

# Quality Assessment Criteria in Business Conference Interpreting from the Perspective of Loyalty Principle

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## ABSTRACT

From a quantitative research in business conference interpreting, informed by Skopo theory, Loyalty Principle perspectives, this paper explores an empirical study on loyalty principle applied in conference interpreting quality assessment mode from three-facet assessing objects: interpreter, interpreting users (conference speakers and listeners) and initiator. Further, it also proposes questionnaire surveys to probe the applicability of interpreter's moral loyalty analyzed by the different assessing parameters: users' expectations on interpreting, initiator's assessment on interpreting and interpreter's self-assessment. Lastly, it concludes loyalty principle has contributed to conceive a multidimensional interpreting quality assessment mode adopting both qualitative and quantitative research approaches catering to the needs of high-standard business conference interpreting assessment.

**Keywords:** *Loyalty Principle, Business conference interpreting, Quality assessment, Assessing parameters, Quantitative research.*

## 1. INTRODUCTION

In line with the booming market for business conference interpreting in China, there is an urgent call for a set of applicable quality assessment criteria. Quality assessment of conference interpreting involves many factors such as different requirements for different tasks, efforts exerted by the interpreters at work, the source-text producer and initiator's perspective, interpreter's output, and target-text receiver's expectation and feedback, the interpersonal relationship of all the above factors in interpreting performance and the purpose of the assessment, etc. Previous studies have not set up systematic targeted quality assessment criteria, because all these factors have not been put into the

key place. This thesis aims at proposing a set of quality assessment criteria for conference interpreting based on these factors from a dynamic and multidimensional perspective — Loyalty Principle. It can remedy the defects in the previous criteria such as equivalence and faithfulness because it is about the interpersonal relationship concerned in the interpreting activities. It stresses

the respect and coordination of intentions of source texts, expectations of receivers of target texts and the purposes of interpreting event. It puts people and their purposes at the top of consideration. This is a great breakthrough in the interpretation studies for it is a dynamic and multidimensional approach.

## 2. LITERATURE REVIEW

Since China's reform and opening-up in 1978, communication and exchange between China and foreign countries has developed in a prosperous manner, which has also driven the development of interpreting practice and research in the country. Articles on interpreting research at the early stage were mainly people's thoughts on and experiences

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in interpreting or their introduction to foreign interpreting practice and theories. Research on interpreting quality assessment did not start until the late 1980s and the early 1990s. Empirical studies in the sub-branch of interpreting assessment did not develop in China until the 1990s. The researchers take into consideration not only the subjective feelings and personal experience but also various factors involving in interpreting performance, including speakers, listeners, interpreters, environment and conditions of interpretation, etc.

He Huiling carried out an investigation in the form of questionnaires to the speakers, initiators, interpreters and audience of nine international academic conferences in order to understand the expectations to interpreting of different groups of people. The results of the study showed that the prior importance of academic conference interpretation is the accurate rendition of information, followed by the correct use of terminology and preparation of the conference documents beforehand [1]. Ru Mingli interviewed professional interpreters and users of five international conferences in the fields of commerce, engineering and religion. The research suggested that both the users and the interpreters emphasize content accuracy than the form of language, users in business conferences requires most faithfulness of interpreters to the speakers and the maximum correctness of terminology [1]. Though China's research in interpreting lagged behind that in Western countries, Chinese interpreting scholars and researchers have proposed different interpreting quality assessment criteria based on primitive principle of 'accuracy, smoothness and elegance'. Among the criteria below, it can be seen that accuracy is given top priority by interpreting researchers and practitioners.

Although the prosperous development in interpreting research, there are still some disadvantages in contemporary research with emphasis particularly on empirical studies. First, the previous empirical studies have showed that the lack of comparability among individual empirical studies, for instance, different empirical parameters from the researcher's perspective. Therefore, not all the results of these researches can be compared with a single standard. Secondly, the lack of uniformity occurred in experiment empirical questionnaire surveys, some experiments and studies lack theoretical background, reliability and validity. Thirdly, the perspective of interpersonal relationship among the parties concerned with the

conference interpreting are not been attached great importance and so on. Numbers of surveys centered on the user's expectations, some focused on interpreters, but few concentrated on the initiators of the conference. Furthermore, the objectiveness of the user's expectation is still unsatisfactory, not all interpreting users are bilingual as qualified assessors, leading to their assessment neither objective nor reliable.

