the more typical cases in the rich data, explore the underlying meaning, motivation and context, and grasp the commonalities among complex phenomena [6]. This can help readers and researchers to better understand the behaviors or beliefs of a particular culture or social group. Following the collecting, the traits of these cases—such as the quotes' parallels and variations, the emotional inclination of the words, the intricate sentence transformation, and the adaptability of the usage of personal pronouns— are compiled and arranged. It is important to pay close attention to and thoroughly examine these language intricacies since they frequently reveal the translator's mindset and philosophy..

The advantage of this method lies in deepening the deep understanding of social and linguistic representation. The study design is flexible and can be adapted to the characteristics of the collected cases to cover as many phenomena as possible; In addition to the bilingual edition of China Daily, researchers from other countries who are interested in this field can also draw some reflections from it.

4.Case Studies

4.1 Language Dimension

The translator first pays attention to the language dimension in the process of translation, because language is the carrier of the text content and the bridge directly connecting the translator and the reader. To get the finest expression effect, translators should select and modify language forms based on various translation contexts. There are clear linguistic distinctions between Chinese and English in terms of expression and grammar. Coherence of meaning, flexibility and conciseness, and the use of word order and implicit logical linkages to convey meaning are all highly valued in Chinese. In contrast, English places a high value on form coherence, using conjunctions and prepositions to join words and sentences and morphological alterations to convey grammatical meaning and logical relationships [7].

例 1: 每年 , 世界各地的游客都会涌入三亚的阳光海岸 , 参加惊险刺激的浮潜探险 , 沉浸在生机勃勃的海底世界。

译 文 : Each year people from around the world flock to the sun-kissed shores of Sanya for a thrilling snorkeling adventure in which they immerse themselves in a vibrant underwater world teeming with life.

This typical example reflects the typical characteristics of Chinese sentence patterns, that is, multiple verbs, multiple short sentences, and modifiers on the left. The main structure of this sentence is obviously SVO, the subject is the

tourist, followed by three parallel verbo-object structures: rushing to the shore, taking part in an adventure, and immersing in the underwater world. The underlying logical misunderstanding is that these three verbs occur side by side or in chronological order, but in fact the latter two verbs are created from the premise of " 在三亚的阳光海岸上 ", so the last two sentences are modifiers of Sanya. In order to add more details to Sanya, the translator meticulously captured this logic and transformed the final two brief sentences into non-restrictive attributive clauses. This is consistent with both the original logic and vibrant activities of Sanya as well as the open subordinate structure of English, which reflects the translator's centrality..

例 2: 决定将调整职工按月领取基本养老金最低缴费年限 , 从 2030 年起由 15 年逐步提高至 20 年 , 每年提高 6 个月。

译文 : Starting 2030, the minimum year of basic pension contributions required to receive monthly benefits will be gradually raised from 15 years to 20 years at the pace of an increase of six months annually.

This sentence shows that Chinese has no subject and uses the active voice. On the contrary, the passive voice is often used in news reports in both Chinese and English to highlight the objectivity of the language [8]. The expression of objectivity is particularly crucial when discussing policies, as the aim of the description is frequently the individuals who are involved in policymaking, and the subject is frequently an objective item, phenomena, or process. In addition to being objective, using the passive voice helps the reader stay focused on the topic at hand. Through analysis, the subject of the policy is "the minimum year of basic pension contributions required to receive monthly benefits", and the object is the people who promulgate the policy (i.e. " 我们 ", omitted in Chinese), the translator takes the subject as the subject and uses the passive voice, which is in line with English expression habits and increases the objectivity of language expression.

4.2 Cultural Dimension

News translation is of great significance to foreign cultural communication and telling Chinese stories well, and many of the expressions in it have remarkable Chinese characteristics. Strong timeliness, accuracy, and fidelity are necessary for news materials, and translators are expected to use translation strategies like conversion or other translation techniques to handle the translated text, accurately convey its connotation and express its meaning, and more fully and fully showcase the beauty of Chinese culture..

例 3: 秋风爽朗萧瑟 , 夜色皎洁美丽 , 月亮阴晴圆缺 , 人有悲欢离合 , 这些亘古不变的议题 , 成就了无数流传千古的佳篇 , 已经俨然化作了属于中国人的共同记忆 , 属于华夏的文化符号。

译文 : The crispness of the autumn breeze, the beauty of the moonlit night, the waxing and waning of the moon, and the joys and sorrows of human life-these timeless themes have inspired countless enduring masterpieces. They are woven into the collective memory of the Chinese people, a cultural symbol belonging to the soul of the Chinese civilization.

