



Translator’s Subjective Awareness of News Translation in the Context of Intercultural Communication: A Case Study of the Translation of “Want to Be the Mayor of New York? Better Know Your Wings and Dumplings”

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Abstract

News has become a popular way for people to get to know the world. During the period of obtaining foreign information, the translation of news plays a decisive role for people to understand the timeliest information from abroad. Under the context of cross-cultural communication, the thesis takes the English translation of “Want to Be the Mayor of New York? Better Know Your Wings and Dumplings” as an example to analyze the embodiment of the translator’s subjectivity in news translation, and reveal a new perspective of the translators with a full extent. Showing it well and better explaining the role of the translator’s subjectivity at the level of the text.

Key words: Inter-cultural communication; News translation; Translator’s subjectivity

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1. INTRODUCTION

Samva stated the definition of “communication” in “Cross-Cultural Communication” in this way: “A bilateral and behavioral process in which one party (information source) intentionally encodes and passes certain information. The channel is transmitted to the other party

(recipient) indicated by the intention, so as to bring out a particular reaction or action. (Sun, 2012, p.3) Generally speaking, the definition of intercultural communication is the cultural exchanges between two different cultures, and also refers to any religious customs, Communication between people with different cultural backgrounds and historical origins. Cross-cultural communication can also refer to the communication between people of different religious beliefs in the same area. If there is only one culture in the world, then there is no cross-cultural communication. Translation is a kind of cross-cultural communicative activity and an advanced activity in communication. The translator is an indispensable and important part of this activity. Gogol once said, “The ideal translator should become a piece of glass. It is so transparent that readers cannot feel its existence. “Some people compare the translator to a “fettered dancer” or even a servant (Zha and Tian, 2003). These statements have weakened the translator’s subjectivity consciousness. In recent years, the study of translation subjectivity has received a lot of attention from academic circles, and translation studies have undergone the transformation of “language-culture one person”. Translators are in the process of translation. The status of the Chinese language has been continuously highlighted, and the subjectivity of the translator has also been valued. News translation involves the process of cross-cultural language transformation, and it is also about the process of creation. News translation is a creative activity as the translator will give full play to its subjective consciousness in the translation process. Therefore, the study of translator’s subjectivity from the perspective of cross-cultural communication plays a pivotal role in the development of news translation.

2. TRANSLATOR’S SUBJECTIVITY IN NEWS TRANSLATION

When it comes to the subjectivity of the translator, we must talk about the subject of translation. The process

of translation is the process of “the original text to the translator to the translation”. The translator is not only the recipient of the original text, but also the sender of the translation, and the center of translation activities. When Xu Jun studied the subject of translation, he mentioned that “the author, translator, and reader form an active field where various factors interact, and the translator is at the center of this field.” (Xu, 2009) The famous Chinese scholar Yuan Li also supports this view and believes that “the translator is the center of the interpretation cycle of translation, and is also the only subjective element.” (Yuan, 2003, p.3) Some scholars believe that the subject of translation is not limited to the translator. They believe that the subjectivity of the translator is mainly achieved through the purpose of the translation process, which is largely based on theory. In the process of translation work, the purpose of translation should be set according to relevant principles. News translation, as an iconic model of the translation industry, has developed and carried forward the translated content in the form of cultural media in the world. During the translation of news, it spreads with a strong purpose. For example: when translating an article, the translator will definitely formulate an overall goal of translation, that is, the choice of subject matter. This process will make the translator’s subjective action more concretely demonstrated, which is a major investment in news translation in China. The party is a government agency, which makes the translators of the news industry rewrite in our country according to the main content of the article or newspaper during the translation process, so that the translator can ensure the accuracy of the translation and the purpose of the rewrite. It is unified with the interests of investors. Therefore, in the process of translation, the translator’s subjective purpose is the construction goal, and the role of individual subjective ability is added to break through in the translation work. The ability of the subject can enable the content expressed in the thesis to make a more objective evaluation of things from the perspective of individual audience. The basis of the subject’s judgment also depends on the ability of the object to restrict it. If the object cannot play a better restricted role, the subject’s subjective agency will become a purposeless behavior. It can be seen that the subjective agency’s role is better controlled by the object, and at the same time, the translator’s subjective connotation will run through in the daily translation work.

3. THE ANALYSIS OF TRANSLATOR’S SUBJECTIVITY IN “WANT TO BE THE MAYOR OF NEW YORK? BETTER KNOW YOUR WINGS AND DUMPLINGS”

The accuracy of the translated content directly affects the authenticity of news, and the relevant experts and

scholars attach sufficient importance to the translation work. They believe that the subjectivity of translation is mainly achieved through the purpose of translation, and to a great extent should be based on theory. In the course of translation work, we should set up the purpose of translation according to the relevant principles. News translation, as a landmark model in the translation world, has carried out and carried forward in the form of cultural media in the world. News is spread with a strong purpose during translation.