Conference interpreting (CI) studies at home and abroad have proved that the interpersonal relationships among the parties concerned with the conference play a positive role in the interpreting performance. The author intends to probe into CI quality assessment based on Loyalty Principle and hopefully adopt a multidimensional dynamic quality assessment mode to evaluate CI quality parameters, which reflects the interpersonal relationship among the parties concerned that count in interpreting, therefore, it allows a multifaceted assessment model must be explored to evaluate the purposeful communicating interpreting performance, for conference interpreting is a highly situation with various contextual factors cannot be assessed properly if the assessment can only take consideration of the linguistic rendering. With the multidimensional dynamic quality assessment mode in three aspects, the author believes that interpreting performance will be assessed in a more scientific way with more convincing research findings.

### 3. THEORETICAL FRAMEWORK

#### 3.1 *Parties Concerned in Loyalty Principle*

There is a responsibility translators have to assume in translating, that is the "loyalty" is about the interpersonal relationship concerned in the translation activity. Loyalty stresses the respect and coordination of the intentions of source texts, expectation of receivers of target texts and the purpose of translation; moreover, this is a significant breakthrough in the translation studies for it is a dynamic and multidimensional principle which is based on interactive interpersonal relationship between source and target sides. In a particular translation task, loyalty is filled by the demands of the specific translation concepts of the cultures in question [2]. It is translator's task to mediate between the two cultures, and mediation cannot mean imposing one's culture-specific concept on members of another culture community [2]. According to Nord, Loyalty Principle means

the interpersonal relationship among interpreters, source text authors, target text receivers and initiators of Translation [3]. This is also the case in conference interpreting. In terms of Loyalty Principle, the translators are required to be faithful to the authors of source texts and coordinate the purpose of target texts and the author's intentions, for what Loyalty Principle cares is the social relationship between translators and other participants in the process of translating [4].

### 3.1.1 Being Loyal to Initiators

Interpreters must be loyal to initiators or organizers of the conference. Initiators hire interpreters to help them achieve certain purposes. Generally speaking, the purposes of the initiators are the ones of the conference. Being loyal to initiators, interpreters are supposed to facilitate the realization of the purposes through their work. The initiators expect a great success or the conference, which depends on the smooth communication between speakers and audience. Thus, the primary task for interpreters is to promote the communication.

### 3.1.2 Being Loyal to Speakers

Interpreters must be loyal to speakers in source language. Speaker is one of the inevitable parts in interpreting events. No matter what kind of conference, interpreters are expected to transmit speakers' speeches to target receivers. The knowledge of the speech keynote or the intentions of speakers can facilitate the interpreters to focus on those main ideas in their working process and

filter the redundant or unnecessary parts from the speech at the conference to achieve the optimum of interpreting performance.

### 3.1.3 Being Loyal to Listeners

Interpreters must be loyal to the target language listeners, that is, they ought to hold responsibility to the target audience. Target receivers also have their own significance. They take part in the conference with their expectations from different perspectives of the speech. The language barrier prevents them from understanding what speakers say, so interpreters are qualified to interpret what they're eager to know from speakers' speeches. It is the existence of those receivers that interpreters are needed, so they are the main objects of interpreter's work. The expectations of the target language audience are the primary consideration for interpreters.

Since every party has its own purpose, it is necessary for interpreters to balance and mediate all those purposes and figure out a common ground among the interests of all parties. This is why interpreters are also called as mediators whose purpose is to let all parties concerned satisfied with the communication.

## 3.2 Loyalty Principle and Interpreting Quality Assessment

As illustrated above, combined with its relations among Functionalism, the tree model of Loyalty Principle and quality assessment in conference interpreting is as follows: ("Figure 1")