The original article is rich in content and beautifully written, using four four-character words in succession, not only conveys the meaning, but also shows the profound beauty of traditional Chinese culture in the beauty of the counterpoint. This is particularly difficult in the subject of translating news. The translator employs a flexible translation technique called conversion, which effectively conveys the meaning of fall wind, night, moon, and life by condensing the four-word terms that function as adjectives and verbs into short nouns. Reading also retains the original symmetry and catchy feeling while maintaining structural symmetry.In addition, the translator also uses the method of additional translation, additional translation of "soul", showing the rich content of the Chinese national culture, the persistence of inheritance, reflecting the translator's cultural confidence and awareness of spreading culture.

4.3 Communicative Dimension

Since translation is a cross-cultural communication activity, the translator should not only finish the language and cultural dimensions adaptation and selection process but also understand the communicative goal of the translation, modify the original text's structure and logic, and smoothly communicate the author's intention to the reader.. In this process, translators will inevitably be influenced by their own positions and thoughts, which will be reflected in the use of words and pronouns in the translation.

例 4: 尽管核污染水排海计划遭到国内外强烈反对 , 日本首相岸田文雄仍在 22 日上午召开阁僚会议后宣布了这一决定。

译 文 : Despite raging opposition from both home and abroad, Prime Minister Fumio Kishida announced the controversial decision following a ministerial meeting held on Tuesday morning.

The translator needs to comprehensively consider the deep meaning and emotional color of the original author at the communicative level.On the other hand, the words themselves are the only thing that can convey the text's meaning, whether it be deep or superficial, and their use also conveys the speaker's aim, attitude, ideology, and value orientation. The two extra adjectives, "raging" and "con-

troversial," have an overall emotional tint that matches the original text's mood in this translation. These are derogatory terms, suggesting that the translator disapproves of and even denounces the behaviors and personalities in the book. Such a change can convey China's firm opposition to the event, but also subtly affect the reader's view of the incident.

例 5: 黎真主党在核实现有信息后认为，以色列应对黎巴嫩全国多地发生的一系列寻呼机爆炸事件负全责。

译　文：Lebanese government officials and Hezbollah blamed lsrael. "After examining all the facts, available data and information about the heinous attack that took place this afternoon, we hold the lsraeli enemy fully responsible for this criminal aggression", Hezbollah said in a statement.

Julia Kristeva believes that the text of a work is like a collection of many texts, each text is the absorption and transformation of other texts, and the use of quotations is one of the typical manifestations of absorption and transformation[9]. The relationship between the original text and other texts is immediately shown via quotations from other works, which largely represent the author's affiliation with the discourse of other texts. Here, the translator indicates that they agree with the statement's content by directly quoting the statement of others and adding details of the report to the English version. Additionally, translators use other people's quotes while covering contentious global events. In fact, the selection of quotations itself represents the position of the speaker, and the speaker can also use the words of others to express his intention, so as to strengthen his influence and make the audience accept the expressed views more easily[10]. This can realize the hidden spread of ideology.

5.Conclusion

This study aims mainly at the centrality of translator and the embodiment of ideology in bilingual news. In addition to clarifying that news can convey the ideology of authors, translators and relevant organizations, it also attempts to shed light on the process of translator's manipulation of translation to achieve the purpose of bilingual conversion, cultural transmission and communication, in order to reveal how ideology is perceived in translation studies as well as some translation techniques to convey ideology. In order to achieve this, five typical examples are chosen, which cover syntactic conversion, additional subject translation, artistic conception and cultural image translation, emotional-color word choice, and quotation use. These techniques are frequently employed in Chinese-English bilingual news translation to convey attitude and position and to enhance communication effect. The translated text that is produced may reveal the translator's ideology, level of importance in the target language context, and degree of adaptation to the target language's ecological environment.

This study expands the application scope of Eco-translatology and enriches the perspective of word and sentence analysis under the theory. However, because of space constraints, this study only included a few typical cases for examination, such as the two components of ideology communicating and the two bilingual conversion skills. It is somewhat deficient in the variety of cases and fieldwork on the communication effect. In order to improve the research's practicality and deepen the field's understanding, it is recommended that future pertinent studies examine how ideology is embodied in other contexts and the unique communication effect..The emergence of ideology is an important and increasingly concerned topic in translation studies, which deserves further exploration in different fields and types of texts.

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