For example, when translators translate an article, they must set a translation goal, that is, the choice of the subject, which will make the translators’ subjective action more concretely displayed. The main investors in news translation in our country are government agencies, who make translators in the news industry rewrite the main content of the article or newspaper in the process of translating, so that their investors can make the translators work on the basis of ensuring the accuracy of the translation. Therefore, translators should break through themselves and add one’s subjectivity awareness as a goal in the process of translation.

“Want to be the Mayor of New York? Better Know Your Wings and Dumplings” uses a third-person perspective to reveal the meaning behind the campaign in simple and true words. When translating, the translator must use his own background cultural knowledge to allow the target language readers to have the same aesthetic experience as the original readers. Taking into account the target language readers’ comprehension ability, appropriate translation strategies are used for translation, and at last to finish the goal of cross-cultural communication. This places high demands on translators. When we look at translation activities in cultural context, we will discover that translation work is not a simple language conversion, but cultural exchanges between two different countries, with the purpose of intercultural communication. Translators, as an intermediary and messenger of cross-cultural communication, often are faced with difficult choices, not only to be faithful to the original text, but also to be mindful of readers’ receptivity and aesthetic preferences. Translators must play their subjectivity, choose and adapt between similarities and differences and gains and losses, so that the translation can be true to the original and accepted by the readers, thus realizing cross-cultural communication. When translators deal with materials from the perspective of intercultural communication, this thesis focuses on the analysis and discussion from the two levels of language and culture.

3.1 Language Level

In the process of translating news, different cultural background will also have greater differences in the content of the translation. Each country has its own national language. When it comes to translation work, translators must have a certain understanding of regional

culture and understand the sensitivity of this national culture to differentiation, so that the effect of thesis translation can be professional. The level is more in line with the actual regional characteristics of the local area.

Example 1: Andrew Yang, who is the former presidential hopeful, keeps a photo diary of his campaign snacks on Twitter: gourmet pickles on the Lower East Side of Manhattan; pizza at Gino's restaurant in Bay Ridge in Brooklyn; Dominican food in Hunts Point in the Bronx. When Mr. Yang stopped recently for soup dumplings and scallion pancakes in Chinatown, he said that he wanted to highlight restaurants that are struggling during the pandemic." (Fitzsimmons, 2021)

译文:前总统参选人杨安泽(Andrew Yang)在 Twitter 上用照片记录了自己每天的竞选零食:曼哈顿下东区的美味泡菜;布鲁克林湾脊区吉诺餐厅(Gino's)的披萨;布朗克斯区亨特角的多米尼加菜。最近在华埠吃馄饨和葱油饼时,杨安泽表示自己想要重点介绍那些疫情期间苦苦挣扎的餐馆。

The original text mainly describes the campaign process of former presidential candidate Yang Anze, which is very graphic. The language is very artistic and conforms to the speaking customs of native British people, and readers' emotions are easily brought into it. If you want the target readers to get the same feelings as the original readers, you must give full play to the subjectivity of the translator, and you must not literally translate. On the contrary, the translator can also use his creativity to highlight Yang Anze's skills and strategies during the campaign. The translation combines "a recent stop for a dan tat, a Chinese egg tart, got trouble with his wife" into "a conflict with his wife when I went to buy the egg tart", which is more coherent than the translation according to the original structure. Stronger. In addition, the translation omits the translation of "a Chinese egg tart" and uses the translation technique of "omission". The translation uses a lot of parallel words, such as "Lower East Side of Manhattan", "Brooklyn Bay Ridge" and "Bronx". These words are juxtaposed to make them catchy and dynamic, which shows that the translator's words are accurate. It also translates "a mental map" into "the map in the mind", which vividly portrays the character's attitude and the character's determination to eat a healthy diet. They are all explicitly translated. The language of the target text is faithful to the original text, with full sense of picture and strong readability.

The original text used a lot of personal pronouns in the narration, such as "He", "I", "his". Since the pronoun system of Chinese is far less developed than that of English, the frequency of use of Chinese personal pronouns is much lower than that of English. The translator has exerted his subjective initiative, taking this difference into consideration when translating. The translation omits some pronouns "he", and restores the original "Yang Anze". Use omission and repetition techniques to avoid excessive use of personal pronouns.