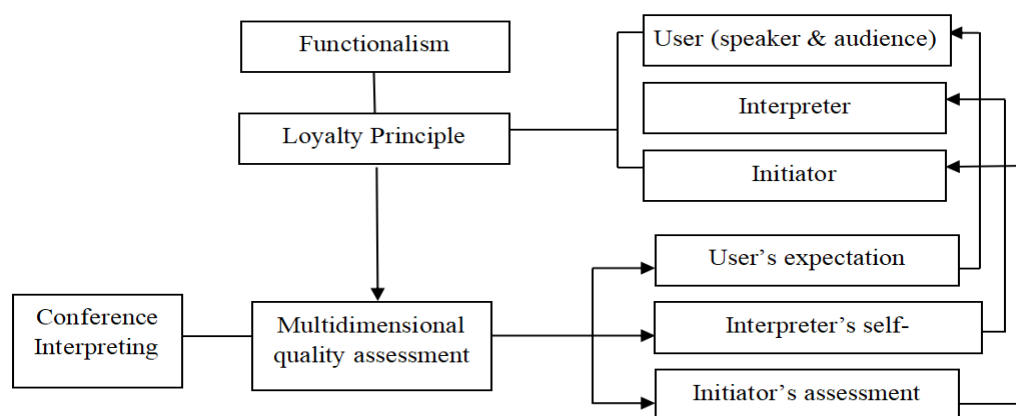


Figure 1 Three Parties' communicative relations in Conference Interpreting.

According to Nord, Loyalty Principle means the interpersonal relationship among interpreters,

source text authors, target text receivers and initiators of Translation [2]. In another word,

Loyalty Principle is made up of three major assessing subjects in conference interpreting, conference initiators, interpreters and interpreting users, including conference speakers and listeners, consisting of an integral part of a multidimensional assessment mode for conference interpreting quality. As illustrated in Loyalty Principle, "loyalty" is about the interpersonal relationship concerned in the interpreting activity. Loyalty stresses the respect and coordination of the intentions of speakers' source texts, expectations of interpreting users of target texts and the purpose of interpreting events, which tends to show a dynamic relationship among the parties concerned with the conference and closely connects with the assessment subjects of conference interpreting.

Sorting out the above factors, the author of this thesis hopes to conceive a dynamic and multidimensional quality assessment mode for conference interpreting from the three-facet perspectives: initiators' perspective, interpreters' performance and interpreting users' expectation. The different facet will be stressed on evaluating a certain specific parameter among assessing subjects in the conference interpreting. More importantly, as shown in this flow chart, the relationship between Loyalty Principle and the three-facet quality assessment mode for conference interpreting will be deeply probed into through empirical study by relevant questionnaire surveys in a quantitative way and empirically illustrated in the following sections, so as to prove that Loyalty Principle has an influential significance to the study of quality assessment for conference interpreting dynamically and multidimensionally.

#### **4. MULTIDIMENSIONAL DYNAMIC ASSESSMENT MODE OF CI BASED ON LOYALTY PRINCIPLE**

As the existing assessment methods of Loyalty Principle in interpreting originated from translation quality assessment method in the aspect of textual analysis, it allows a multidimensional research and assessment model must be explored to evaluate the purposeful communicating interpreting performance, for conference interpreting is a highly situation with various contextual factors cannot be assessed properly if the assessment can only take consideration of the linguistic transformation. The author intends to probe into Loyalty Principle applied to CI quality assessment and hopefully adopt a multidimensional dynamic quality assessment mode to evaluate CI quality parameters.

With the identification of the basic measuring criteria to CI quality assessment, the author will elaborate on the multidimensional dynamic quality assessment mode from three aspects, namely self-assessment, questionnaire survey and transcribed textual analysis. As for self-assessment centering on assessing interpreter's perspective and transcribed textual analysis focusing on the interpreter's rendering on the spot, Both assessing aspects have been conducted a quantitative research in the previous relevant study, this paper is inclined to shed the most light on the qualitative empirical research on the assessment model by integrating Loyalty Principle from multifaceted assessing parameters.

#### **4.1 Questionnaire Survey**

##### **4.1.1 Survey Respondents**

The first "China-Australia Green Building and Eco-city Forum" was held in Guangzhou on 16 September, 2010. Experts from both countries delivered keynote speeches and discussed on the topics of "China-Australia Eco-City Building Concept and Future Planning" and "Prospective Development and Future of Green Building and Eco-City". The forum boasted a broad range of advanced green building technology, including planning and design of green architecture, water technology, energy-saving technology, and new material and clean production technology and so on. More than 300 green building technology industry participants and consultants participated in this forum, coming from China and Australia.

