



# Strategies for Translating English News in Cross-Cultural Communication

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**Abstract.** News plays an important role in cultural exchanges and cultural propaganda. News translation is a way via re-spread to explain News by another language. There are some difficulties in translating journalistic English into Chinese. In translating culture-loaded expressions in journalistic English, the translator needs to use rational analytical methods to extract cultural characteristics contrary to the culture of its mother tongue. This requires news translators have a profound knowledge of language and culture from the perspective of international communication.

**Keywords:** English News; Cross-Cultural; Communication

## 1 Introduction

As an important carrier for recording human social life, news reports will inevitably contain all aspects of different group cultures, which are important manifestations of human spiritual achievements and material achievements, and play an important role in cultural exchanges and cultural propaganda. Because of the advent of globalization and information age, news has been an essential tool for us to get information from all over the world.

### 1.1 Definition of News

The word of “news” comes from Greek. In Longman dictionary, news means “information about something that has happened recently”. In Chinese journalism, there are numerous definitions of news. News can be defined as a factual report of recent events. In this definition, it firstly points out that news is a “fact”—it is real happened. Secondly, it indicates that this “fact” should be happened recently— this saying emphasizes the news’ timeliness. [1]In the end, the book summarizes that news are based upon the carrier “report”— it distinguishes report from street gossip or private conversation. This definition states the essentials of news, and “fact” is superior to other two features.

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## 1.2 Elements or Characteristics of News

Generally, news has these characters (Valdeón, 2014).

(1) timeliness (freshness): valuable news should be unknown by publicity and happened recently. Therefore, the earlier the time and the fresher the content is the more valuable news is.

(2) importance (significance): the reported events which are associated with social situation and the benefits of public can arouse people's caring and impact their minds. Such as the political changes; the process of war or economical information. Generally, the more influential the news among the public is, the more valuable it is.

(3) nearness (locality): it includes the nearness of geography, thoughts, feelings or benefits. Facts which are more related to people's life, more valuable.

(4) prominence: if the object of report is more well-known (no matter the object is a person, groups, or a place), the public are more interesting in.

(5) interest: facts that can arouse emotions of readers, excite reader's curiosity, rich human kindness are often the perfect news materials. In another words, the contents of reports must induce public's interest.

## 1.3 Difficulties in Translating English News into Chinese

News translation is a way via re-spread to explain News in language A by another language B. [2] Language B not only attains information from Language A, also retain resemble education, edification and literature enjoyment from language A reader. In this indication, language A supposes to be English; language B means Chinese. There are some difficulties in translating journalistic English into Chinese.

The first is the translation of implied information. Different languages have different expression habits and unique culture, and the expression of the source language is aimed at the source language readers. Some unique cultural vocabulary are easy for domestic readers to understand, but for foreign readers, they will not know the meaning of the meaning, or even the object of the matter. This hinders the realization of the fundamental purpose of the translation.

Translating redundant information is also a difficulty. The feature of the news is to convey the most important information to the reader in the most concise words, but the news translation, which involves the conversion of two languages, involves readers of two cultures. [3] If faithfully translate the original text, that is, the word-to-word translation of the original information, some information are redundant, which will make the target readers difficult to understand. a feeling that this is not in line with their mother language.

Translating news also involves ideology, and this is another major difficulty in news translation. The news media has promotional value. From the perspective of the mainstream, the media of each country serve the ideology of the country and strive to safeguard the national interests of the country. News often have unprincipled bias towards the country with good diplomatic relation and have potential adversaries to hostile countries. In order to achieve certain purposes, the facts are sometimes distorted. This means that news translation is not a simple literal translation. Translation

need to provide cultural orientation to provide correct guidance for readers and safeguard their national interests.

## 2 The Challenges in Translating English News into Chinese

### 2.1 Translating Headlines of English News into Chinese

The headlines of English news are mostly long and the content is relatively complicated, so it is necessary to use the shortened space to convey more information, so that readers can grasp this information more comprehensively.

(1) Michelle Obama to lead US Olympics delegation to London

奥巴马夫人将率美代表团赴伦敦奥运 (腾讯新闻)

(2) To Display British Countryside Landscape in London Opening Ceremony Was Criticized to Blind Patriotism

伦敦开幕式现英国乡村景观, 被指盲目爱国 (华龙网)

(3) Jordan, the superhero of the bulls

乔丹, 公牛队的超级英雄 (腾讯体育)

(4) South Africa to end Taiwan diplomatic ties

南非结束与台湾外交关系 (网易新闻)