Example 2: After Mr. Yang posted a photo of his lunch with Donovan Richards, the Queens borough president, at Szechuan Mountain House in January, Maya Wiley soon followed with news of having had "slammin' chicken wings" with Mr. Richards at Queens Bully, a gastro pub. (Fitzsimmons, 2021)

译文:今年1月,杨安泽上传了一张他与皇后区区长多诺万理查兹(Donovan Richards)在川山甲餐厅(Szechuan Mountain House)共进午餐的照片。之后,玛雅威利(Maya Wiley)很快就贴出了她与理查兹在皇后区小餐馆"皇后恶霸"(Queens Bully)一起吃"美味鸡翅"的消息。

The phrase "as much as I enjoyed running for president" is literally translated as "as long as I enjoyed running for president". If it is directly translated in this way, Chinese readers will definitely be incomprehensible and fail to achieve the purpose of communication. Therefore, the translation strategy of domestication should be adopted here, and it should be translated into "Although the process of running for the president is very enjoyable", which not only conforms to the expression habits of Chinese, but also expresses the joy of Yang Anze running for the president in the original text. It is not only faithful to the original text, but also exerts the creativity of the translator.

The original text uses a lot of clauses juxtaposed, and the structure of the whole sentence needs to be clarified before translation. The whole description is very concise, describing the sensation that Yang Anze uploaded photos on the Internet. The original text is like a big tree. It uses various connectives such as "After", "with" "in" to tell the story of the story in sequence, with strict grammar, while Chinese relies on chronological order or logical relationship, with loose grammar, like bamboo. Therefore, the translator must first sort out the primary and secondary relationship of the sentence, and then translate it according to the characteristics of the original text. The subjective initiative and creativity of the translator are brought into play.

The birth of a translation is always closely related to the character, experience, knowledge and attitude to life of the translator, and also to the ideology of a society, the aesthetic consciousness of the times and the cultural psychology of the nation. Translation is always a product of the times and is determined by social ideology. In the process of translation, the translator can choose the translation materials, endow the translation with life and demonstrate its subjectivity.

Thomas Henry Huxley is an English biologist. His famous work is *Evolution and Ethics and Other Essays* translated by Yan Fu in 1897, which is a vivid embodiment of the translator's subjectivity. It is translated by Yan Fu in a special way with the specific purpose of national salvation under specific historical conditions. In the late Qing Dynasty, the Qing government failed badly in the Sino-Japanese War, and the Chinese nation came to

a critical point. Under the historical background of saving the nation and saving the nation, Yan Fu introduced the western theory of evolution, and translated one by one the essential theories of Spencer's universal evolution, Darwin's basic theory and Huxley's view that people hold the heavens and strengthen themselves. When Yan Fu translated *Evolution and Ethics and Other Essays*, he did not translate it purely, but, in connection with the reality of China, he added his own tendencies and comments, integrated them, took the essence of the original works selectively and remoulade, and then interpreted it with ancient and elegant styles, warning people that the country would perish if they did not get strong. The publication of *Evolution and Ethics and Other Essays* had great social repercussions in China at that time, which was related not only to the social environment but also to the translator's special translation.

3.1.1 Rigorous Working Attitude Towards the Translator's Subjective Role

In the course of translation work, ensuring the authenticity of the content is the best embodiment of the translator's professional accomplishment. Because of the limitation of the subject matter, people also put forward higher demands on the performance of news prescription. Therefore, the basis of the application of the subject role must be to ensure the authenticity of the news as a whole, to play the role of individual subject and to make appropriate creation. Instead of changing it as you want, the translation content will change fundamentally, which will affect the true expression of news and make translation work of losing its own value. Qualified news translators must treat the translator's main position with a strict working attitude, and accurately translate the contents of news to be expressed. These points are the most important basic quality of the translator. In the process of translating, no matter what kind of language they are, they must not add Articles casually. For the words that they cannot understand correctly, they must be analyzed by professionals and make the most reasonable translation contents. It is a concrete embodiment of a successful translator's own professional accomplishment.

3.2 Cultural Level

News comes from life and is a true portrayal of life. However, the information vocabulary of news reflects a wealth of cultural background knowledge. When translating cultural information vocabulary, the translator must first correctly understand its connotation, and then consider the difference in cultural background knowledge between the target language reader and the original reader, give full play to the subjectivity under the condition of faithfulness, and use different translation techniques to introduce the cultural background vocabulary of the original language to the target language readers.

Example 3: Mr. Yang is not the only candidate dining al fresco.

译文:杨安泽并不是唯一一个在户外用餐的候选人。

“al fresco” The word comes from Spanish, can also be explained in English, mainly used as a noun, when it was used as a noun, it can be translated as “(Fresco)(British、Italian、Spanish、Portuguese) Fresco (Person's name)”. Obviously, it is impossible for this person's name to appear in the text. After being combined with the word “al”, the meaning of the word is “outdoors”. The translator has checked it out and displayed his subjective initiative.