The author conducted the surveys on two conferences at Shangri-la Hotel, namely a Panel Discussion on the topic of "Future of Green Building and Eco-city Development in China and Australia", transferred with simultaneous interpreting in the morning (hereinafter "Panel Discussion") and a Concurrent Activity on the theme of "Clean Technology: Workshop and Business Matching" delivered with consecutive interpreting in the afternoon (hereinafter "Matching Activity"). Panel discussion is of high-standard and high-ranking economic and trade exchange between China and Australia presented by government officials; matching activity is shared by the professionals in many fields of green building technology at home and abroad.

The research respondents are totally 30 people coming from three different questionnaire surveys, including 16 people from survey of panel

discussion, 12 from matching activity, all of them were interviewed on the user's expectations questionnaire survey (the total interviewees are 45, the valid survey respondents are 28), another respondent is on-the-spot interpreter on the survey of interpreter's performance and the last interviewee is MBA-Marketing Senior Team Leader, Australia Trade Commission, one of the organizers of host unit of this forum, responding to the survey on the initiator's perspective. For the majority out of 28 respondents are professionals in relevant fields of the forum, being capable of high-level professional knowledge and bilingual ability.

#### 4.1.2 Questionnaire Design

Based on Kurz's [5], Moser-Mercer's [6], Kopczynski's [7] studies, the author designed a questionnaire survey on the users' expectations to the priority of interpreting quality criteria at different conferences and users' expectations to the interpreter's role and coordination at the different interpreting types conferences. There are three major parts designed in this questionnaire, the respondents need to take the first priority of the eight interpreting quality criteria in the first part, including intonation, synchronicity, fluency, cohesion, consistency, completeness of information, correctness of grammar and right use of terminology. In the second part, the author intends to probe into the interpreters' role, especially the interpreter's intervention at interpreting conferences, the questions involve whether the interpreter can highlight the speaker's purpose, correct the speaker's mistakes, paraphrase the speaker's perspective, imitate the speaker's speed and intonation in delivery or coordinate the relationship between the speaker and the listeners. The respondents need to give a feedback to rate the consistency of the interpreters' performances with conference keynote in the third part of the questionnaire.

Based on Kopczynski's [7] and Cai's [8] study, the author design a questionnaire from the perspective of interpreters to probe deeply into interpreters' role and their performance at conference. The questionnaire is designed for obtaining the feedback of the initiators to interpreters' overall performance in the eight aspects of bilingual competence, interpreting skill, communicative ability, subject knowledge, expertise level, coordination and experience and qualification.

## 4.2 Data Analysis

The main adopted methodology for data analysis is to give importance to the interpreting quality factors, the respondents, including interpreting users, initiator and interpreters, need to give priority choice to some relevant factors, that's to say, the respondents decide to choose the one among the comparable items, the results of analysis depend on the choice of the proportion of some parameter among all the items.

### 4.2.1 Questionnaire on User's Expectation

In accordance with the interpreting users' professional knowledge and conference's subject, the author separates into two types, professionals and non-professionals. The former refers to the professionals who have direct relation with the forum topic in the green building and clean energy industry, such as, architects, engineers, interior designers, energy consultants, etc. the latter refers to the attendees whose professions are not relevant with the forum topic. This questionnaire survey stresses on the different professionals' expectations to the interpreting quality parameters.

Table 1. Different professional knowledge to interpreting quality assessment (%)

Type Item	Professionals (N=18)			Non-professionals (N=10)		
	Highly important	Important	Less important	Highly important	Important	Less important
Right intonation	0	39	61	0	40	60
Synchronicity	61	39	0	70	30	0
Fluency	0	50	50	0	60	40
Logical cohesion	0	61	39	0	70	30
Sense consistency	67	33	0	70	30	0
Completeness of information	78	22	0	80	20	0
Correctness of grammar	0	39	61	0	40	60
Correctness of terminology	67	33	0	50	50	0

As show in "Table 1", the interpreting quality parameters of correctness of terminology, sense consistency, are generally attached importance, the minimum data is over 67%, and all of datum are not significantly different and can prove the interpreting users have similar attitude to it. On the other hand, the factors of right intonation and

correctness of grammar both present a comparatively lower numerical value of 39% degree of importance, which shows the users also have reached a consensus. However, regarding synchronicity, professionals and non-professionals have different attitudes towards importance, receptively 61% and 70%, which shows non-professionals pay more attention to the interpreting time lag, depending on the interpreter much more than professionals. In terms of fluency in delivery, non-professionals and professionals gave the importance degree of 60% and 50%, it indicates non-professionals spend more efforts on the degree of fluency that interpreter delivered. The attitude the professionals have towards correctness of terminology differentiates from that the non-professionals have, the relevant datum are 67% and 50%, which shows professionals attach much greater importance to the expressing of terminology.