The translated text of the above title is fluent, using the method of literal translation. However, the characteristics of English and Chinese are also different, and sometimes literal translation cannot express the accurate meaning, in this case, free translation is necessary. English is a form of language, which mainly uses related words and clauses to connect sentences together; while Chinese is a kind of semantic language, which is mainly based on internal logical thinking and word order. Therefore, based on this difference between English and Chinese, it is necessary to adopt free translation to make target readers easy to understand. For example,

(5) Conspiracy of silence

共同缄默, 禽兽医生逍遥法外数十年 (网易新闻)

(6) Bush makes the dictionary

“邪恶轴心”入选新版《牛津引语字典》(华龙网)

(7) Britannia rues the waves

不列颠悲悼海洋(注: 该标题仿英海军军歌《不列颠统治海洋》)(网易新闻)

Example (5) (6) adds to the results of the event, and Example (7) adds an annotation to the background knowledge of the news. These news headlines provide a complete description of the missing information logically or semantically to the reader. Such translations help to improve the accuracy of expression and bring the news events closer to the news figures. Thus, supplemental information can be added as appropriate during the title translation process.

Free translation not only make translations easier and more understandable, but also greatly improve fluency. Generally, the translation methods of literal translation and free translation are relatively common. In the process of actual translation, in order to make these two translation methods more flexible, they must be carefully selected for different styles.

## 2.2 Determining the Lexical Selection in Translating News

To ensure the quality of news English translation, lexical selection is significant. The principle of functional equivalence is effective for the translation of news English vocabulary. In the translation of news English, the translation of vocabulary must be equivalent to the source language. Otherwise, the sentence will be disambiguated and will not be transmitted. For example:

(7) If any nation is entitled to write an Olympic song, surely it's the one that brought the world The Beatles and Queen. (VOA)

如果说有哪个国家最有资格来创作奥运歌曲，那么这个曾诞生了世界皇后乐队以及甲壳虫乐队的国度可谓当之无愧。(联合晚报)

(8) It is not the barbell that overwhelmed Wu, but a world difference in terms of treatment toward gold medal winner and that of silver medal. (VOA)

压垮了吴景彪的，不仅是哪些杠铃，还有金牌和银牌得主在待遇上的天壤之别。(网易新闻)

(9) Older, wiser, calmer (VOA)

人愈老，智愈高，心愈平 (可可英语)

It can be seen that in above sentences, the translator uses idioms to increase the readability of news, and such translations help to enhance the reader's understanding and bring the news events closer to the target readers. The use of various rhetoric techniques and techniques is crucial. If the news contains some rhetorical means, such as puns, metaphors, rhymes, etc., then the translation should also show the rhetorical features of the original text as much as possible, and the question and the original text reach or basically agree with the rhetoric. The three "er" achieved the effect of rhythm and rhythm, so the three "愈" in the translation echoed with them, and they read very well.

## 2.3 Translating Culture-loaded Expressions

It needs to note that different areas have different cultural background, political system, and understanding on the specific event, all these differences can be referred as cultural loaded expression. In translating the news, it needs to pay attention to the cultural expression. For example:

(10) It also stressed that the development of bilateral relations should be based on the fight against "Taiwan independence" and the 1992 Consensus, referring to an agreement reached by the two sides in 1992 in Hong Kong, in which each agreed to its own interpretation of the one-China principle.

同时强调的还有，双边关系的发展应该建立在反对“台湾独立”以及“92共识”基础上。

(11) ... in a suspected terror attack Wednesday in China's restive northwestern region. (CNN)

据分析，此次爆炸事件可能与疆独份子有关 (联合晚报)

(12) Taiwan's presidential race (Economist)

台湾领导人大选 (联合晚报)

In example (11) Because Chinese readers are familiar with the concept of “1992 Consensus”, thus, the target language omits the explanation of it in target language, which make the translation concise and close to readers. In example (12), in target language, it adds the reason of the terror attack, making the events in the news clear. In example (13), presidential race is translated as “领导人大选” Taiwan is not a sovereign country, therefore it cannot be translated as “总统大选”。 In the context of news, the trend of nationalization is becoming more and more apparent. Many more English culture-loaded expressions are translated and accepted in Chinese context than Chinese culture-loaded ones in English context. The communication exchange between Chinese and Western cultures is unbalanced, which also appears in news field.

### 3 Suggestions for Journalistic English Translation

#### 3.1 Headlines

From the analysis above, it can be seen that the headlines of English news are mostly long and the content is relatively complicated, the translator usually use the shortened space to convey more information, through this way, the readers can grasp this information more comprehensively. Because the characteristics of English and Chinese are also different, and in translating journalistic English literal translation sometimes cannot express the accurate meaning, in this case, translators generally have a wide use of free translation. Journalistic English mainly uses related words and clauses to connect sentences together; the translator makes some changes in translation in order to fit the feature of Chinese as a kind of semantic language, the translation mainly based on internal logical thinking and word order. Therefore, free translation is a broadly used translating strategy in headline translation of journalistic English to make target readers easy to understand. Based on these research results, some suggestions can be proposed.

