黄勤 著

中国社会科学出版社

An Interdisciplinary Analysis of the Chinese Translation of English News

英语新闻汉译的跨学科分析

爱国主义教育"三

进一步加强爱国主义教育

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美国总统竞选网上蓝战

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the Chinese Translation of English News

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的跨学科分析

序

　　本书由黄勤同志在其博士论文的基础上修改而成。它借鉴了翻译研究、批判性话语分析和传播学领域的相关理论，提出一个基于"社会与认知"之上的英语新闻汉译的批判性语篇分析模式，用以辩证地看待意识形态对于新闻翻译过程的影响和作用。该著作选题新颖，是目前翻译研究中较为前沿的课题，有较强的理论意义和实用价值。

　　过去的研究翻译，大多注重文本的对比分析，侧重于语言分析、译文评价和对翻译技巧的把握，静态地把翻译看作是等值的语际转换活动。随着翻译研究文化转向的出现，文本以外的意识形态因素对于翻译的影响作用受到了关注，但已有的研究中讨论文学语篇者居多，对新闻翻译中意识形态的系统研究还相对薄弱。

　　批判性话语分析出现于 20 世纪 70 年代末至 80 年代初，但作为一种理论框架和研究方法被广泛用于媒体语篇的话语构建分析中却是近些年的事情。这些研究探讨了意识形态对语篇结构所产生的影响，但局限于语篇结构的话语分析，对于有双语介入的翻译过程中语篇结构的对比分析涉及甚少。黄勤同志的著作在一定程度上弥补了这方面的缺陷。

　　众所周知，大众媒体在体现其社会主流意识形态方面起着重要作用。批判性话语分析家如 van Dijk 就认为，媒体所代表的主流意识形态通过新闻语篇的结构得到体现，语境又对语篇结构产生限制作用。换言之，意识形态以价值观、态度等具体形式存在于特定的语境中，并通过特定的语篇结构得以表现。本书亦借鉴了这一观点，把新闻语篇翻译看作是一种重新语境化现象，因为原语新闻语篇赖以存在的绝大部分语境要素在译语中已经改变。随着意识形态

这一重要的语境因素被改变，新闻语篇译文的意识形态也被改变。通常来说，译语的社会主流意识形态因素对新闻翻译所产生的影响主要体现在两方面：一是翻译材料的选择；二是翻译策略的选择。不同的选择从而决定新闻翻译语篇结构的变化。但是，并非在所有翻译中语篇结构的变化都受制于意识形态的影响，有些可能要归属误译。作者以实例阐述了意识形态对新闻翻译过程的影响和误译之间的辩证关系。这一点难能可贵。

为了检验本书所提出的分析模式的可行性，作者对《参考消息》和《上海译报》等国内部分媒体对《纽约时报》和《华盛顿邮报》等国外媒体的政治新闻翻译中出现的不完全对等现象进行了定量和定性分析，这些个案研究旨在探明政治新闻翻译的内在根源，阐明了意识形态在翻译中的作用，为新闻翻译的质量评估提供了较为客观和科学的依据。当然，它对普遍意义上的翻译实践也具有积极的指导意义。可以说，这本专著也是批判性话语分析从单语扩展到双语（翻译）的一次成功的尝试。

当然，本书主要做英语新闻汉译研究，采用的个案研究限于政治新闻与其翻译，其研究结果可能存在一定程度的片面性。为了增强研究结果的可信度，作者今后宜采用大量的英汉新闻语篇译本来做实证研究，即在新闻翻译语料库的基础上来开展研究，这恐怕是作者接下来要做的工作。要做这项工作，单枪匹马还不行，还要有一个志同道合的团队。是为序。

罗选民
2006 年 12 月于加州大学洛杉矶分校

摘　　要

　　翻译是人类最为复杂的活动之一，它不是产生于一个理想的中立场所，而是存在于真实的社会和政治语境中。对翻译过程的复杂性进行认识，能避免简单地将翻译看作是文本间语言转换的观点，使意识形态在翻译中的作用得到足够重视。

　　随着翻译研究中"文化转向"的出现，意识形态在翻译中的作用已引起了越来越多研究学者的关注。然而有关的研究大多局限于文学语篇，因而限制了人们对于在其他语境中所产生的意识形态矛盾冲突的理解。作为一种社会实践，新闻语篇的翻译能维护也能抵抗与目的语不同的意识形态。但是新闻语篇翻译的这一本质特征尚未引起翻译研究者们的足够重视。国内现有的新闻翻译研究主要集中于探讨如何在翻译中保留新闻文体的风格和实现语义的对等。即使是在探讨文学语篇翻译中意识形态对于翻译策略的影响作用时，学者们也主要是通过几个零星的译例来说明译语语篇如何受意识形态影响从而出现信息增减和词义的变化。这些分析缺乏系统性和理论的高度，是翻译研究中的一个薄弱环节。