Example 4: The word “Queens Bully” is a culturally loaded word, where “Bully” is actually derived from Dutch, German, and even a variant of French: boel, meaning lover, according to the Oxford dictionary: a term of endearment and familiarity, orig. applied to either sex Later applied to men only, implying friendly admiration: good friend, fine fellow, ‘gallant’. It means: this word used to be said to be a good full of love and care partner. Therefore, how can such a beautiful vocabulary become bullying? In the beginning, no matter male or female, as long as they are lovers, they were called bully. Later, they were only used to refer to men. Later, the meaning of admiration and care was focused on care, and care became protection, which was originally protection. It's the woman you love, and then she becomes a woman who protects beautiful and coquettish. Simply, she becomes a person who protects prostitutes. If you protect prostitutes, you must be violent, especially against other men. The weaker the man, the easier it will be. Violence, therefore, bully successfully transformed into the meaning of “bullying”. If the translator does not know its meaning, it is easy for readers to misunderstand it as a “bully” eating in that area. Readers still do not understand its meaning and fail to achieve the purpose of cross-cultural communication. But in fact, the author cleverly used the allusion of the word bull to remind readers of the meaning behind bull. Let readers in the target language be exposed to the cultural background information of the country when reading Chinese translations of foreign literary works, so as to achieve the purpose of cross-cultural communication.

From that, we can make a conclusion that translation is a purposeful act, and translators realize their translation objectives by means of translation strategies. The choice of translation strategies also reflects the translator's translation ideas to a certain extent. Translation, as an effective act of cross-cultural communication, is aimed at promoting barrier-free communication between different cultural communities. In the face of the great differences between ethnic cultures, in order to reproduce the spiritual connotation of the original work, it is necessary for translators to interpret the works from different perspectives, to choose the appropriate translation strategies flexibly and adaptively, so as to use the language and words to translate and to play the translator's subjectivity.

Translation behavior is a process in which translators concretize the concept of translation. Under the control of their own ideological will, translators either intentionally or unintentionally incorporate their own value judgment and social cultural trends into their translation ideas, into their translation behavior, from translation techniques to the treatment of specific words. As far as translation techniques are concerned, there are full text translation, abstraction, compilation, excerpt translation, revision, comprehensive translation, mistranslation and omission, etc. In terms of specific words, either the words in the original text are added to the language, or the means of dilution, generalization, filtering and omission are used to make the original text lose its proper language effect in the translation, or the words are carefully carved to make the translation subject of the translator. From this point of view, translation behavior also demonstrates the translator's subjectivity.

Lin Shu was an outstanding litterateur and translator in modern China. Nearly half of the 163 translated works published by Lin Shu are named as "notes" (32), "records" (23), "biographical" (14), "history" (4) and "legacy" (4). It is no accident that Lin Shu named his translations in a traditional Chinese genre. In the translation of Western literature, Lin Shu deliberately misreads the original text, and attached the normal human emotion to the original book as "loyalty, filial piety, righteousness, enmity" and so on, which meet the expectations of Chinese readers and have Chinese cultural characteristics. Lin Shu did so in order to conform to the prevailing ideas of the society at that time, and to make the translation more acceptable to Chinese readers by approaching the readers' cultural vision and reading expectations. In order to promote the Eastern readers' understanding of Western literature and achieve the goal of cross-cultural communication, Lin Shu used some translation behaviors to develop the translator's subjectivity.

3.2.1 Dialectical Thought of the Translator's Subject

The translator's main body's dialectical thought does not affect the authenticity of the translation in the process of translating news. The main body dialectical thought is the translator's subjective view of questioning news, and the dialectical thought is the important embodiment of the translator's main body's quality. A translator with dialectical thought will have his own unique opinion on the occurrence and influence of events, will not be uniformly coherent and follow with the text. The

translators will make the translated content more vivid, not only to ensure the accuracy of the translated content, but also to properly integrate the translators' main ideas throughout the entire article. The dialectical thinking of the translator is a noble quality of the translator, which is an essential ingredient in the objectivity and vividness of news translation.

CONCLUSION

The analysis and research on the subjectivity of translators from the perspective of cross-cultural communication is a new topic in translation studies and has received extensive attention from scholars. The translator is the main body of news translation and the most active part of translation. The subjectivity of the translator allows us to understand that translation is not only the conversion of language, but also the conversion of one culture, thought, and ideology into another. Under the perspective of cross-cultural communication, this thesis analyzes the translator's subjectivity in news translation from the language and culture of the English translation of "Want to be the Mayor of New York? Better Know Your Wings and Dumplings". In the course of translating news, the translator can only exert his own subjectivity, fully understand the original work, and use appropriate translation theories. The translator allows the target language readers to obtain the same aesthetic experience as the original readers in the target language context, and creatively translate.

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