To facilitate the different interpreting users in this questionnaire survey, the author divides them into two groups in terms of their different language levels. The respondents with higher English proficiency mean they have superior foreign language proficiency, can partially depend on the interpreters and get some information they need, and the ones with lower English proficiency refer to the respondents totally depend on the interpreter's rendering at the forum.

Table 2. Different language levels to interpreting quality assessment (%)

Type Item	Higher English proficiency (N=22)			Lower English proficiency (N=6)		
	Highly important	Important	Less important	Highly important	Important	Less important
Right intonation	0	55	45	0	50	50
Synchronicity	68	32	0	83	17	0
Fluency	0	59	41	0	50	50
Logical cohesion	0	45	55	0	67	33
Sense consistency	82	18	0	83	17	0
Completeness of information	77	23	0	83	17	0
Correctness of grammar	68	32	0	50	50	0
Correctness of terminology	73	27	0	67	33	0

As is shown in "Table 2", two groups of respondents give priority to sense consistency,

completeness of information and correctness of terminology, and the scores of each pair are not significantly different. In addition, they both concern about the factors of right intonation and fluency in delivery, which plays an important role in interpreting quality factors. However, the differences occur in the following aspects, regarding the factor of synchronicity, the two groups' attitudes and expectations vary greatly. It's quite obvious that the respondents with lower English proficiency depend on interpreters much greater than the ones with higher English proficiency do. The respondents with lower English proficiency gave much higher score (67%) than that the other group did (45%) in the factor of logical cohesion, which shows the higher foreign language the respondents have, the lower requirement to the logical cohesion in expression of rendering. On the other hand, as the data show in the factors of correctness of grammar and right usage of terminology, it's obvious to find out the higher foreign language proficiency, the higher requirement to evaluate the interpreting quality factors, which means the respondents with higher English proficiency have comparatively more serious criteria to the right usage of terminology and correctness of grammar, for they have much better language competence to understand the source language and can preferably identify and monitor the converted expression of expertise in the target language.

Table 3. Different interpreting experience to interpreting quality assessment (%)

Type Item	More than 3 times with interpreting experience (N=20)			Less than 3 times with interpreting experience (N=8)		
	Highly important	Important	Less important	Highly important	Important	Less important
Right intonation	0	35	65	0	63	37
Synchronicity	70	30	0	75	25	0
Fluency	0	60	40	0	63	37
Logical cohesion	0	45	55	0	75	25
Sense consistency	75	25	0	75	25	0
Completeness of information	85	15	0	88	12	0
Correctness of grammar	0	45	55	0	63	37
Correctness of terminology	70	30	0	75	25	0

As illustrated in "Table 3", the interpreting users have a similar attitude to completeness of information and sense consistency, both of them think the two factors are all-important among all the factors related to the interpreting quality assessment, the scores respectively are: 75%, 75% and 85, 88%. And for the items of synchronicity and correctness of terminology, they have reached a consensus, both giving two pairs of consistent scores: 70%, 75% and 70%, 75%. Nevertheless, the interpreting user have quite similar trend to the some other aspects, that's, the more experience the respondents have, the fewer requirements to relevant interpreting quality factors. The experienced respondents and inexperienced respondents gave the varied scores of intonation with 35% and 63%, and both pairs of groups evaluate the item of logical cohesion with scores of 45% and 75%, and for the item of correctness of grammar, 45% and 63%. All of three pairs of data indicate that inexperienced users put more emphasis on voice quality, logic in rendering and syntactic structure, but the experienced users can make more rational judge to the delivery in rendering from the past experience and relevant subject knowledge that they accumulated before, so they appropriately give much wider degree of freedom to the interpreter's performance and it would not add barriers for obtaining the messages in the target language.