　　本书试图建立英语新闻汉译的跨学科的批判性话语分析模式，用以辩证地看待意识形态对于新闻翻译的影响作用。该分析模式整合了批判性话语分析、大众传播学和翻译研究等相关学科的理论和观点。

　　就可利用的信息源而言，大众媒体并非被动的转播者，它在体现其社会的主流意识形态方面起着重要作用。西方资本主义社会的媒体对于某一国家的报道取决于媒体所属社会的价值取向和流行观点。随着时间的推移，媒体的报道会有助于本国读者形成对这一国家的成见。美国媒体很少脱离其主流社会的价值观，对中国的报道存在不切实际、带有偏见、有失客观报道原则，甚至恶意贬低的问

题。在新闻报道的汉译中，我们应对这些问题加以重视。

　　媒体所代表的主流意识形态通过新闻的语篇结构来体现。为了理解语篇结构如何来体现意识形态，需要一个语境或语境模式。语境模式对语篇的产生起着限制作用，从而形成受语境控制的语篇结构。这些语篇结构反过来影响语篇接受者的语境模式的形成。我们称这种语境模式为社会—认知模式，意识形态是其中的一个重要范畴。换言之，意识形态以价值观、态度等具体的形式存在于一定的语境中，并通过一定的语篇结构来得以表现。

　　新闻语篇的产生是一种语境化现象，新闻语篇的翻译则是一种重新语境化现象，因为原语新闻语篇赖以存在的语境中的绝大部分语境要素在译语中已经改变。随着语境中的一个重要要素，社会表征（包括知识、意识形态、信仰观、价值和态度）的改变，新闻语篇翻译中的意识形态可能会不同于新闻原语语篇中的意识形态。译语的社会主流意识形态因素对翻译的影响作用主要表现在两方面：其一是翻译材料的选择；其二是翻译策略的选择，从而决定翻译中的某些语言结构的变化。但是，并非所有翻译中的语言结构的变化都受制于意识形态的影响，有些可能要归属误译。误译的原因是多方面的。按照功能翻译学派重要代表诺德的分类，翻译错误可能会出现在语言、文化、语用和语篇类型四个方面。意识形态方面的翻译错误可以看作是语用的翻译错误。当然，其他三方面的翻译错误也可能造成译语语篇中意识形态表达的失误，会给译文读者造成负面影响，译者对此需要提高警惕，努力避免犯这些错误。

　　虽然并非所有的语篇结构都受意识形态的影响，但政治新闻报道中的语篇结构可能或明确，或隐含地体现着意识形态。随着全球化的发展，政治新闻起着越来越重要的作用。然而正是通过翻译，绝大多数的政治新闻才得以跨越国界而传播给外国读者和听众。基于此，本书运用一个跨学科的批判性话语分析模式，对受意识形态影响作用较大的英语政治新闻报道的汉译个案进行了具体分析。本书取 2001 年 4 月发生在中国海南沿海空域的中美撞机事件为政治

新闻事件，围绕事件发生后双方在僵持阶段所争论的几个焦点问题，选择了美国主流媒体《纽约时报》和《华盛顿邮报》上的四篇新闻报道为原语语篇，而中国的主流媒体《参考消息》和地方媒体《上海译报》上刊登的对这四则新闻报道的汉译为译语语篇进行对比分析。此外，还采用了具体数据的定量分析和定性归纳来保证个案分析的可信度。

　　本书希望通过个案分析，为新闻语篇翻译提供更多有效的研究方法，帮助考察和识别世界上不同国家的媒体在新闻语篇中以及新闻语篇的翻译中所使用的不同话语策略，并希望将意识形态对翻译的影响的研究从文学语篇扩展到其他语篇。也希望通过指出翻译错误与意识形态对新闻语篇翻译的影响之间的辩证关系，为新闻语篇的翻译批评和翻译实践起到一定的指导和借鉴作用。