In general, the translation methods of literal translation and free translation are relatively common. In the process of actual translation, in order to make these two translation methods more flexible, the translators must be carefully selected for different styles. In the process of translating news English, the translation method of literal translation is mainly used when Chinese and English have exactly the same meaning. However, this situation does not always exist. When there is no similar meaning in the translated language, the translation method of free translation is used.

As the eyes of the news, headlines are particularly attractive. The translator needs to express the content and style of the title of the source language. First, it is necessary to accurately understand the content of the source language title. Secondly, the style of the source language title must be grasped. It can be reproduced in the target language to enhance readability. Finally, the cultural connotation of the source language is grasped. According to the cultural customs and habits of the target language readers, the content is appropriately increased to enhance the acceptability of the translation. Literal translation can meet these demands greatly.

### 3.2 Lexical Selection

From the analysis above, it can be seen that the translators emphasize on the use of lexical selection to ensure the quality of news English translation. [4]The translators have a deep understanding of principle of functional equivalence to choose the words for the translation of news English vocabulary. In the translation of news English, the translation of vocabulary is equivalent to the source language to avoid the situation that sentence are disambiguated and will not be transmitted. It can be seen that the translator generally uses idioms to increase the readability of news, to enhance the reader's understanding and bring the news events closer to the target readers. When there are some sentences in the news English that are less compact or have some translation difficulty, the four-character translation method are adopted. The use of the four-character method in the process of translating news English not only further enhances the clarity of the original meaning expression, but also makes the translation more concise, visual and tidy, therefore, it has become a crucial way for translating journalistic English in to Chinese. According to this research results, some suggestions can be proposed.

Lexical selection is the task of choosing, given several source-language (SL) translations with the same part-of-speech (POS), the most adequate translation among them in the target language (TL). The task is related to the task of word-sense disambiguation. The difference is that its aim is to find the most adequate translation, not the most adequate sense. Thus, it is not necessary to choose between a series of fine-grained senses if all these senses result in the same final translation.

The four-character lattice has a key meaning for today's social culture and social language, which fully reflects the Chinese nation. It is necessary to ensure that the translation of English sentences can be "functionally equivalent". Thus, it is suggested that translators should have sufficient knowledge of language, culture and technology. They are also required to be proficient in mastering the strategies and techniques of English-Chinese translation, and at the same time be able to use this technique flexibly to ensure the quality of the translation.

### 3.3 Culture-loaded Expressions

From the analysis above, it can be seen that, in order to present good translation of journalistic English, the translators have knowledge of different cultural background, political system, and understanding on the specific event, and it is presented in the translation of cultural loaded expression. [5]The good translation often build on the fundament of in-depth and systematic comparative studies on two different cultures to form local customs, literature, art, history, values, traditional customs, ways of thinking, and lifestyles in the translated and source countries, and the correct understanding of the geographical environment.

In the process of news translation, the phenomenon of mistranslation due to cultural differences can be avoided, or the inappropriate method can be selected for translation. In order to enable the translation to retain and transplant the original cultural features, it can also meet the reader's psychological needs and reading habits. At the same time, news translators from the perspective of international communication must constantly

improve their cross-cultural awareness, that is to say, they must have a sensitive understanding of cross-cultural communication in intercultural communication. Translators have a strong cognitive ability for visible or superficial cultural phenomena, and in the face of their mother tongue culture, the more significant cultural characteristics must also have certain cognitive abilities. It should also have the ability to use rational analytical methods to extract cultural characteristics contrary to the culture of its mother tongue, and to be able to perceive different cultures from the perspective of different cultural holders, thus forming the ability of culture to integrate into cultural empathy. Chinese culture-loaded expressions are rich in the cultural connotation of the Chinese people. Their translation into English is helpful for the transformation of traditional Chinese culture and the mutual communication between Chinese and Western cultures.

## 4 Conclusion

Based on the study, it can be found that, the translator needs to express the content and style of the headline of the source language in translating news English. The four-character lattice has a key meaning in translating journalistic English, which fully reflects the Chinese nation. In translating culture-loaded expressions in journalistic English, the translator needs to use rational analytical methods to extract cultural characteristics contrary to the culture of its mother tongue. This requires news translators have a profound knowledge of language and culture from the perspective of international communication. They must not only have a deep understanding of the culture of the target language countries, but also have a sufficient understanding of the culture of the source language countries. The similarities and differences between the cultures of the source language countries.

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