Table 4. Interpreter's coordination with interpreting users in SI and CI (%)

Coordination \ Interpreting type	Panel Discussion (SI) (N=16)	Meeting Activity (CI) (N=12)
Very good	6.25	0
Good	81.25	66.67
Fair	12.5	33.33
Bad	0	0

Generally speaking, the difficulty in SI is much bigger than that in CI, such as time limitation, highly pressure situation, noisy environment, all of these factors will impact on the interpreter's performance. However, as "Table 4" shows there are different evaluation on the interpreter's coordination with parties concerned at the conferences, comparatively, more respondents in panel discussion than the ones in meeting activity give a good level to interpreters' performance, however, fewer respondents in panel discussion

than the ones in meeting activity give a fair level to interpreters' performance. All in all, the data show that the respondents with higher language proficiency and superior industrial expertise can have rational and objective evaluation to interpreters' performance, those bilingual professionals can evaluate those criteria in more overall systematic viewing angles, preferring to stress on the communicative effects and coordinated effort during the interpreting process rather than focus on the linguistic delivery of both languages partially.

#### 4.2.2 Questionnaire on Initiator's Perspective

A feasible questionnaire is obtained, based on Kopczynski's [5] and Cai's [6] study, the author designed this questionnaire to obtaining the feedback of the three parts, the first part stresses on the general evaluation the interpreters' performance. In the second part, initiators' evaluation to interpreters' service quality involves eight aspects in bilingual competence, interpreting skill, professional ethics, communicative ability, subject knowledge, expertise level, coordination and experience and qualification. The final part focuses on the suggestions for improving the interpreters' service quality from the perspective of initiators. More importantly, the author hopes to probe deeply into the interpreter's communicative ability and cooperation and with the parties concerned at conference from the perspective of the initiators and the author hopes to find out whether such extra-textual factors (interpreter's communicative ability and cooperation) do impact on the interpreting performance and whether these factors can obtain the initiator's purpose of the forum in some way.

From the result of this questionnaire on initiator of China-Australia Green Building and Eco-city Forum, it's very obvious that the initiator gave a quite excellent evaluation to the interpreters at the forum. For the first part, he mentioned the interpreter's performance achieved the purpose of the forum, that's to say, interpreters has accomplished their tasks complying with the requirement of translation brief that conference initiators put forward. This can be correspondingly loyal to the initiators, which made the initiator be quite satisfactory with interpreters' performance. In the second part, the initiator gave a comparatively excellent level evaluation to the textual factors in interpreting service quality including the aspects of bilingual competence, subject knowledge,



interpreting skill, professional ethics and qualification. However, the evaluation of good level goes to the aspects of some extra-textual factors, such as, communicative ability, expertise level and coordination.

### 4.3 Summary of Quantitative Research

Generally speaking, as shown in the relevant data analysis, the interpreting users responding to questionnaire on user's expectations attach great importance to the factors related with interpreting content, such as, completeness of information, sense consistency, terminology, and so on. However, they have little concern for interpreting form in the following aspects of grammar, intonation, etc. all the data analyses further demonstrate to the results of previous relevant researches of Kopczynski [7]; Marrone [9]; Kurz [10] and Collados Aís [11]. In short, results show that there are differences in users' evaluation to the interpreting quality factors.

#### 4.3.1 Professional Knowledge Plays an All-important Role in Interpreting Quality Factors

The more expertise the professionals have; the more familiar they are with conference subjects; the more serious criteria for the right usage of terminology; the fewer requirements for fluency in delivery; however, it's contrary to that the non-professionals have to corresponding criteria. It indicates professionals can combine their expertise and conference theme to capture some information for making up the deficits in interpreters' delivery. But non-professionals lacking of sufficient expertise only depend on the interpreters and their expressions of expertise in delivery particularly.

#### 4.3.2 English Proficiency Controls the Attitude to Interpreting Quality Factors

The higher bilingual competences the respondents have, the higher demands to evaluate the factors of intonation and fluency, it shows that there's a stable and firm relation to their higher English proficiency. Meanwhile, the higher English competence the respondents have, the lower requirement to the logical cohesion in expression of rendering, terminology and correctness of grammar, the reason may come from their interior superior language competence and bilingual knowledge, they can obtain the message from the source speech directly, and also can deal with the defects in the

contextual cohesion and linguistic structure in the rendering, not totally depending on the interpreter.