　　本书将通过五章的内容对上述观点分别进行详细阐述。

　　第一章为导言部分，简要介绍本书的研究目的、所要研究的问题、具体的研究方法以及本书的写作布局，并阐明了本研究的重要性。

　　第二章为文献综述，首先集中介绍新闻语篇方面的知识和意识形态概念并阐述了媒体霸权理论，以此说明意识形态对新闻和新闻翻译的影响作用。其次对现有意识形态与新闻翻译之关系进行综述。综述分两方面进行：一方面回顾批判性话语分析对新闻语篇中所体现的意识形态的研究；另一方面回顾翻译研究中对新闻语篇翻译中的意识形态的研究。章末强调了运用跨学科研究方法进行新闻语篇翻译研究的重要性。

　　第三章提出了新闻语篇翻译的跨学科的批判性话语分析模式。文中的"批判"是一个中性词，指"评价"。本章先介绍范代克关于意识形态的社会—认知分析方法，并澄清了在政治新闻语篇翻译中容易混淆的一些概念，阐明了语篇、话语、语境等之间的关系，以及翻译研究、大众传播学和批判性话语分析方面的相关理论。在这些相关理论源泉基础之上，作者尝试性地提出了一个为分析新闻翻译中意识形态影响作用的批判性话语分析模式。本章和下一章构

成本书的重点。

第四章是本书的核心。采用政治新闻语篇翻译的四则原语语篇和译语语篇做批判性和系统性的语篇对比分析，以个案研究来阐明意识形态如何在政治新闻语篇翻译过程中对翻译选材、翻译策略制定和读者接受等进行制约，以及政治新闻语篇翻译错误与意识形态制约作用的辩证关系。本章采用了具体数据的定量分析和定性归纳来保证个案分析的可信度。

第五章是本书的结论。总结了新闻语篇翻译的跨学科分析方法。指出该研究的不足之处和发展潜力，以及对此课题做更深入研究的必要性。

本研究选择尚未引起充分重视的意识形态对新闻语篇翻译的影响作用为研究内容，借助相关学科的理论和方法对具体的新闻翻译个案进行了系统和批判性的语篇对比分析，体现了三点创新：

（1）将意识形态对于翻译的影响作用的研究从文学语篇扩展到新闻语篇，首次提出新闻翻译是重新语境化的观点。在原语语篇和译语语篇得以产生的不同语境的观照下，对原语新闻和译语新闻进行了批判性和系统性的语篇对比分析，揭示了作为语境要素之一的意识形态对于新闻报道及其翻译的影响作用，具有较重要的理论意义。

（2）采取跨学科的研究方法，以翻译研究以及大众传播学和批判性话语分析等学科的相关理论和观点为依托，首次建立了英语新闻语篇汉译的批判性话语分析模式，并且借助由定量分析和定性归纳相结合的个案分析对模式的可操作性进行了检验，体现了较高的方法论价值。

（3）明确阐明了误译与意识形态对新闻语篇翻译所产生的影响之间的辩证关系，批评了翻译研究中的泛意识形态论和语义对等论的二元对立现象。对于新闻翻译批评和新闻翻译实践具有实际指导作用。

关键词：新闻翻译　重新语境化　意识形态　批判性话语分析
跨学科方法

Abstract

Translation is never a mere activity that takes place in an ideal neutral site, but in real social and political situations, wherein different parties have vested interests in the production and reception of texts across linguistic and ideological boundaries. Awareness of the complexity of the translation process can avoid the simplistic view of regarding translation as a mere process of word for word or sentence for sentence transference and help to realize the ideological intention in the process of translation.

With the coming of the "cultural turn" in translation studies, in the last fifteen years there has been a growing interest in the role played by ideology in translation studies; however, most studies have been confined to literary discourses, thus limiting the wider understanding of how ideological conflicts pervade any context where power inequalities are present. Translation of news discourse as a social practice can be seen to maintain as well as to resist and challenge the asymmetrical nature of exchanges, but this nature of news translation has not attracted enough attention of translation researchers. Most of the studies in news translation made by domestic scholars mainly concentrate on the distinctive features of news in journalism and the stylistic and linguistic equivalence. Moreover, even when dealing with the ideological impacts on the selection of translation strategies in literary translation, scholars have merely focused on the analysis of deletion, addition and diction in the translated version by listing some sporadic examples. The analysis is neither systematic nor critical, which shows a weak link in translation

studies.

Based on this background, the present study attempts to set up an interdisciplinary analytical model for the critical discourse analysis of the Chinese translation of the English news, exploring ideological factors in the translation process. The analytical model has incorporated many critical elements from multidisciplinary theories of critical discourse analysis, mass communication as well as translation studies.