#### 4.3.3 Interpreting Experience Has a Certain Impact on Interpreting Quality Factors

The more experience the respondents have, the fewer requirements to relevant interpreting quality factors in terms of fluency in delivery, logical cohesion, correctness of grammar, intonation, and so on, which shows the experienced users can know the forum characteristics, forum agenda better and can better understand the expression in rendering and catch the interior logic cohesion in target language speech. Thus, they can get much deeper information they need. Combining the two different surveys of interpreter's role at different interpreting type conferences, the author thinks the interpreters should balance a role between "intruders" and "ghost". For the conference with high-standard expertise in domain fields, the interpreters should not take more interventions to the speaker's speech, in case of interpreting some renderings by mistake. And for the conference with common ground themes, the interpreters can take initiative to paraphrase and adjust the speaker's speech to make interpreting users understood more naturally and coherently.

#### 4.3.4 Interpreter's Coordination with Initiators and Users Varies with Different Conferences

In terms of the questionnaire survey on the interpreter's coordination with initiators and interpreting users, the results of the data in two different interpreting types show quite different attitudes. The relevant data indicate the bilingual professionals in CI meeting activity have more serious criteria to assess the interpreter's performance. They have more rational and objective evaluation to interpreter's performance, due to more overall systematic viewing angles, they prefer to stress on the communicative effects and coordinated effort during the interpreting process rather than focus on the linguistic delivery of both languages partially. However, the monolingual interpreting users with lower language skills in SI panel discussion, they depend on the interpreter much more than bilingual users, they focus more on the interpreter's rendering to match the keynote in their minds, meanwhile, due to the limitation of language skills, they have higher degree of freedom to interpreter's role in the aspects of highlighting



the speaker's purpose and correcting the speaker's mistakes.

#### 4.3.5 *Interpreter's Performance Relies on Close Cooperation with Conference Initiator*

Broadly speaking, the questionnaire surveys on initiator's perspective have shown that initiators of this forum are satisfactory with interpreters' performances. Interpreters not only act as the messengers of two different languages and cultures with professional specialized interpreting skills. More importantly, as interpreters, they need to improve their interpreting service quality and coordinate the relationship among the parties, even mediate the optimized interest and purpose of each party to deeply achieve interpreting communicative effects in certain interpreting settings. In the same way, the initiators, the primary interpreting assessment indicators to the interpreters' performance, undoubtedly are main subjects that interpreters should be loyal to. In order to achieve optimized and maximum loyalty to initiators and their textual purpose, they also need to coordinate with interpreters before, during and after conference interpreting. The interpreters must be kept well informed of some the first-hand information, such as, conference agenda, subject knowledge, company brochure, guests' background for an in-depth preparation and a satisfactory rendering.

In a word, no matter interpreters or initiators or interpreting users, they need to make a very effective communication before and during the conference to get to know their different textual and communicative purposes and take initiative fully to accomplish the interpreting task.

## 5. CONCLUSION

Based on the current research, Loyalty Principle can be used to evaluate a three-facet dynamic interpreting assessment mode in both qualitative and quantitative way, the questionnaire surveys emphasizing on the interpreting parties are adopted in the quantitative assessment mode, which indicates different users have different expectations to the interpreting performance, the different users' expectations occur in the different interpreting type's conferences, the interpreters' role in different interpreting types is almost the same, all the users hope that the interpreter acts as the speaker's "ghost", but they also allow and require the

interpreter to play the "intruder" role. Meanwhile, text analysis in the previous research has been illustrated elaborately in a qualitative way, the relevant findings can be highlighted that interpreters need to analyze the source speech to match suitable interpreting communicative functions, and then produce some feasible strategies to comply with translation brief in the stressful conference situations.

Multidimensional approaches have become an irresistible trend in interpreting research. Development of every single discipline is closely related to that of another, which is also true in studies in interpreting. Firstly, the author therefore calls for diversification of subjects in interpreting quality assessment. All the parties concerned with the conference interpreting should be adopted in the systematic framework in interpreting quality assessment; therefore, the interpreting quality assessment may genuinely reflect the more credible and objective effects. Besides, multifaceted criteria in interpreting quality assessment should be further emphasized. The interpreting effect is not only evaluated by the comparison of the original text and the translated text linguistically, even evaluated by the authentic communicative effect. Therefore, a dynamic multidimensional framework in interpreting quality assessment centered on interpreters, initiator and interpreting users both in qualitative and quantitative researches need to be attached much greater importance to conceiving a more sound and systematic assessment mode, catering to the needs of high-standard international business conference interpreting assessment.

## AUTHORS' CONTRIBUTIONS

This paper is independently completed by Dan Ma during the one-year session of Visiting Academic in Guangdong University of Foreign Studies.

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