The mass media are more than passive transmission agents for available information, but represent the dominant ideologies of the society. The mass media promote a particular set of assumptions and beliefs favored by the dominant class in the capitalist society. The media coverage of a particular foreign nation reflects the dominant assumptions of that nation held by the mainstream society in this country. Over time, the audience develops a stereotype and a sentiment toward a particular foreign nation for which the media is largely responsible. Media in the US seldom deviate from the dominant values of the American society, producing biased, negative and even distorted reports about China. Great attention should be paid to such problems when they occur in translations.

The dominant ideologies are reproduced in the discourse structures of news. To understand how a discourse represents ideologies, contextual models are needed. Contextual models constrain discourse production, resulting in context-bound discourse structures. These again will be interpreted by recipients as properties of the context model of the speaker. That is, discourse structures may in turn influence recipient models of the context and construe them in their own contextual models. We call this kind of contextual model the socio-cognitive model. Ideology, an important contextual category, is concretized as values and attitudes in a certain context and represented in certain discourse

structures.

Translation of news is a kind of recontextualization as most of the contextual categories in the source news text are changed, viz. recontextualized. With the change of an important category, social representation which refers to knowledge, ideologies, beliefs, values and attitudes, the translated news has to make some changes in order to meet the patronage's ideology. The patronage's ideology in news translation is the dominant ideology of the society represented by the media in which the translated news is published. Thus, the ideological factors in the translation of news are different from those in the source news. The ideological influence on news translation is manifested in two aspects: one is the selection of the source news discourse and the other is the selection of translation strategies which may presuppose some linguistic variations in the translation. It is certain that not all linguistic variations in translation are ideological and some may be purely translation errors. However, some translation errors may cause the inadequate representation of ideology in the target news, misleading target readers, which both translators and translation scholars should not neglect, but try to avoid.

Although not all discourse structures are ideologically laid, ideologies can be either explicitly or implicitly represented in discourse structures. With globalization, political news plays more and more important functions. Political news which is heavily-laden with ideologies relies on translation. It is through translation that most of the political news can cross the borders of countries and reach the readers and audiences of foreign countries.

This present book adopts an interdisciplinary model of critical discourse analysis to make a case study of the Chinese translation of English political news. Four samples of news reports by the American media on some hot issues arising in the standoff period of the Sino-US

mid-air collision which happened on April 1, 2001 and their Chinese translations published in the Chinese media are studied in detail with the support of quantitative analysis and qualitative generalization. The purpose is to contribute useful information to the studies of news translation which examine and identify discourse strategies in news reports of various newspapers around the world, leading us a step nearer the objective of shifting the study of the role of ideology in translation from the limited genre of literature to a variety of genres. Its importance can also be shown in news translation criticism and news translation practice by pointing out the dialectical relationship between translation errors and the ideological influence on political news translation.

The book will be tentatively composed of five chapters to illustrate the aforementioned points of view.

Chapter one offers an introduction to the methodology, significance and layout as well as the purposes and research questions of the book.

Chapter two serves as a literature review. It begins with a brief introduction to the basic concepts of news and ideology as well as the illustration of media hegemony theory, elaborating the impacts of ideology on news. Then, a critical review is carried out in two aspects. One is the previous studies on ideology in news and the other is ideology in news translation. The paucity of the studies found out after the review inspires the author to embark on a critical and systematic study of the Chinese translation of English news.

Chapter three is a thorough account of the interdisciplinary model for the critical discourse analysis of the ideological impacts on the Chinese translation of English news. It starts with the introduction to Van Dijk's socio-cognitive approach to ideology, clarifying some confused concepts and the relationships among them, such as text, discourse and context. Then, it goes further to introduce the relevant theories in

translation studies, mass communication and critical discourse analysis. Based on all these theories and ideas, an analytical model for critical discourse analysis of the ideological influence on English news translation is set up, which is of an interdisciplinary nature and which will be available for the empirical analysis in the next chapter. This chapter and the next chapter together occupy the most prominent position in the book.

Chapter four is the most important part of this book which analyzes how ideological factors function in news translation, exemplified by the Chinese translation of English political news at the different stages of the translation process with sample analysis incorporating quantitative analysis and qualitative generalization. The four-pair samples are chosen on the American news reports around the certain issues about the Sino-US mid-air collision, which happened on April, 2001 and their Chinese translations. It also illustrates the dialectical relationship between translation errors and the ideological influence on the translation of political news.

Chapter five is the natural conclusion of the whole book in which the author summarizes the main points of the book and points out the limitations of the present study, showing the necessity and the great potential for more and further research on this subject.

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